



SOUTH SEATTLE
COLLEGE

Making Flyers That Work for Everyone

A simple guide to accessible, on-brand campus flyers

So, you're making a flyer. Maybe it's for a campus event, a tutoring session, or a campus resource you want people to know about. That's great, and this guide will help you do it in a way that anyone can read and use.

"Accessible" just means that your flyer works for people with different needs, including people with low vision, color blindness, or reading differences. A lot of this is also just good design.

Simply put, when your flyer is easy to read, more people read it.

South Seattle College also has an official look. Using the right colors, fonts, and logo keeps your flyer looking like it belongs to the college, and that makes people more likely to trust it.

This guide is organized by topic. Each section shows you what to do and what to avoid. At the end is a checklist you can print and use every time.

1. What to Put on Your Flyer

Before you open any design tool, figure out exactly what your flyer needs to say. **Less is more.** A crowded flyer is a confusing flyer.

Every campus flyer should answer five questions:

- **What is it?** (The name of the event or thing you're promoting)
- **Who is it for?**
- **When is it?** (Day, full date, time)
- **Where is it?** (Building and room, or a link)
- **What should someone do next?** (One clear action — "Sign up at..." or "Show up at..." If using a QR code, make clear that registration via the code is the next step)

✓ Do This	✗ Avoid This
Pick one main thing you want people to know — lead with that	Try to put everything on one flyer- it gets overwhelming fast
Include only what someone needs to show up or take action	List three or four different things people can do
Have one call to action ("Register here" or "Come to Room 211")	Use vague phrases like "Learn more" with no link or location
Cut anything that's not essential	Include a wall of text- people won't read it

2. How to Write the Words

The words on your flyer matter as much as how it looks. Write like you're talking to a real person- clear, direct, and friendly.

✓ Do This	✗ Avoid This
Use short, plain sentences	Use jargon or acronyms people might not know
Write dates like: Thursday, July 10	Write dates like 7/10 or 7/10/26- different people read this differently
Write times like: 2:00 to 5:00 PM	Use a dash for time ranges- write "to" or "until" instead ("2:00 to 5:00 PM")
Write out numbers one through nine ("three sessions," not "3 sessions")	Use all capital letters for long phrases- it is harder to read



SOUTH SEATTLE COLLEGE

Spell out the full name of anything before using a short form- "Associated Student Government (ASG)"

Write in passive voice: say "Join us Thursday" not "Attendance is encouraged"

Why avoid date shortcuts? "7/10" means July 10 to some people and October 7 to others. When in doubt, spell it out.

3. Fonts: Use the Official South Fonts

South Seattle College has official fonts. Using them keeps your flyer looking like it's from the college. They're also easy to read, which is exactly what you want. If you want to be a little more creative, sparingly use more decorative fonts only for your headings, but remember: readability is the goal- you want people to easily engage with your flyer and know what to do next.

Primary font: Myriad Pro- use this if you have it. Regular weight for body text. Bold for headlines.

Don't have Myriad Pro? Use Arial. It's on every computer and it's the official backup font. It works great.

✓ Do This	✗ Avoid This
Use Myriad Pro or Arial for everything	Use decorative, cursive, or handwriting-style fonts
Use bold for headlines and important information	Mix more than two different fonts on one flyer



SOUTH SEATTLE COLLEGE

Make body text at least 12pt -14pt or 16pt if it needs to be read from far away	Make text so small it requires squinting
Keep fine print (like a website or room number) at least 10pt	Use all caps for whole sentences or paragraphs
Stick to one or two font sizes total	Use a tiny font size just to fit more text in. Cut the text instead.

4. Colors: Use South's Official Palette

South Seattle College has two official colors. Use them on your flyer to keep things looking consistent and professional.

South Blue Hex: #08469F RGB(8, 70, 159)

This is the main color. Use it for headlines, borders, and key design elements.

South Orange Hex: #F79440 RGB(247, 148, 64) This is the accent color. Use it sparingly-- a highlight, a border, a callout box. Not for body text.

White and Black are always safe. Black text on a white background is the most readable combination there is. When in doubt, use it.

If you're using design tools (like Canva, Adobe, or PowerPoint), you can plug in either the HEX# or RGB values interchangeably.

If you need help in assigning the official colors to your flyer, please contact the Communications/PIO office.

One important thing: about 1 in 12 people have some form of color blindness. This means you



SOUTH SEATTLE COLLEGE

need to make sure your text is readable without relying on color alone. The test is called "contrast ratio", but you don't need to do math. Just use the free tool below.

Free contrast checker: Go to www.webaim.org/resources/contrastchecker. Paste in your text color and background color and it will tell you if it passes. Aim for 4.5:1 or higher for regular text.

✓ Do This	✗ Avoid This
Dark text on a light background (or white text on dark blue- both work)	Use orange as your text color. It often fails the contrast check
Test any unusual color combo at the contrast checker before printing	Put light yellow or light gray text on a white background
Use a second signal besides color- add a label, icon, or bold text to show meaning	Use color as the only way to show something important (like "the red session is for beginners")
Stick to South Blue, South Orange, white, and black	Use colors outside the official South palette without checking with Communications first

Putting text on top of a photo? This is where most flyers go wrong. Add a semi-transparent dark or light shape behind your text or use a solid color band. Never just drop text straight onto a photo and hope for the best.

5. The South Seattle College Logo

If your flyer is representing the college in any way, you may want to include the logo. There are rules about how to use it. Follow them and your flyer looks official. Ignore them and it can look unprofessional or even confusing. A best practice is to use the Otter version of the logo for more playful, student-facing activities. The traditional logo is best suited for professional documents



and general, public-facing promotion efforts. Ask your friends in the Communications office if you need clarification.

Get the logo here: www.southseattle.edu/communications-public-information-office/branding-logos-templates and download the official file. Do not screenshot the logo from the website or use a random image you find online.

✓ Do This	✗ Avoid This
Use the color logo on white or very light backgrounds	Stretch, squish, or resize the logo unevenly
Use the white ("reversed") logo on dark blue or dark photo backgrounds	Put the logo on a busy or patterned background
Give the logo some breathing room. Don't crowd other things up against it.	Change the colors of the logo
Keep the logo at least 1.5 inches wide (horizontal version) or 1 inch (stacked version)	Use just the icon without the text (the eagle/emblem alone is not a standalone logo)
Use the print file (EPS) for flyers you are printing	Place the logo crammed into a corner with no space around it

Not sure if your logo use is okay? Email Erin MacCoy at erin.maccoy@seattlecolleges.edu or stop by Olympic Hall 130. It's much easier to check before you print than after.



SOUTH SEATTLE COLLEGE

6. Layout: Make It Easy to Scan

Most people will glance at your flyer for about two seconds before deciding whether to keep reading. Your layout needs to make the most important thing obvious immediately.

✓ Do This	✗ Avoid This
Put the most important information at the top or center in the biggest text	Scatter text and images randomly across the page
Group things that go together- put the date and time next to each other	Fill every inch of space- white space is not wasted space
Leave empty space around things- it helps the eye know where to look	Center-align everything- it looks okay for headlines but slows reading in paragraphs
Line things up- elements that share an edge look intentional and clean	Use more than two or three different font sizes
Left-align your body text- it is easier to read than centered text	Make the least important thing the biggest thing

QR codes: QR codes are great, but not everyone can scan them. Always include the plain-text URL underneath. Print the QR code at least 1 inch by 1 inch- smaller than that, and some phones cannot read it.

7. Images

A good image adds meaning and draws people in. A bad one just makes the flyer harder to read.



SOUTH SEATTLE COLLEGE

✓ Do This	✗ Avoid This
Use images that show real people who look like our campus community	Put important info (event name, dates, links) only inside an image- it can't be zoomed, copied, or read by assistive tools
Use high-quality images- at least 300 DPI for anything you are printing. Use clear, high-quality images by checking that they still look sharp when zoomed in or printed. If they appear blurry, pixelated, or fuzzy, they're not suitable for your flyer.	Use blurry or low-resolution images- they print terribly
Make sure any text you can see in an image also appears as readable text on the flyer	Use a random stock photo that has nothing to do with your event
Check that the image doesn't make the text harder to read	Stretch or distort an image to make it fit

8. Before You Print

Always print a test copy first. Your screen makes colors brighter and text looks sharper than it is. What looks great on screen can look small and washed out on paper.

✓ Do This	✗ Avoid This
Print one test copy and look at it from a few feet away	Go straight from screen to printing a big batch
Have someone else look at it and tell you what they notice first	Assume the colors will match your screen exactly
Check that the colors printed the way you expected	Print at home if the job needs to look professional - use the campus printer or an official vendor



SOUTH SEATTLE COLLEGE

Make sure nothing important got cut off at the edges

Skip the test print to save time- it almost always saves time in the long run

Printing tip: If you're using an ink-based home printer, colors will look different than on a laser printer or professional print shop. When in doubt, use high contrast (dark text on white) and your flyer will look good on any printer.



SOUTH SEATTLE COLLEGE

Before You Post: Quick Checklist

Print this page and check each box before your flyer goes up.

☐	I answered the five questions: What, Who, When, Where, and What next
☐	There is one clear call to action
☐	Dates are written out in full ("Thursday, July 10" — not "7/10")
☐	Times say AM or PM and use "to" not a dash ("2:00 to 5:00 PM")
☐	I used Myriad Pro or Arial for most of the copy to ensure clarity and easy-to-read experience. <i>If I asked myself, "Can I read this?", it probably means it needs adjustment for better clarity.</i>
☐	Body text is at least 12pt
☐	I used only South Blue (#08469F), South Orange (#F79440), white, or black
☐	I checked my text/background color contrast at webaim.org/resources/contrastchecker
☐	Text over photos has a solid or semi-transparent backing
☐	If I used the logo, I downloaded it from the official page, not a screenshot
☐	The logo has space around it and isn't on a busy background
☐	Any QR code is at least 1 inch by 1 inch with a plain-text URL below it
☐	Important information is not trapped inside an image
☐	I printed a test copy and looked at it in person
☐	I have reached out to the Communications/PIO office (info below) to verify my flyer is ready and approved for posting, either internally or externally.





Where to Get Help

You don't have to figure this out alone. Here's who can help:

Communications & Public Information Office (brand questions, logo files): Olympic Hall 130 | Erin.MacCoy@seattlecolleges.edu.

- [Official logo download](#)
- eLearning team (accessibility questions): [South Library drop-in hours](#)
- [Free contrast checker](#)
- [Color blindness simulator](#) (see your design through different eyes)

Getting Your Flyer Approved for Distribution

Bring all postings to one of the following offices for review and/or approval:

- Student Life Department: JMB 135, (206) 934-6755
- Communications/PIO: OLY 130, (206) 934-6873
- Georgetown Campus Main Office: Building C, (206) 934-5350

Posting your Flyer So Everyone Can See It

1. **Put it at eye level for someone in a wheelchair.** The center of your flyer should sit between 48 and 60 inches from the floor, not higher.
2. **Don't cover up the bottom third.** This is the height range that allows someone using a wheelchair or scooter to easily read it. Avoid stacking flyers or posting near floor-level clutter that blocks the view.



SOUTH SEATTLE COLLEGE

3. **Post in good light.** Even a high-contrast flyer becomes hard to read in a dim hallway. Choose bulletin boards near windows or overhead lighting. Avoid posting behind glass that causes glare.
 4. **Also post it digitally.** Print flyers only reach people who walk past them. Share the same information on the student portal, a Canvas announcement, or the college's social channels so people who can't get to campus physically, or who rely on screen readers, can still access it.
 5. **Take it down when it's over.** Outdated flyers create confusion for everyone, but especially for people who rely on posted information and can't easily verify it elsewhere. Remove your flyer within a day or two of the event ending.
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