**Print Materials Tips**

**Appropriate Content**

* Limit goals and objectives
* Present important information first
* Summarize important key points

**Layout**

* + Grab attention
  + Ample white space
  + Use headings to separate text
  + Use bullets or numbering to highlight key points
  + Use a jagged right edge
  + Use horizontal print
  + Avoid orphan lines
  + Use a “Z” pattern

**Print and Font**

* Use at least 12 point font
* Limit font styles
* Use serif fonts
* Stick to simple fonts
* Use dark print
* Use capitals, boldface, or italics to emphasize
* Use symbols (arrows, circles, etc) to draw attention

**Graphics**

* Keep it simple
* Use to enhance not distract
* Remember cultural competence
* Use captions as necessary
* Use varying sizes to add interest

**Readability**

* Keep it simple
* Write in an active voice