**Event/Promotional Flyers**

You may consider requesting a flyer if you have information that you want in a concise and tangible format or if you are trying to promote an event. These can be used via print format as handouts or posted around campus, or digitally as email attachments or on social media.

**\*\*Please note that UB has created and linked to open-source Canva templates that are branded with pre-uploaded logo assets, colors, font settings, and design structure. These templates are available for free on our Marketing Department page. Taking advantage of these resources can help you complete your request sooner and without the need for a project request.**

Please make sure to include answers to the following questions to ensure the Marketing and Communications department has enough information to create the flyer.

**If you are promoting an event:**

* What day is the event?
* What time is the event?
* Where is the event?
* Are there any names that should be mentioned? - a director/leader/speaker of the event
* Is there someone to contact with questions? - provide contact info
* Description of event – any specific language you want used
* Is there any specific photo(s) you want included (ex: speaker headshots, promotional images)?
* Do any links or QR codes need to be added (ex: registration link)?

**If you are not promoting an event:**

* What is the purpose of flyer?
* Is there any specific language to be included?
* Are there any photos you want included?
* Is there any contact information that should be included?
* Do links need to be added?