**Flyer Guidance**

How to create a clear and engaging flyer

**How we support:**

The Students’ Association supports candidates by printing 500 coloured A5 copies of their flyers for use during voting week.

All candidates must upload their flyers to our drop-box by Wednesday the 13th March 4pm for us to print in time.

Flyers will be available for candidates to pick up from the City campus Students’ Association office on Monday the 18th March.

Upload your flyers here: <https://cityofglasgowcollegeac-my.sharepoint.com/:f:/g/personal/seamus_lumsden_cityofglasgowcollege_ac_uk/Ej6e6tW0I7lGhraXHIIsWfsBDig2GXG1XHOK9Lagfis2sw>

**Layout and Sizing Guide**

* Flyers should be portrait to best fit in the Elections candidate book students will browse when voting.
* Flyers should be sized to A4.
* Font should be a minimum of 20pt to ensure font is clear and easy for students to read.

**Things to avoid**

* Avoid using all caps font to ensure copy is accessible for all students.
* Avoid pairing dark background and font colours to ensure your flyer is accessible for all students.
* Avoid using group photos so students are clear on who is running.
* Avoid underlining copy to ensure copy is accessible for all students.

**How we use your flyers**

Flyers, along with printed manifestos, will be used to make Candidate Packs. These will be available at polling stations and in-class voting workshops to support voters with making their voting decisions.

**Top Tip:** Use your candidate photo on your campaign flyers to make it easier for voters to identify you.

**Campaigning 101 Workshop**

We have arranged a Campaigning 101 Workshop for all candidates to support them with their flyer design and campaigning ideas.

The workshop will take place Tuesday 12th March 1200-1300.

All candidates will be emailed the room of the training closer to the time.