Marketing Materials
Best Practices
Alternative Format Statement
This publication is available in alternative media upon request.

Statement of Non-Discrimination
The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-865-4700/V, 814-863-1150/TTY.
# Table of Contents

Marketing Materials Best Practices .......................................................... 2

Why should you care about how you market your programs? ........................................ 2

Planning Your Material .................................................................................. 2

Designing Your Material .................................................................................. 2

Best Practices for Planning Your Brochure ......................................................... 3

Best Practices for Page Setup .......................................................................... 3

Best Practices for Body Copy ........................................................................... 3

Best Practices for Photos, Graphics, Borders ...................................................... 4

Additional Resources ....................................................................................... 5

Training ........................................................................................................... 5

Websites .......................................................................................................... 5

Phone Numbers ............................................................................................... 5
Marketing Materials Best Practices

Why should you care about how you market your programs?

You want to reach a broader audience. The quality of your organization or program is directly reflected in the quality of your print materials; your web presence. You can expand your audience with better-printed, quality materials. You also want to promote the greater College mission and portray PSU, CAS in a friendly light. The long-term goal is a better understanding by the general public of who we are and what we do.

A brochure is a printed piece with the purpose of disseminating information or advertising an event, a service or a product. The design of a brochure calls upon the understanding of the basic principles of advertising, copyrighting, page layout, and production. Like other kinds of promotional materials, the brochure needs a concept, a theme, to tie it together.

Planning Your Material

Questions to ask before beginning to design your brochure:

1. What is the objective of this brochure?
2. Who is the audience? If there is more than one audience, you may want to think about designing several brochures.
3. How will the customer benefit from this product or service?
4. What information will be contained in the text?
5. Who will write the copy?
6. What is the message?
7. What format will be most appropriate to the message, the amount of information you need to include, and the audience?
8. Will you use a graphic on the cover to attract attention, or do you plan to use a bold, attention-getting headline?

Designing Your Material

When designing a brochure, consistency, and simplicity are the keys to a successful design. Here are some key factors you should consider:

1. Is the information organized in a hierarchical order of importance?
2. Has the information been presented in a simple, clear way?
3. Do the facing pages work well together?
4. Do the panels or columns work together in terms of design and information presented?
5. Is there a good sense of balance on the page?
6. Do the illustrations or photographs work well with the text and enhance the page? Do they overwhelm the information?
7. Does the paper selected enhance the design of the brochure and allow for easy folding?
Best Practices for Planning Your Brochure

1. Design for your audience – not for you
   a. We tend to forget that our audience may not know Extension. We do, but are we telling the story well enough for our audience?
2. Carry through the image and color scheme to all collateral materials, i.e., postcards, handouts and nametags – this is called branding.
3. All of your materials need to have the same logo.

Best Practices for Page Setup

1. When setting up your page(s), use column and margin markers. This provides guidelines for text boxes, lines, and graphics. You don’t want to see text, lines, or graphics that “spill” over into the folds of a brochure.
   a. To display Margin Guides, go to the Arrange Menu, select Layout Guides. Enter the appropriate number for left, right, top and bottom margins.
   b. To set the number of columns, go to the Arrange menu, select Layout Guides. Click on the Grid Guides tab at the top. Enter the appropriate number of columns. Remember to have enough space between columns to allow for white space for the reader. At least \( \frac{1}{2} \) (.5)” is recommended.

Best Practices for Body Copy

1. To get your point across fastest, decide what’s most important.
   a. Primary information gets the largest font.
   b. Second information gets the next size font.
   c. Tertiary gets the next size font.
2. Group like information together. Readers want to know:
   a. Who should attend
   b. What’s the date and time
   c. What they can expect to learn
   d. Why does it matter to them
3. Decide on least amount of information necessary.
   a. Use active voice
   b. Edit text blocks so they contain just the information necessary
4. Use as much white space as you can - it helps the reader to grasp information quicker.
5. Differentiate between headings and body text by using different type family: Sans serif (Arial Black or Arial Bold) font for headings and Serif (Times New Roman) for body text.
6. Turn off auto hyphenation - it can be harder to read. NEVER hyphenate a heading.
7. For headings, use left alignment - it’s easier to read. Our eyes move left to right. Eyes are ready to move on to the next group of text.
8. Underlined words or phrases are more difficult to read. An underline phrase usually means that it’s a link to a Web site. Bold and underline is redundant.
9. Keep italics to a minimum. Use italics to offset 1 or 2 words in a paragraph, not a group of words.

### Best Practices for Photos, Graphics, Borders

1. When you use a border around information, make it thin so it doesn’t compete with the information.
2. When designing a page, photos and graphics shouldn’t compete with each other.
3. Photos or graphics need to be balanced on the page. Don’t have all your photos in line with each other.
4. When choosing photos:
   a. Select ones that show action and make eye contact.
   b. Don’t kill yourself trying to fit all angles of diversity, age, gender, economic background. For the Pitt and Philly market – consider photos with Afro Americans; migrant workers, Hispanic.
   c. Age matters. Don’t use a kid’s photo if the program is for teens or adults.
   d. Use stock photos when you can. Most advertising uses photos that have been staged. Very few use point and click photos.
5. Draw attention to the most important part of the photo by cropping.
6. Use high impact photos with lots of color.
Additional Resources

Training

- Register for IT Scheduled Trainings
- Review IT Self-Paced Learning Opportunities
- Register for ITS Training Services Seminars: https://register4its.psu.edu
- Tutorials from Microsoft Office Online: https://www.microsoftlearning.com

Websites

- IT- Educational Technology: http://ict.cas.psu.edu/Training/
- ITS Training Services: http://its.psu.edu/training/
- Free Resources Available to Penn State: http://proquest.safaribooksonline.com

Phone Numbers

- Help Desks
  - AgCompSupport: (814) 865-1229 or http://ict.cas.psu.edu/Support/contactform.asp
  - ITS - 2 Willard Bldg: (814) 863-1035
  - ITS - 215 Computer Bldg: (814) 863-2494
- Peg Shuffstall, Educational Technologist Coordinator – (814) 865-0031
- Jacki Weikert, Educational Technologist – (814) 755-3794
- Sherry Crum, Educational Technologist – (814) 863-2701
- Ron Matason, Educational Technologist – (814) 863-2662
- ITS Training Services: (814) 863-9522