

Flyer / leaflet



TYPE OF TOOL: **PUBLISHING**



Goals

- ▶ Provide information about an Organization, Project, a Location
- ▶ Sensitization
- ▶ Behavior Change



Targets

- ▶ General Public
- ▶ Donors, Funders
- ▶ Institutions
- ▶ Tourists



Steps for Creating

DESIGN

Identify the target audience, the messages, the content, format size and (dimensions, number of pages, folds, etc.). Make a "Road Map": a simple layout indicating the contents by page. Call on the services of a Graphic Designer for document layout and check with a printer to discuss paper weight, gloss, and lamination options. If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-forest managed paper, etc.).

PRODUCTION

Proof the PDF draft of the brochure prior to giving the Approval for Printing (AP). Also check the colors before the final version is printed (Cromalin, Iris, colorimetric proofs). Try to make an exact estimation of the number to be printed in the first run because reprinting is costly.

Key points:

Pay attention to the layout of the text that it corresponds to the number sections (two, three or more) folded or unfolded. Favor use of smaller formats e.g. A5, half of A4, or smaller. Plan for the production. Have the brochure reviewed by someone outside the organization, who is not involved with the publication, to get an independent opinion. Proof the text for typos, comprehension, etc.



Content

Not too much text. Alternate texts/photos. Propose many reading levels: Titles, sub-titles, headlines, text boxes, captions. Include contact information for the organization (Email, Website, Facebook, Twitter, etc.). Be sure list information that helps boost the organization's credibility e.g. recognitions from the government, public agencies, awards, etc.

MESSAGES

Messages reflect the objective for producing the flyer/leaflet: Sharing information about the organization, a program or site. For example, status, history, mission, values, programs/activities, staff, objectives, methods, results, etc.

IMAGES

The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Getting prior approval before taking photos of persons, places, even objects, as required. Give proper credit as warranted.



Distribution

Think about the distribution costs. Maximize options if shipping a printed version. Identify the different distribution opportunities. For example, a brochure can be distributed during meetings, conferences, exhibitions, seminars, open houses, etc. It can also be disseminated in an electronic PDF format.



Indicators

- Number of flyers/leaflets printed and reprinted.
- Number of flyers/leaflets distributed vs. number in stock.

Examples



- **RAMPAO leaflet**
See Example Worksheet below, also the document
- **IBAP leaflet**
- **Oceanium leaflet** (general presentation)
- **RAMPAO new leaflet**
- **PNBA leaflet** (park)
- **PNBA leaflet** (presentation)

EXAMPLE Desdobraível

RAMPAO FLYER

Context

The Regional Marine Protected Areas Network in West Africa (RAMPAO) is comprised of 27 marine protected areas (MPAs) from seven countries. Its mission is to “Ensure within the West African marine eco-region that encompasses Cape Verde, The Gambia, Guinea Bissau, Mauritania, Senegal and Sierra Leone, the maintaining of a coherent set of critical habitats necessary for the dynamic functioning of the ecological processes essential to the regeneration of the natural resources and the conservation of biodiversity for the benefit of societies.”

Type of Tool

Publishing

Language

French

Technical Characteristics

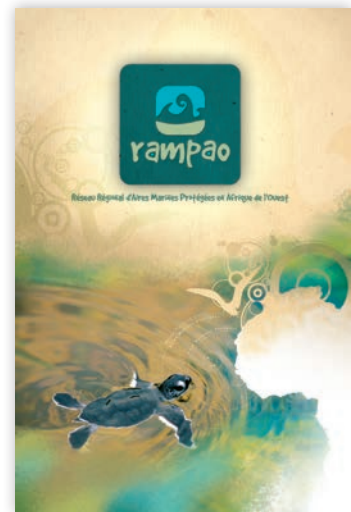
A5 format size; glossy coated paper, folded; A4 format size, unfolded, three sections, six pages, printed in 4-color.

Targets

General Public, Network, Members, Partners, NGOs, Associations, Institutions, Donors, Funders, Media

Geographic Scope

International (French speakers)



Key Messages

Issues, challenges, and shared vision of the RAMPAO network members. The network's goals, perspectives, and geographic scope. An invitation to join and support the network.

Goals

Introduce the organization

Usability



Use over time



Flyer has no date

Replicability*



This flyer cannot be reproduced without modification but the design could be reproduced.



* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)