



→ Recommended

Designing a LIFE Project Leaflet

A leaflet is a small sheet of paper (usually folded) and mailed as part of a direct mail campaign, handed out at key events such as conferences, or put out on display in key locations including relevant offices or information centres. Leaflets can also be disseminated in electronic format via for example, the project website. Typically in A5 format or A4 folded into thirds, they are a very effective form of marketing – designed to be easy to retain and providing essential information on a subject. A successful LIFE project leaflet will be eye-catching and demonstrate effectively its message. It may target for example: project results in general, or more specific actions such as the launch of a new business and biodiversity opportunity; an innovation or new plant (LIFE Environment); a noteworthy habitat or highly endangered species (LIFE Nature).

Leaflets should not be overly technical: they should target anyone who might be interested in your project



Key Factors

There are five main factors that LIFE project staff should consider during the planning and production of an effective project leaflet:

1. A clear message
2. Target audience
3. Attractive presentation
4. Printing
5. Respect for LIFE and Natura 2000 requirements

1. A clear message

Your leaflet should be designed to present its message/ key information as clearly and as simply as possible, and to encourage the reader to find out more about your project. People decide within seconds whether they want to read a document or not, so do some research beforehand and learn

from the way other LIFE leaflets and pamphlets present text (see good examples on the LIFE website – link below). A leaflet should not try to tell everything that can be said about a project. The most interesting and groundbreaking elements should be set out clearly, with indications of where more technical or detailed information can be found.

2. Target audience

Unlike some other forms of communication, leaflets could be aimed at anyone who could be interested in the work of your project. This will include experts working in the field, but also members of the public who might have a personal interest in the subject matter. Because of the potentially wide audience, leaflets should not be overly technical; they should allow someone who has never heard of the project or initiative to gain a quick understanding of the essential elements.



3. Attractive presentation

First impressions are critical. An eye-catching design, which looks interesting and uncomplicated, will encourage people to read further. It might be a cliché that a picture speaks a thousand words, but this should be central to the planning of any leaflet. Many people will be encouraged to read a leaflet purely on the basis of the images. Select an image that captures what is most exciting about your project and use this on the front page. Include other images throughout the leaflet to support the information, but not so many that they overpower the text. Ensure all images are clear and easily understood (use captions where necessary).

Choose a catchy title or slogan

The title is also important in attracting attention quickly. Choose something short that captures the essence of your message i.e. what your project is about, such as a notable innovation or

business spin-off (LIFE Environment), conservation action (LIFE Nature), key results achieved, or tourist attraction (LIFE Environment and Nature). Once you have some ideas for a title, test them on non-experts such as friends and neighbours to see if they understand them.

Don't overcomplicate the text

A leaflet is designed to be quickly read and understood, with only essential information. Write in short, clear sentences and follow the general rule that the fewer words the better. Remember that you are writing a brief information leaflet and not an essay or scientific paper. Don't over-punctuate the text as this will make it appear cluttered and unattractive.

Plan a logical presentation of the information

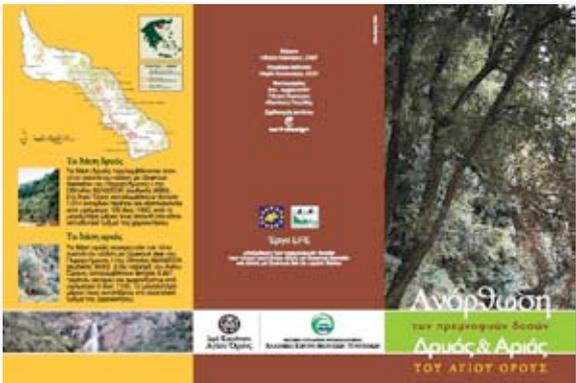
The front page should be designed to attract attention and let people know what the project is about quickly and visually. The back page should contain the contact information. The rest of the leaflet should present in a logical manner the key information, with details of where more information can be found. Use sub-headings in the leaflet so that main points are clearly visible when scanning the leaflet. It is a good idea to test the appeal of the leaflet on colleagues or friends before finalising its presentation.

Format

Leaflets are usually printed on either A5 or A4. However, there are also other, more complex leaflet options: 'Concertina Leaflets' - have three or more folds in the same direction, 'Cross Folded Leaflets' - are folded once in each direction. Whatever the choice, it is essential to think about the appearance of the leaflet in its final format. Ideally, it should look attractive when folded as well as when opened out. (A folded A4 leaflet effectively has six sides.) Make sure that the key information and a meaningful image is on the front side. All contact information should be on the back and visible without opening the leaflet.



A leaflet needs to attract attention quickly and the title is a key way of doing this



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Though usually printed on A5 or A4, leaflets can be produced in a variety of formats.

4. Printing

Printing is not cheap and it is worth spending time making sure that what is going to be printed is right. Get quotes from two to three printers and see some examples of their work to ensure you are getting value for money. Carefully check the final copy that is going to the printer to ensure there are no 'typos' (typographical errors) or other mistakes. An embarrassing error can ruin a leaflet and necessitate a costly reprint.

Generally, the more leaflets you print in one run, the cheaper each leaflet will be. This means it is worth making sure that you can print a lot of leaflets that will still be relevant over many months and even after project closure (for example, for leaflets provided in information centres). No leaf-

let will last forever, but try to avoid using information that will quickly be out of date or irrelevant.

Finally, when printing, try to ensure the leaflets conform to the very highest environmental standards, for example printed on paper that has been awarded the EU Ecolabel for graphic paper (<http://ec.europa.eu/ecolabel/>).

5. Respect for LIFE and Natura 2000 requirements

The leaflet should say that the project is co-financed by the EU LIFE programme. It should contain the LIFE logo and, for LIFE Nature projects, leaflets must also bear the Natura 2000 logo. See 'further information' (below) for details on obtaining the high-resolution logos. The title of the project and the contact details – including address, telephone, e-mail and website – should also be provided.

For examples of good leaflets submitted by LIFE projects, see the 'good examples' page within the [Communication Tools](#) section of the LIFE website.

For instructions about LIFE and Natura 2000 logos, visit the [logos page](#) on the LIFE website.

See also other [LIFE communication factsheets](#). For example, the Layman's Reports, Posters and Newsletters provide further useful tips and advice on writing style, design and layout.

Additional advice sources

[Designing a Leaflet](http://www.teachit.co.uk/attachments/leaflet1.pdf) (<http://www.teachit.co.uk/attachments/leaflet1.pdf>) sets out a selection of tips for anyone wishing to create their own leaflet.