FLYER DESIGN GUIDELINES

*Before you post your flyer, ensure you have passed your recital hearing and that your applied teacher approves the poster.

Canva.com is a great resource for creating your flyer. And it's free!

MUST HAVES

- **Your name** – your headliner needs to be the largest and most visible text- consider the size of the headliner's image and name to be 100%

- **Recital type (Jr./Sr. Recital)**

- **'From the Studio of'**

- **Accompanying artist names**

- **Date and time** (i.e.Thursday, April 23, 7PM)

- **Location/Room:** Wertheim School of Music & Performing Arts,10910 SW 17 St., Miami, FL 33199, Recital Hall (WPAC 150)

- **Logo**

- **Ticket price/Free Admission**

DESIGN TIPS

- **Do the 5-second test.** If someone walks past your poster and only sees it for 5 seconds, will they clearly retain who, what, when, and where?

- Avoid clutter.

- Colors: Blue and gold are the university's traditional colors.
    - Blue: #081e3f
    - Gold: #B6882C

- Font: Helvetica, Arial, and Calibri are fine for text

- Make sure all text is legible.

- Create a flyer in letter size: 8.5 x 11.