

Guidelines for Producing Marketing Materials

When producing marketing materials for a Kent Children's Centre please follow the guidelines below:

- Stick to one font and choose an easy to read one such as Arial, Tahoma, Verdana.
- Do not stretch any pictures or word art.
- Do not use gradients as people who have sight difficulties cannot read these.
- Follow the branding guidelines for logo usage - http://www.clusterweb.org.uk/chc/chc_home_branding.cfm
- Clipart is only allowed for personal not business use, it is best to take pictures in your setting to use on marketing material.
- Limit the use of coloured backgrounds – try to just put the one piece of information you want to stand out in a coloured background.
- Make your message clear, do not crowd your poster / leaflet.
- Do not use border art.
- Your own Children's Centre logo should be at the top of the advert / poster along with the Sure Start logo. This is your main identity.
- Limit the use of coloured text to one other colour than black. Yellow is very difficult to read.
- Limit the use of word art – this can be extremely difficult for people with sight or learning difficulties to read, so if it is used make sure it is clear, if you do use it, do not use shadows and do not stretch or use the curved styles.
- Think about your target audience, who is this aimed at?
- Try not to use too many pictures / photos, pick the best one.
- Remember to always put your contact details on any marketing material.

Remember **Less is More!** Do not be afraid to leave white space on your marketing materials.