Keep to these rules of thumb to make a clean, professional-looking flyer:

- **Keep it simple.** Make more of an impact with fewer words and larger images. Repetition helps bring a cohesiveness to any design. Stick to a simple color palette.
- **Follow branding.** When you are putting your design together, make sure it is easily recognizable as a UC ANR 4-H event or activity. See UC ANR 4-H Branding Toolkit.
- **Don't distort logos or images.** When you are resizing an image, be sure to hold down the *Shift key* – this will keep the image's dimensions.

Formatting your flyer:

1. The easiest way to format a flyer in Word, is to work with shapes and text boxes. You can add a shape or text box from the *Insert* tab.
2. When clicking on a shape or text box, go to *Format* to change their outline or fill color (add solid colors, gradients, patterns, pictures) or apply other effects (shadows, 3D effects, etc.). Same goes for images, go to *Insert* to add a picture, and then format the image border/change layout/add an effect in the *Format* tab.
3. Once you have added a text box or image, in order to be able to free move your object around the page, go to *Format*, *Wrap Text*, and choose a setting. The settings *Tight*, *Behind Text*, *In Front of Text* are most frequently used. Also, clicking *Fix Position on Page* in the *Wrap Text* options will keep your text box from moving around.
4. You may need to arrange your shapes and text to be either in front or behind another shape or image. To do this, go to *Format* and choose either *Bring Forward* or *Send Backwards*.

More Tips:

- Change color values to ANR colors by clicking on the *Fill*, choose *More Colors* and enter in the custom RGB from the ANR Color Palette in the UC ANR 4-H Branding Toolkit (section 2).
- Photos and other graphics are the best way to make a flyer immediately eye-catching, but you should only choose high-quality images that are relevant to your project. When you are resizing an image, be sure to hold down the *Shift key* – this will keep the image's dimensions. Right click an image to crop it. Go to *Format* to change an image's shape/border.
- Logos with transparent backgrounds are more flexible because you can place them anywhere on your document without white boxes showing up around them. These are normally PNG files.
- Click on the save icon on top of Word's window and choose your desired document name and file format. For projects intended for printing, the best choice is to save as PDF. If you want to make your flyer an image to post on a website or social media, save to PDF, and then from the PDF, save as a PNG or JPEG.