

Marketing Template Style Tips

- Place contact information and the Community Education web address at the bottom of the flyer/poster.
- List general departmental phone numbers/email addresses rather than specific staff member names/addresses. (Staff may not always be available to assist customers.)
- Avoid colored and non-standard fonts.
 - Headlines should be in the Arial font, bold.
 - Sub-text should be in Times New Roman.
- Use **bold** and underline sparingly. This can be distracting to read.
- Spell out acronyms on first reference. Use the acronym after referencing it in parenthesis only after the full title is spelled out.
Example: Early Childhood Family Education (ECFE) offers programs for families of young children. ECFE catalogs are mailed three times a year.
- Print the community education disclaimer and registration information on publications whenever possible.
- Graphics should be used to illustrate an idea/event.
 - Use logos sparingly.
 - Use photos rather than clip art or illustrations. Photos of people generate emotion. Opt to use photos of people with facial expressions rather than photos of buildings, inanimate objects and illustrations.
 - Photos of students may be used unless parent permission is denied. Restrictions are recorded annually in the school student information system, Synergy.
- Make text scannable by using bullets, paragraph breaks and informative subheadings.
- Course descriptions should generate interest and sell the class.
 - Use 3-4 sentences.
 - Avoid repetitive words and phrases; excessive exclamation marks.
 - Tell the student what they will learn, do and take away.

Questions? Call the Communications Coordinator at 763-506-1269 or email kristie.thorson@ahschools.us

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