DESIGN CHECKLIST

Branding

- ☐ Approved UCF logo: The Tab OR Unit Identity Lockup (UIL): **ONE (1) Pegasus per flyer**
- ☐ Uses typography that follows the UCF brand: Gotham or Knockout. If neither are available to use, Arial or Helvetica are appropriate substitutes.
- ☐ No more than two font styles: no novelty fonts
- ☐ Uses UCF brand colors

Content

- ☐ Clear headline: Event name or main message
- ☐ Key details: What, When, Where, Who
- ☐ Supporting Info: Why it matters or what is offered
- ☐ Call To Action

Design Basics

- ☐ Balance — All elements harmonize.
- ☐ Hierarchy — Lead with most important information.
- ☐ Alignment — Every item aligns with something else.
- ☐ Movement — A F- or Z-pattern leads the eye.
- ☐ Consistent margins, alignment, and spacing including spacing between objects on the page
- ☐ Easy to read, good contrast, font size, leading, white space
- ☐ No clutter from irrelevant details, extra colors

Print

- ☐ Ensure document bleed set up in file if needed
- ☐ Include QR codes on printed materials (not for digital)

Web/Digital

- ☐ Ensure flyer follows accessibility standards
- ☐ Tag articles and add alt text to images and graphics
- ☐ Properly link to website(s) or applicable pages