Designing a company flyer for European trade fairs

A GUIDELINE
FLYER AND ITS ADVANTAGES

Even in these digital times, flyers are ideal for:

+ presenting your company and products briefly and in a compact way.
+ formulating your sales messages accurately and spreading with pinpoint accuracy.

Especially during a trade fair, your company flyer provides potential business partners with the most important information. Furthermore, a flyer is...
FLYER AND ITS ADVANTAGES

A flyer is ...

Flexible in use
A flyer is easy to distribute, e.g. at trade fairs.

Attractive
Attracts attention with little texts and meaningful images.

Cost effective
Production rather cheap and possible in small editions.

Production at short notice
Quick updates or adoption to different trade fairs in Europe possible.

Simply designed
No need for a sound knowledge of graphic design and almost no limits.
This guide provides you with some recommendations for designing your company flyer. As a basic rule for any flyer design, the **AIDA formula** can be considered:

- **Attention**: Get the buyer’s attention
- **Interest**: Gain the potential customer’s interest in your offer
- **Desire**: Create a desire for your products / your offer
- **Action**: Finally ask your potential customer to act.

The recommendations following on the next slides are roughly based on these **AIDA** categories.
As a rule, a flyer comprises 2 to 8 pages and is folded before cutting. This means that the paper is folded once or several times after printing.

There are many different types of folds, such as parallel fold, spiral fold or gatefold.

In contrast: A brochure (8 to 120 pages) is also folded after printing, but consists of several sheets which are joined together after folding (wire comb, spiral).
ATTRACTING ATTENTION WITH THE MOST SUITABLE FLYER FORMAT

Burglary fold (4-pages)
+ This is a single folded sheet in DIN long or DIN A5.
+ It looks very simple and leaves little space for information.
+ Less recommended as a fold for a company flyer

Leporello (6- or multi-pages)
+ This DIN long flyer has a zigzag fold.
+ It presents the topics in a well structured way. But the individual pages stand a bit isolated next to each other.

Gatefold (8-pages)
+ The interior parts can be opened up like a winged altar.
+ This means for the structure: the two inner pages which become visible on first opening form a unit. Here is generous space for illustration.
Spiral fold (6-pages) – the classic flyer format

+ The right side of this 6-pages paper is wrapped in.
+ This special technique has the consequence that after opening the view falls first on the wrapped side (page 5) as the first page. Therefore most important content should be placed here.
+ But you must draw the reader's attention to page two (e.g. a strong photo/headline).
+ Note that the information on page five "disappears" when the flyer is opened further.

For further information: https://www.saxoprint.co.uk/blog/roll-fold-leaflets/
ATTRACTION ATTENTION WITH THE RIGHT FORMAT

+ For distributing at trade fairs, flyers should fit well in the hand and perfectly in each pocket. But the main rule is: All information should be clearly presented. Therefore, **do not save on the format**.

+ **DIN A5 is a very popular format** at trade fairs!
Before choosing the format of your flyer:

1. **Collect the information** you want to provide (information relevant to your target group "importers" is mentioned below)

2. **Make a page layout** and distribute the topics and contents.

3. **Choose the suitable format** for your presentation.
Appealing design

+ The customer's attention span is short. Your flyer must be eye-catching. A clear structure is very important.

+ Use your corporate design (company logo, colors, fonts etc.) to achieve a recognizing effect with every contact.

+ Keep your flyer simple. Sometimes it is tempting to make the design excessively complex. But a clear structure helps to hold the reader's gaze.
Front page

+ Pay particular attention to the design of the front page. It decides whether and with which expectations your flyer is picked up.

+ The target group should feel addressed.

  − **Awake curiosity**, e.g. placing an expressive photo on the title.
  − Place prominently your **company name** and your **logo** on the title, to identify your company as the sender.
  − Don't clutter the title. One strong eye-catcher rather than several small elements.
A I D A

ATTRACTING ATTENTION WITH THE LAYOUT

Inner pages

+ All your important company information is placed here.
+ Which of the inner sides is most important depends on the fold.
+ Place the core statements where the gaze falls first.
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The back

+ If the flyer is "upside down", it must still be visible that the flyer is from your company.

+ Hence, the back must contain at least company name and logo.

+ Here you can place a “Call to action”, contact details, QR code etc.
Clear structure

It is particularly reader-friendly if the reader receives central information at a glance.

Structure the text with:
+ Clear and meaningful (sub)headlines
+ Paragraphs
+ Information boxes
+ Diagrams
+ Bullets etc.

Keep in mind: The reader can only capture 5 statements at a glance.
This magic limit should not be exceeded.
High quality haptics

- The right **paper thickness** makes a flyer look high-quality.

- Firm and stable paper, e.g. 250-300g/qm paper weight is recommended when the flyer only contains a few pages.

- Flyers printed on **natural papers** have a special feel and are suitable when you offer organic products.

- The printing result on uncoated paper is exceptionally colour-intensive in digital printing.
Pictures say more than a thousand words

+ Pay attention to a well balanced relationship between text and graphics.
+ Visual elements can capture viewers faster than text. But too many photos are confusing.
+ Use only graphics that correspond to the text.

+ Use only **high-quality images**, not blurred, not pixelated
+ Professional images don’t need to be expensive, e.g. image databases like shutterstock or fotolia offer high-quality photos (www.shutterstock.com; https://en.fotolia.com/)

+ Logos of certifications should be clear and not pixelated (respect the rights of use – see next slide)
In case you use **logos of your certifications**, respect the rules regarding the use of the logo. For example, in the case of the EU organic logo, a [user manual](#) exists that defines the rules, such as:

- **Original**  
  ![Original EU logo](image1)
  ![Invalid EU logo](image2)

- Do not apply any visual effects  
  ![No visual effects](image3)

- Do not change the shape of the logo  
  ![Shape change](image4)

- Do not distort the logo  
  ![Distortion](image5)

- Do not add any text or graphics  
  ![Text addition](image6)

- Do not change the colour of the logo  
  ![Colour change](image7)
Choose **bright colours** and strong contrasts to make your flyer stand out.

In the best case you use your corporate colours

But don't use too many different colours to avoid overwhelming the viewer.

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**Strong contrast colours**

- Purple
- Blue
- Green

**Bright colours**

- Yellow
- Orange
- Red
CREATE INTEREST WITH FONTS

+ Use clear, sans-serif fonts, e.g. Helvetica, Franklin or Univers.
+ Use two, maximum three fonts, everything else becomes confusing.
+ Pay attention to good legibility - appropriate font size (at least 8 points).
Less is more

+ Each type of flyer has a specific structure with its folds. This structure must be considered when writing the text.
+ The text should be suitable for the layout.
+ Write short and compact. Reduce to the most relevant information.

+ The text composition and the order in which information is provided must be coherent and logical.
+ Use professional language and stick to set terminologies.
Focus on your target group, the European importers:

+ What is most interesting for your potential customers in Europe?
+ What are the most important information?
+ Why should an importer do business with your company?

When writing the text ....

+ Stress that you are a reliable business partner.
+ Emphasize the benefits for your customers working with you.
+ But don't promise what you can't keep!
+ Not all corporate information you can provide will be of the same value to an importer.
+ Provide facts & figures in a compact way.
Present your company and focus on the core information:

The following content should be included in your company flyer. The information that is most important for the importer should be presented centrally.

1. Short company profile
2. Product portfolio:
3. Raw material information
4. Delivery capacities and packaging
5. Special features and engagement of your company
6. Other information

Please check out the next slides for more information and examples...
Focus!

+ Put it in a nutshell
+ Stress your USP, e.g. organic products
2. PRODUCT PORTFOLIO

Potential information to include:

+ Varieties, specialties, the most demanded products on the EU-market
+ Certifications, eventually incl. official logo
+ More product information, e.g. product description, application suggestions
+ Test results, e.g. from accredited laboratories
3. RAW MATERIAL INFORMATION

Potential information to include:

+ Characteristics and/or source of raw material
+ Botanical names (where applicable)

NOT JUST ANY HONEY...
ETHIOPIAN HONEY!

Your Product Source 1
Your Product Source 2
Your Product Source 3
Your Product Source 4
Your Product Source 5
4. DELIVERY CAPACITIES AND PACKAGING

Potential information to include:

+ Available sizes
+ Material
+ Private labelling options
5. SPECIAL FEATURES AND ENGAGEMENT OF YOUR COMPANY

Potential information to include:

+ CSR activities
+ Sustainability aspects
+ Information on farmers
+ Traceability measures

→ Your personal/individual note
6. OTHER INFORMATION

Potential information to include:
(necessity to include them depends on your business):

+ Type of machinery
+ Processing details/grades
+ Quality control mechanism
+ Company history and values
+ Staff number
+ Number of farmers
The flyer provides all necessary information about your offer and company. Now the reader should contact you. Call on him to act.

+ Include a "Call to Action".
+ Just one lettering that clearly says: "Contact us!" – short and crisp
+ The language should be active. “Contact us now for your non-binding offer”

Of course, all contact data must be provided.

+ Website, phone, e-mail, fax, facebook
+ Insert a QR code that links directly to a page on your website (landing page) that contains for example a request or order form. The reader can contact you directly via smartphone or tablet.
FINALLY, QUALITY CONTROL

Before printing the flyer, check:

+ Is the spelling correct?
+ Are all core statements presented?
+ Is the text set properly?
+ Are the images and graphics correct and perfectly positioned?
+ Is a legible font size chosen?
Have fun in creating your company flyer!

Note: *These recommendations summarise the most important formal criteria, but do not claim to be exhaustive.*