

Design Guidelines

High Contrast and Bold Type for Maximum Impact

The use of **high contrast** is encouraged since higher contrast will display optimally on our TV monitors.

Most importantly, since the flyers display on rotations of approximately 30 seconds and are on monitors 40" to 60" in size, please use **large and/or bold type**.

Create a simplified message with pertinent information for the digital marketing flyers. Too much small text or detailed information will have less of an impact in this format. You can avoid the use of too much text by referring to a website or email where more information may be obtained.

Remember to include the event name, date, time, location and other key information.

ASU Communication Standards may be found at:

<https://commguide.asu.edu/standards/general-guidelines>

Examples of High Impact Digital Marketing Flyers:

