We all work to elevate the College of Arts and Sciences at Western Michigan University. We do that collectively through many different approaches, but when it comes to printed pieces and our online presence, we can elevate CAS by producing high-quality materials. They don’t have to look the same, but should have the same standard.

Quick tips

Your events start long before the event date.
Please give yourself and your staff sufficient time to prepare. This will decrease the likelihood of errors and will increase the visibility of your materials.

Follow University Visual Guidelines
The use of consistent colors, logos and fonts creates a sense of unity among all of Western Michigan University’s units. Visual identity guidelines can be found at http://www.wmich.edu/visualidentity

The perception of the quality of your event or course is influenced by the quality of your fliers. If the promotional materials are not well done, the perception could be that the event or course will not be planned or executed well.

Do not use internet searches like Google for images. We do not own the rights to those images and risk legal consequences for using them without permission. Photos are available for purchase on websites such as Deposit Photos. https://depositphotos.com/

When selecting a font, readability is the most important factor.
- Sans serif fonts (ex. Source Sans Pro, Open Sans Condensed, Arial) are recommended for headings and for the web.
- Serif fonts (ex. Garamond) are recommended for longer sections of text.
- Limit the amount of different fonts you use on the same piece.
- Blocks of text should not be italicized as italics can be hard to read and should only be used for emphasis.
- Limit the amount of text you include on fliers. Fliers are informational, but readers will lose interest if the fliers contain paragraphs.

Edit, edit and edit. At least three people should proofread your materials and you should read them aloud. If it doesn’t sound right it probably will not read correctly.

Templates are available for your use. They are in InDesign and can be found at wmich.edu/arts-sciences/about/communications

Questions? Need assistance?
Contact Michael Worline at 7-4576