

Event Design and Print Tips

Include all applicable information in promotional material for an event:

- ✓ Date
- ✓ Time
- ✓ Location
- ✓ Title of the event
- ✓ Relevant photo or picture
- ✓ Speaker's name
- ✓ Sponsoring organization information, emblem, or logo
- ✓ Brief summary or explanation of the event
- ✓ Basic information about series or if part of an organized series
- ✓ Contact information or website of event organizer

Design tips to consider:

- ✓ Ensure that all fonts, colors and styles are in line with university standards:
<https://identity.unc.edu/>
- ✓ Break up text with horizontal rules
- ✓ Choose engaging photos or artwork
- ✓ Avoid visual clutter (too much text or too many photos)

Contact sphcomm@unc.edu for any design assistance needs or questions.