

# So you're designing a leaflet...

**Northumberland  
online marketing toolkit**

**Leaflets enable you to provide potential customers with key information.**

Leaflets are generally one sheet of paper folded, These are suitable to more direct promotion advertising a specific business or product, for example 'Rebeccas Cake Shop', which may include short and snappy text, images and contact details. There are various things that all leaflets should feature and this guide will provide helpful advice on what to include, paying consideration to the use of logos and photography.

### Leaflet size guide

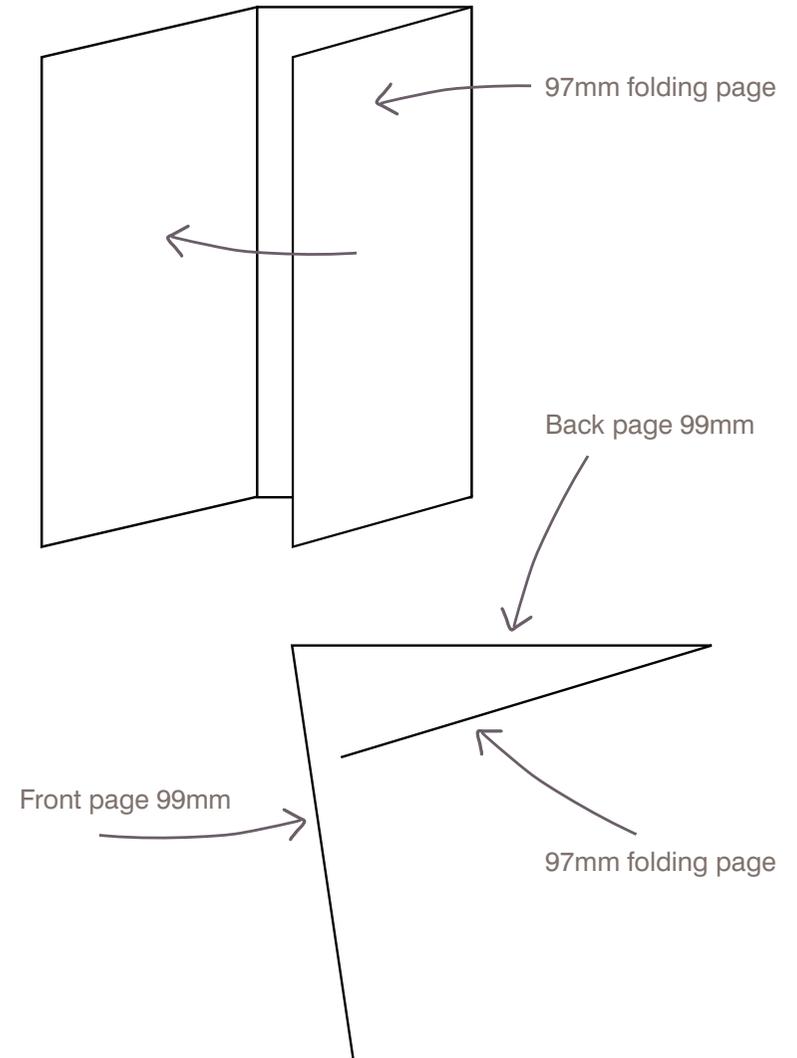
#### DL

The usual size preference for leaflets due to their slim dimensions making them ideal for sitting in dispenser racks.

**TIP: When producing a 6 page DL leaflet (roll fold), it's important to remember that the folding page (shown opposite) is at least 2mm less in width to the rest of the pages. This is to ensure the leaflet folds down without buckling. If in doubt, your printer will be more than happy to put you on the right track.**

#### Other sizes

An affordable way of producing a 4 page leaflet is using an A4 sheet folded in half to create an A5 leaflet.



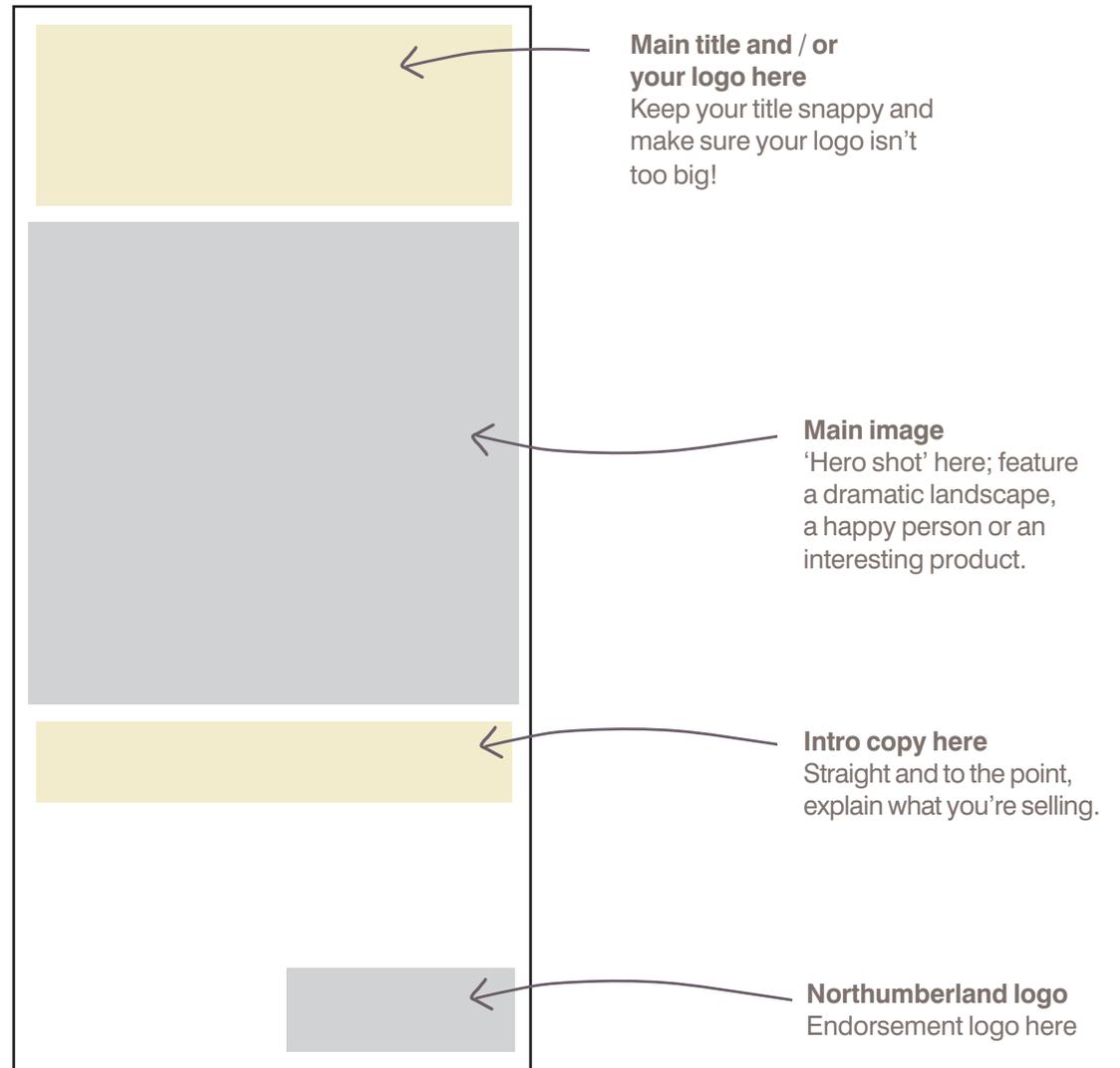
**Cover**  
99x210mm

Your cover is your customers first impression of you - so make a good one!

**Using photography?**

An interesting and engaging image can say a thousand words. We have a selection of images available for you to use to bring your leaflets to life.

Visit our website at [www.marketingnorthumberland.com](http://www.marketingnorthumberland.com) and log in to access our image library.



**Inside**  
**198x210mm**

Inside your leaflet is where you have the chance to sell yourself or your business. Remember to keep people interested by breaking up information into manageable chunks.

**Need help writing?**

The way you write about your business can say a lot about you. Are you traditional, modern, experienced or fun?

We have created a best practice copywriting guide for you to use as reference. Visit our website at [www.marketingnorthumberland.com](http://www.marketingnorthumberland.com) for more information.

**Introduction copy**

What makes you special? Say it here and keep it short! Use a larger font to create impact.

**Character building**

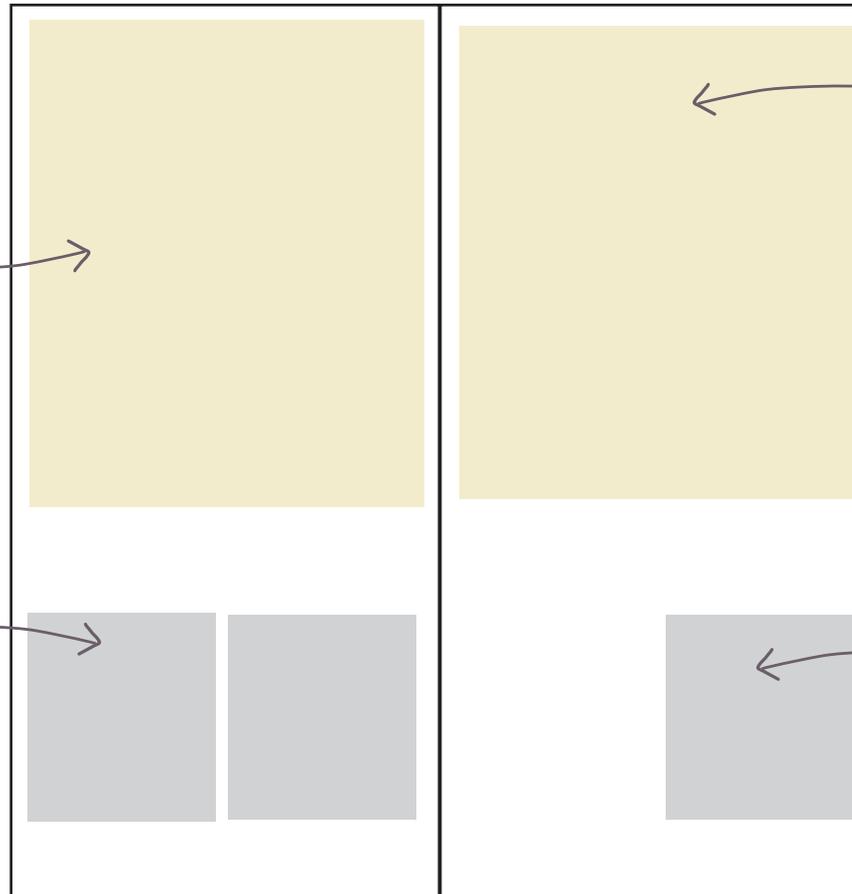
Combine images of places and people to show exactly what makes you great.

**Main copy**

The devil is in the detail. This is where you share all of your best bits. (Make sure the text isn't too small!)

**Pull out**

Pull out an important piece of information, a quote from a customer or an interesting fact to sum you up at a glance.



**Back cover**  
99x210mm

Although it's at the back, the back cover is by no means the least important. It summarises your information and tells people how to get in touch.

We would recommend that the back cover of any printed material should feature the visit Northumberland website address  
[www.visitnorthumberland.com](http://www.visitnorthumberland.com).

**Call to action**

Asking people to do something can always be a bit tricky. Just be clear on what you want them to do and how you want them to get in touch with you.

Visit our website at  
[www.marketingnorthumberland.com](http://www.marketingnorthumberland.com)  
to look at our examples of best practice sign off information.



**Get to the point**

Tell them what you want them to do, and how to do it.

**Logos and contact**

Finish the leaflet with your logo/endorsement logos as well as your location and contact details.

# Hints & tips

## Remember!

- **Bigger is not necessarily better.** Your logo does not need to take up half of the front cover to stand out. Make sure its placed in it's own space, not too close to the edge or any other elements.
- **Does your leaflet have a snappy title?** You're competing against other leaflets, so make it count!
- **Use photography on the front cover.** Sometimes a 'Hero shot' can make all the difference.
- **Less is more.** Don't write too much. Be clear and to the point and keep people interested.
- **Keep it simple.** Too many fonts, type sizes, colours and pictures can make your leaflet look cluttered and confusing. One or two elements will help it look engaging but keep it easy to read.
- **The really important stuff.** Your call to action is one of the most important parts of your marketing and the way in which people can get in touch, so remember to include this on the back cover.
- **Get feedback.** Try and find out what's worked and what hasn't by asking your audience or customers for their comments.