

COEHD Flyer Approval Process

Purpose

This approval process ensures that all flyers distributed or posted on campus adhere to the university's standards for design, branding, and accessibility. Flyers must meet these criteria before being displayed to ensure a consistent and inclusive campus environment.

Resource Links

[COEHD Branding Kit](#)

[UTSA Digital Accessibility](#)

[Adobe at UTSA](#)

[UTSA Visual Style Guide](#)

[UTSA PhotoShelter](#)

[Contrast Checker](#)

[Bitly URL Shortener](#)

[Adobe Express QR Code Generator](#)

[COEHD Marketing & Communications Requests](#)

[COEHD Website Updates & Requests](#)

Submission & Approval Process

Step 1: Initial Review

- Flyers must be submitted for approval to COEHD Communications at coehdcomm@utsa.edu at least **5 business days** before distributing or posting.
- The COEHD Communications team will review your flyer within 48 hours and check for adherence to the following:
 - o UTSA and COEHD branding compliance
 - o Design clarity
 - o Accessibility features

Step 2: Feedback or Approval

- If the flyer meets all guidelines, it will be approved for distribution/posting.
- If revisions are needed, feedback will be provided with clear instructions for adjustments.

Step 3: Final Approval and Distribution

- Once adjustments have been made, resubmit an updated flyer for approval.

**Flyers that are created outside of COEHD do not need approval by COEHD Communications.*

**Non-compliance with accessibility or branding standards may lead to delays in approval or rejection of the flyer.*

Flyer Design

Creating your Flyer

- The flyer must be created in a digital format (JPEG, PNG, or PDF).
- The standard size for a flyer is 8.5" x 11".
- We recommend using Adobe Express to create your flyers.
 - o As an Adobe Creative Campus, UTSA faculty, staff and students have full access to [Adobe Creative Cloud](#).
- COEHD Communications has created 10 editable flyer templates, available in the [COEHD Branding Kit](#). These templates need to be edited through Adobe Express.
- If you require a more personalized flyer or need a different type of design, please submit a [COEHD Marketing & Communications Request](#).

Design and Branding Guidelines

- Flyers **must** use the approved official college or department logo and we recommend adhering to the approved color scheme in the [COEHD Branding Kit](#).
- Fonts and typography should be used in a clear, easy-to-read font and size.

Design Aesthetics

- The flyer should maintain a professional, cohesive, and aesthetically appealing design. Avoid clutter, unnecessary elements, or overly distracting colors.
- If images or graphics are used, they should be relevant and high-quality.

Content

- Ensure that the language is clear, concise, and professional. Avoid any discriminatory or offensive language.
- Event details (date, time, location) should be easy to find and prominent on the flyer.
- Include a call to action if applicable (e.g., "RSVP Now", "Join Us", etc.).
- If applicable, provide a point of contact, either an email address or phone number.

Accessibility Standards

Font and Text Size

- Text should be legible to individuals with visual impairments.
- Text should be large enough to read from a distance, typically at least 12 pt for body text and 18 pt for headers.
- Most **sans serif fonts** are considered accessible.
 - o Sans serif fonts (e.g. Lato, Arial, Verdana, Helvetica) are fonts without serifs, the small articulations sometimes found on the ends of letters. Their block-like and less decorative appearance increases their readability, making them more accessible fonts.

- Serif fonts (e.g. Times New Roman, Baskerville, Georgia) have articulations protruding from the edges of the characters, making them difficult for individuals with visual impairments to read. Most serif fonts are not considered accessible.

Color Contrast

- Use high contrast between text and background (e.g., black text on a white or light background).
- Ensure sufficient contrast between text and background colors to meet WCAG (Web Content Accessibility Guidelines) standards. For example, avoid combinations like light yellow text on a white background.

QR Codes & Short Links

- If a **QR code** is included in the flyer, ensure the code is large enough to be scanned easily by individuals with limited vision or motor skills. The code should be placed in an accessible location, such as near the bottom or corner of the flyer and does not obstruct important information.
- For individuals who cannot use a QR code, **short links** (e.g., bit.ly or custom shortened URLs) **needs to be included** on the flyer as well (example below). These links should be short, simple, and easy to type.

REGISTER



bit.ly/eceinstitute

- Ensure the short link is tested and leads to the intended content.
- If the flyer is being shared electronically (e.g., as a PDF or email), **embedded hyperlinks** should be used for any URLs. The link should be clear and descriptive of the destination.

If you have any questions or need assistance, please email the COEHD Communications team at coehdcomm@utsa.edu.