

4.3 Leaflets

Definition: Single sheet or double-sided printed document folded to convenient size.

Purpose: Compact, user-friendly summary of key project themes/ information, to support public consultation, exhibitions etc. and as project promotion.

Production: Using desktop publishing programs to combine text and images, large quantities can be produced at reasonable cost. An effective medium for communication.

Leaflets:

- are straightforward, flexible and are an effective medium
- convey core project message in a single document
- can be designed in a variety of formats
- creative graphics supported by wide choice of materials and techniques.

Watchpoints

- Concise and focused text.
- Images to be accurate and honest.
- Convey project quality and energy while providing information.
- Clear statement of project status and timetable – and what the audience can do.
- May be enlarged and used as posters.

Example of good leaflet design Oxford, West End

Size: A4 Portrait when folded
Number of pages: 6
Print process: Lithographic

This well-illustrated leaflet not only informs local communities of project proposals but also encourages their involvement. This leaflet helped build community confidence and overall support.

Components:

- 6 page fold out spread
- summary text
- promotion of public consultation event
- project logo
- simple and contrasting colour scheme
- good balance of plans, photos and illustrations
- simple design aimed at a diverse audience
- attractive and user-friendly questionnaire
- freepost questionnaire reply form to collect local community views.

