



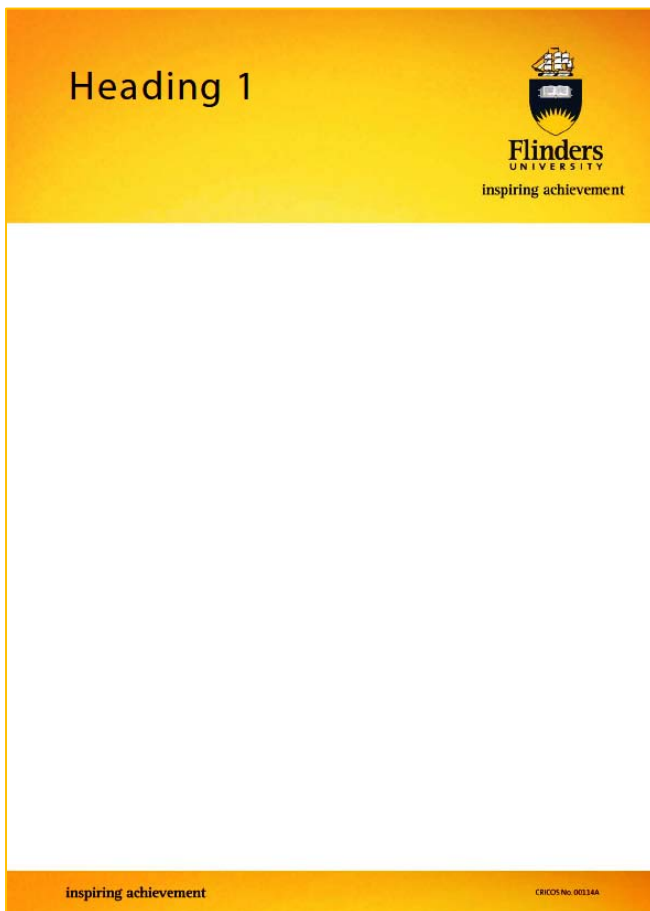
A Guide to Using the Generic Flyer Template

The purpose of this document is to demonstrate the creative uses of the Generic Flyer Template as well as providing a style guide for the successful application of colour, image, font and brand for professional standard publications.

Before you start

Check which version of Microsoft Office Word is installed on your computer (for help with this [contact your local IT support](#)). Two file formats of the Generic Flyer Template are available; use the .doc version with MS Word editions to 2004 and the .dotx version with later editions of Word.

Portrait



The Generic Flyer Template is a two page A4 document available in both **portrait** and **landscape** orientations.

The template consists of:

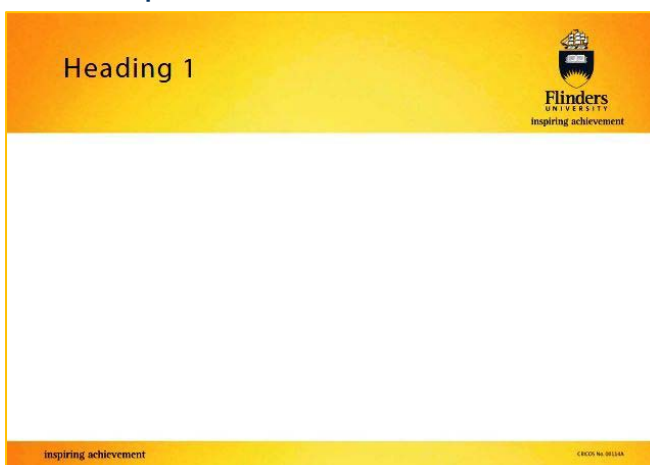
- an editable **heading field** set into a burnished gold banner with the Flinders crest and logo
- a fixed-sized editable **body field**
- a gold band across the page bottom with the Flinders tagline (un-editable field)
- a blank second or back page with a locked gold banner and Flinders tagline across the page bottom.

This template has been provided in response to requests for more flexible layouts and variety in creating publications.

For successful application of the Generic Flyer Template we ask that you:

- use Flinders corporate typeface Arial (Helvetica on a Mac) in bold, italic or regular
- use space around text in order to highlight key points rather than underlining, all capitals, highlighting or other effects
- use approved Flinders colours (refer to chart below)
- source graphics and images that are appropriate in terms of quality, content and copyright
- employ a clear layout that sets out information in order of importance and relevance.

Landscape








Creating content




Approved Flinders colours for text, borders, shading, charts and graphics are:

RGB:

	Gold: R255, G211, B0		Green: R134, G178, B156
	Red: R235, G110, B8		L Blue: R98, G164, B211
	Grey: R160, G165, B169		Black: R0, G0, B0
	D Blue: R0, G47, B96		

CMYK (for professional print production)

	Gold: C0, M14, Y95, K0		Green: C44, M0, Y35, K20
	Red: C0, M68, Y100, K0		L Blue: C62, M22, Y0, K3
	Grey: C5, M0, Y0, B169		Black: C0, M0, Y0, K100
	D Blue: C100, M82, Y10, K96		

Refer to Microsoft Office help  for how to apply RGB colour settings to your documents.

Images

We ask that you give careful consideration the following issues relating to image use:

- brand – does the image fit with the Flinders brand?
- copyright – do you have permission to use the images you have chosen?
- quality – is the image the right resolution, size and format for print?

Brand

The Flinders brand enhances our University's reputation for inspiring excellence and is an important resource for all Flinders people. Presenting a clear and consistent visual identity that we can all engage with supports the aims of the University and the work we do here.

The success of the Flinders brand depends very much on all Flinders people adhering to brand guidelines and responsibilities. Please refer to the Marketing and Communications (MACO) website for a comprehensive guide to applying the Flinders brand.

Copyright

Images professionally created for your publication are not subject to permissions and are copyrighted for fifty years from the date of publication.

The use of any photograph or graphic obtained from any other source requires specific permission from the creator or owner. This includes images copied from websites, images scanned from printed materials not in the public domain (i.e. published less than 70 years ago), and photographs circulated via email or any other electronic media.

An acceptable practice is to source royalty-free digital images. [iStockphoto](#) is recommended as an online provider of photographs and graphics which are sorted by key words and categories and are formatted for various types of use, including print publication.

There is a small fee associated with acquiring stock images.

If you have any queries about the images you intend to use, please contact MACO on marcomms@flinders.edu.au phone 8201 3707.

Quality

The minimal resolution value of digital images required for professional quality printing is 240 pixels per inch (ppi) and the ideal resolution value is 300 ppi. The number of pixels per inch is often referred to as dots per inch (dpi) in relation to printing (dots of ink are laid down on the page); the higher the number of pixels, the better the image quality.


Resizing and/or resampling images impacts on the resolution (pixel count) and therefore picture quality as pixels are removed in the process.

To work out the maximum size you can make an image for print:

- divide the **horizontal pixel count** (the number of pixels across) by 300 (the desired resolution for print)
- the result gives you the **maximum print width** (in inches).
- divide the vertical pixel count (the number of pixels from top to bottom) by the 300 (the desired resolution)
- the result gives you the **maximum print height** (in inches)

Some other rules of thumb for generating good quality images for print publications are:

- use the most appropriate file format;
 - TIF files are best for photographic images and graphics
 - JPEG files that are saved at the highest quality setting are acceptable for photographic images
 - PNG files may be appropriate but are not fully supported across all platforms as yet
- source images that are already specifically formatted for print; images copied from websites, as well as potentially being copyright infringements, are very low quality (only 72 ppi)

For help with file formats or resolution refer to your image editing software tutorials .

Using the editable fields

Heading 1



On both portrait and landscape versions of the Generic Flyer Template, the heading field is set to a default of 35 characters of black text in Flinders corporate typeface (Arial Bold 32 point). The character size may be changed but we ask that the font remains the same.

The return key can be used to create headings on two lines (see example below).

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(Lorem ipsum dolor sit amet, 2011)

Example 1

inspiring achievement

CRICOS No. 00114A

To enable the Word features enabled in the body field, place your cursor in the field area.

Please note that the use of Clip Art, Word Art, Smart Art and Shapes is not recommended.

Files, images, graphs or other media created in compatible programs can be included in the flyer by using the **insert** menu (tab) and either the **picture** or **object** functions.

To avoid formatting errors allow for extra space above the gold band at the bottom of the page.

Example one, an information flyer, was created using a simple two column layout with an image inserted.

Note that the inclusion of email addresses and website addresses is encouraged.

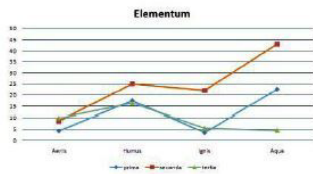
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www.finders.edu.au/ditto

Example 2

inspiring achievement

CRICOS No. 00114A

Example 2 demonstrates the combined use of tables, images, graphs, headings and horizontal rule.

Graduate Showcase



Please join us for the Department of Screen and Media
Graduate Showcase Industry Screening and Awards
on Monday December 6th, 2010

Featuring the work of BCA Screen and Digital Media Honours Students

Curtis Brownjohn Aaron Climas Glenn Dunn Alex Grosvenor

Annie Nguyen Paulo Nacieanceno Peter Ristic Lejla Sarcevic

ACS Flinders University Student Cinematography Award
ProAVsolutions Achievement Award for Digital Media
ProAVsolutions Achievement Award for Screen Production

Screenings commence at 6.45 pm
RSVP by December 3, 2010
alison.wotherspoon@finders.edu.au

Flinders University Victoria Square
Level 1, 182 Victoria Square, Adelaide
Refreshments provided

Example 3

inspiring achievement

CRICOS No. 00114A

Example 3 demonstrates how an effective invitation flyer can be created.

Finishing the flyer

Once you've set up your content satisfactorily you can save the flyer to a location on your computer as a Word document and follow your usual printing procedure. The file can also be saved as a Word template for ongoing use by your area.

If you're printing your flyer yourself we recommend you do a test print before printing large numbers to ensure that available paper stock can support a good quality finished document.

For a stronger design component for your flyer including the application of Flinders corporate promotional font and layout assistance contact the Marketing and Communications Office; 8201 3707.

For multiple copies in professional print quality and consistency of corporate colour, contact Flinders Press on 8201 3150.