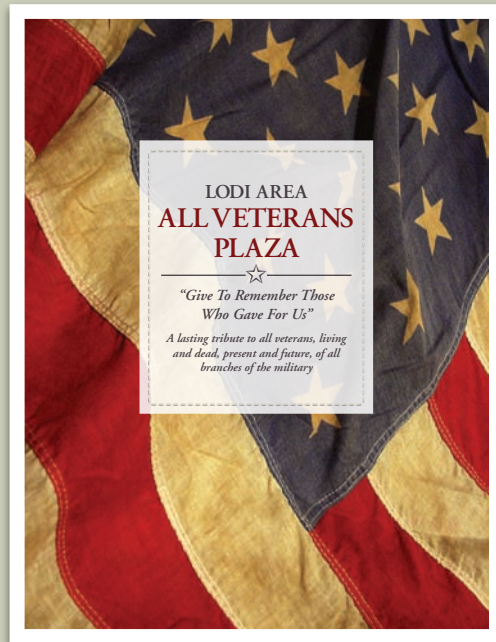# Design a
flier
that comes back

On a budget? Need a response?
Design a flier that's its own
return envelope! *Continued* ▶

Design a flier that comes back

On a budget? Need a response? Design a flier that's its own return envelope!

Front

Back

LODI AREA ALL VETERANS PLAZA
P.O. BOX 1102
LODI, CA 95241-1102

Folded for mailing

LODI AREA ALL VETERANS PLAZA
P.O. BOX 1102
LODI, CA 95241-1102

To raise money from private donors to pay for its new, city-center plaza, the Lodi Veterans Plaza Foundation needs an attractive but inexpensive appeal. Here's a great solution—a flier that tells the story *and* collects the money! It's a letter-size sheet suitable for desktop printing that folds to become its own return envelope, neatly securing the donor's check.

Catch the eye of the passerby

Whether displayed on bulletin board or countertop, the first goal is simply *to be seen.*
For that, the flier needs a powerful front-side image that's *big.*

Front

Same

Same

The dignity of age
A fresh, new American flag is always appealing, but it's also *common;* we see them all the time. Because the plaza honors veterans, an older, weathered flag (right)—one that's *seen service*—may carry more weight and emotion. Visually richer and less common, it's certainly more arresting. The full-page presentation has real impact plus a margin suitable for budget-friendly desktop printing.

Make a place for the words Center a rectangle, and reduce its opacity to let the flag show through. Note that it's slightly offset toward the top.

Next, select a monumental typeface
The most powerful typography is literally set in stone. Serif-style, uppercase inscriptions convey strength, high authority and permanence and are correct for this project.
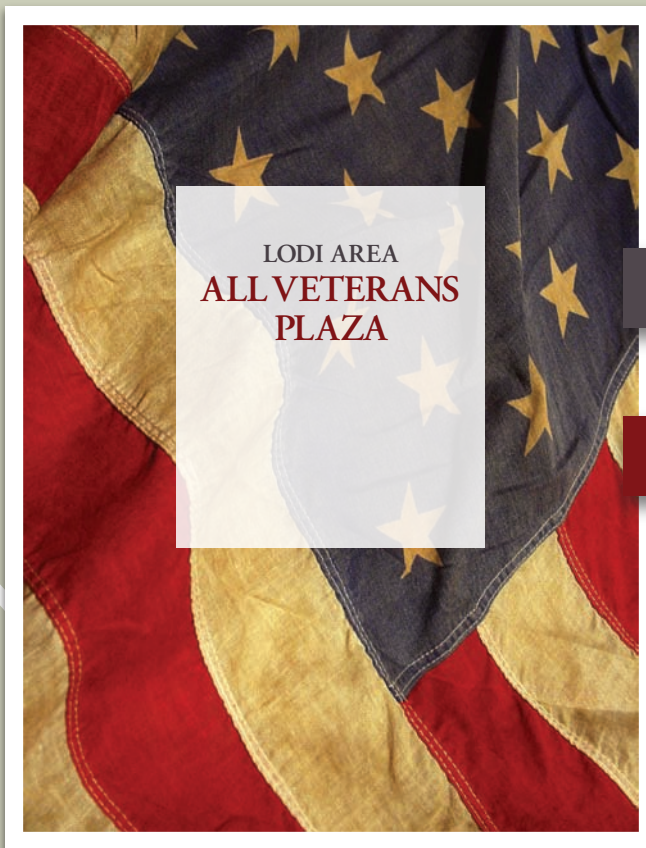
Front

United States Supreme Court building

The majesty of stone
Modern western typography began literally chiseled in the stone of Trajan's column in Rome 20 centuries ago, and serif-style, uppercase lettering has conveyed strength, high authority and permanence ever since. To authentically convey the monumental character of the plaza typographically, classic Garamond (below) is an ideal choice.

LODI AREA
ALL VETERANS
PLAZA

LODI AREA
ALL VETERANS
PLAZA

Center, then color
In the rectangle, center the type line by line. Note, though, that although the bigger line is more important, size alone is not enough to set the two lines apart (above). Next step, then, is to sample the two most dominant colors on the image (left), and apply the more dominant—in this case it's red—to the main title. The result is that the color differentiates one line from the other and at the same time connects both to the flag.

Upright — VETERAN

Moderate weight   Moderate thicks and thins

Change typestyles when the message changes

Because it has no motion, centered typography conveys permanence, but a softening of the message requires a small change in typestyle to less-commanding italic.
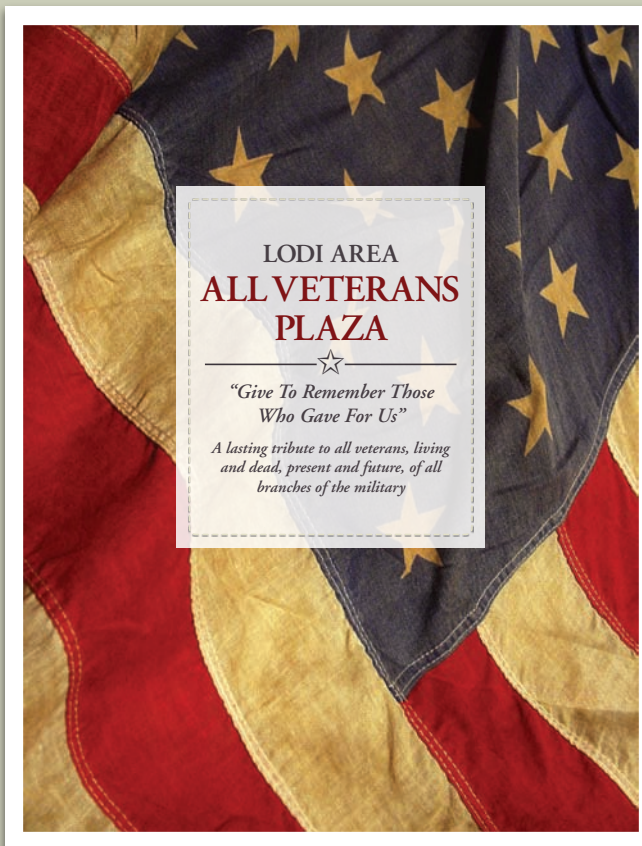
Front

Sustain the theme
Dashed border (left) mimics flag stitching and adds a hint of enclosure. To make it, simply assign round caps and ends to a dashed line, then apply a tiny shadow. A graphical star separates sections.

The rule in design is to work with what's on the page (in this case, the details of the flag); don't arbitrarily add different effects.

LODI AREA
ALL VETERANS PLAZA
☆
"Give To Remember Those Who Gave For Us"

A lasting tribute to all veterans, living and dead, present and future, of all branches of the military

Step uniformly down the page
Below the uppercase title, the message changes to descriptive, sentence-style statements, which should be expressed by a small change of typestyle, here from Roman to italic. The emphasis is on *small;* stay within the type family to keep the setting unified. Note the descending type sizes top to bottom and that the title remains alone in red.

Work around the envelope

The back side is tricky. For continuity, first bring all the front-side elements—flag, colors and typography—around, then divide your design into panels created by the flaps.
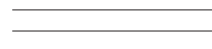
Front

Back

Use the flag again
The full-page flag has made a powerful impression, so on the back it takes only a sliver to reestablish its presence. Pick the sliver carefully; this one has stripes, stars and the blue field in pleasing proportions.

Add a focal point
Use the irregular shape of the Purple Heart to soften the straight edges. Its realism and slight overlap (left) add an eye-catching counterpoint to the flat page and mark the start of the story.

PLACE
STAMP
HERE

LODI AREA ALL VETERANS PLAZA
P.O. BOX 1102
LODI, CA 95241-1102

LODI AREA ALL VETERANS PLAZA

Dedicated on May 22, 2004, the area between Lodi City Hall and Carnegie Forum has been transformed into a living tribute dedicated to our nation's veterans past, present and future. Situated in the heart of a city that is known for its love of our nation's veterans, the monument incorporates various artistic elements representing aspects of service to our country. The 21.5-foot stainless-steel obelisk honors courage and graces the plaza entrance.

As you enter the plaza, 13 granite stones are engraved with poetry from historic figures to local artists. An eternal flame representing valor and sacrifice is nested in the center of a 16-foot high curved granite wall, which serves as the backdrop for a beautiful waterfall. A 7-foot, 16-ton, hand-hewed solid granite sphere characterizing unity and global service appears

to be floating in a blue cobalt pool beneath the waterfall, symbolizing healing. The entire monument is dramatically lit and brings visitors attention to our American Flag that is the backdrop of the plaza.

How Can You Help? Your support is needed! The Plaza was purchased through a $450,000 loan from the City of Lodi. A Foundation was established with the mission of raising funds to pay back the loan. To date, many Lodi veterans, families and friends have contributed to the plaza, but much work remains. Please join the community and pledge your support.

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☐ $25 ☐ $100 ☐ $250 ☐ $500 ☐ $1000 ☐ $_____

Major donors contributing $1,000 or more will be permanently recognized and names added to plaques located on the north side of the plaza. Any amount is appreciated, and your donation is tax deductible. Make checks payable to: Lodi Area Veterans Plaza Foundation.

Voice modulation is key

With a little space to tell a lot of story, text handling is key. *Help the reader read* by setting markers—bold subheads and italics to differentiate this from that.

Back

LODI AREA ALL VETERANS PLAZA

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Cap height → **①** LODI AREA ALL VETERANS PLAZA

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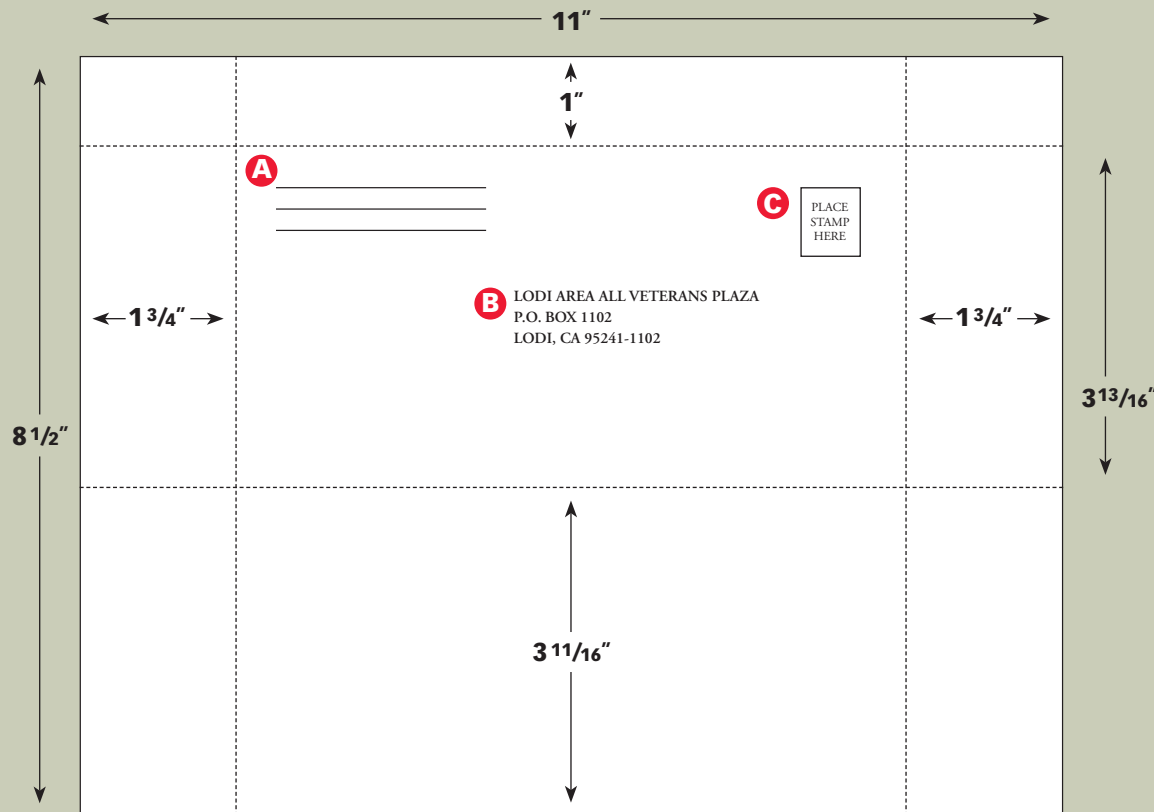
(1) Headline Borrow the headline from the front—same style, same color, uppercase. Note its cap height governs the space below it.

(2) Subheads Use space-saving *run-in* subheads, which you want to blend in while standing out. To blend in, set at text size; to stand out, use extreme weight contrast—**black** with regular is better than merely **bold** with regular.

③ *Major donors contributing $1,000 or more will be permanently recognized and names added to plaques*

(3) Sidebar information Side panels, which have a built-in *width* contrast, are ideal for sidebar information. Give the sidebar a different texture by setting it in italics, making it smaller, increasing the leading (line spacing), putting a different background behind it—in this case a darker version of the main panel—or some combination of all that.
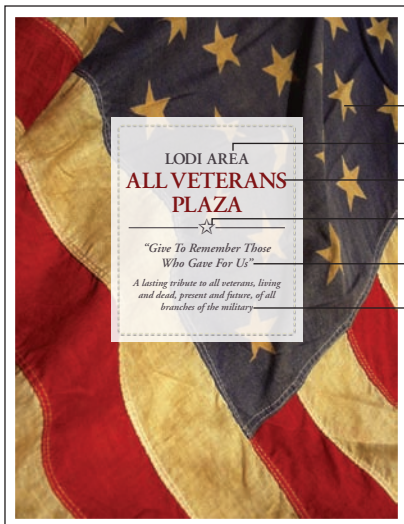
Template
Letter-size page (11″ x 8½″)

11″

8½″

1″

1¾″ → ← 1¾″

3¹³/₁₆″

3¹¹/₁₆″

(A)

(C) PLACE STAMP HERE

(B) LODI AREA ALL VETERANS PLAZA
P.O. BOX 1102
LODI, CA 95241-1102

1
2
3
4

(**A**) **Return address fill-in:** 0.25 pt lines, 17.5 pt apart
(**B**) **Organization address:** Adobe Garamond Bold, 12.5/17 pt
(**C**) **Stamp reminder:** Adobe Garamond Regular, 9.5/11.5 pt
    Stamp box: 0.65″ x 0.75,″ 0.25 pt line

Note: Scotch tape works fine as a seal, but If you have the budget, have the sheet commercially gummed. Similarly, using postage-paid reply mail will increase response.
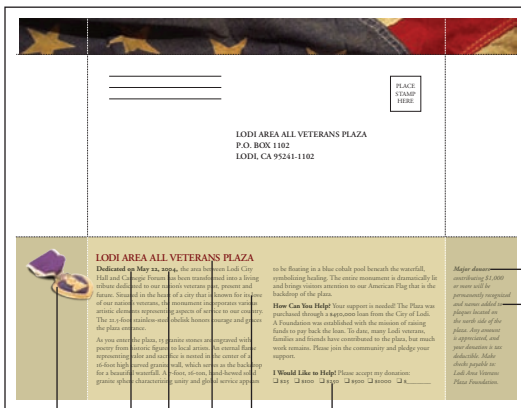
Article resources

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2 ITC Zapf Dingbats | 22 pt

3 Adobe Garamond Semibold Italic
a) 12.5/15 pt, b) 10/12 pt

4 Adobe Garamond Bold | 10.5/12.6 pt

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6 Adobe Garamond Regular
10.5/12.6 pt

7 Adobe Garamond Regular Expert
10.5/12.6 pt

8 Adobe Garamond Bold Italic | 10/13 pt

9 Adobe Garamond Italic | 10/13 pt

Images

10 (a–c) istockphoto.com | a   b   c

11 photos.com

Colors

12	C**65** M**65** Y**55** K**35**
13	C**30** M**100** Y**100** K**35**
14	C**12** M**11** Y**38** K**10**
15	C**12** M**11** Y**38** K**0**

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Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

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E-mail mailbox@bamagazine.com
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For the current table of contents, click here. To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

Print: (Specify pages 1–10)

For paper-saver format

Print: (Specify pages 12–16)
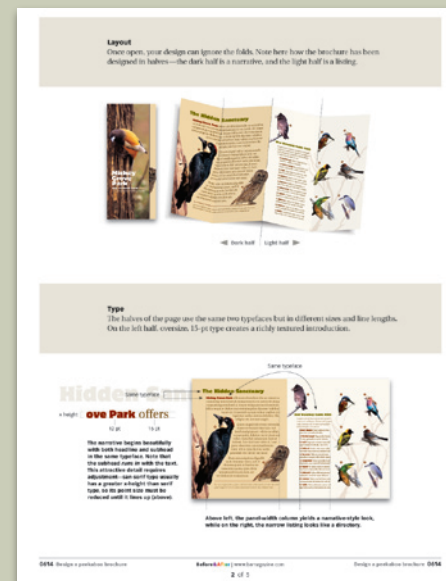
Print
Format: Landscape
Page Size: Fit to Page

Save
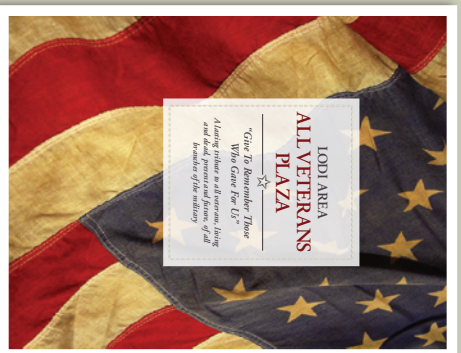Presentation format or
Paper-saver format

Design a
flier
that comes back

On a budget? Need a response?
Design a flier that's its own
return envelope!

Front

*"Give To Remember Those
Who Gave For Us"*

LODI AREA
**ALL VETERANS
PLAZA**

*A lasting tribute to all veterans, living
and dead, present and future, of all
branches of the military*

Back
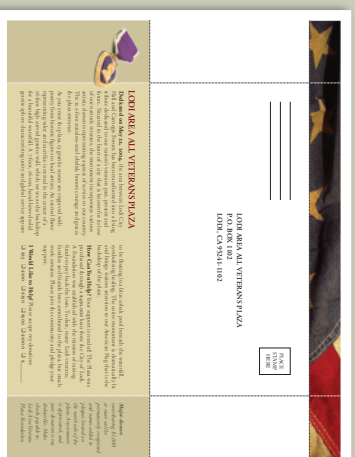
Folded for mailing

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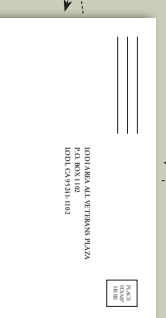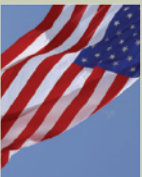
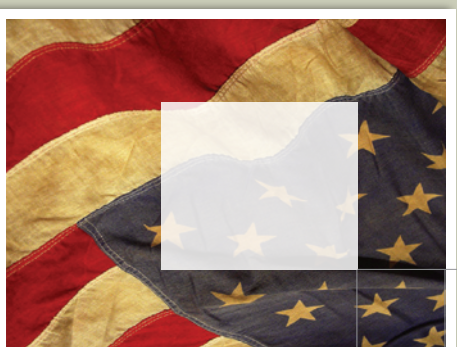For that, the flier needs a powerful front-side image that's *big*.

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A fresh, new American flag is always appealing, but it's also *common*; we see them all the time. Because the plaza honors veterans, an older, weathered flag (right)—one that's *seen service*—may carry more weight and emotion. Visually richer and less common, it's certainly more arresting. The full-page presentation has real impact plus a margin suitable for budget-friendly desktop printing.

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United States
Supreme
Court building

VETERAN

Upright

Moderate weight

Moderate thicks and thins

Front

LODI AREA
ALL VETERANS
PLAZA

LODI AREA
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PLAZA

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LODI AREA
ALL VETERANS PLAZA

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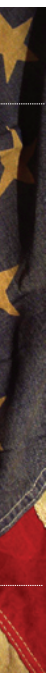

Front

Use the flag again
The full-page flag has made a powerful impression, so on the back it takes only a sliver to reestablish its presence. Pick the sliver carefully; this one has stripes, stars and the blue field in pleasing proportions.

Add a focal point
Use the irregular shape of the Purple Heart to soften the straight edges. Its realism and slight overlap (left) add an eye-catching counterpoint to the flat page and mark the start of the story.

Back

Work around the envelope
The back side is tricky. For continuity, first bring all the front-side elements—flag, colors and typography—around, then divide your design into panels created by the flaps.

LODI AREA ALL VETERANS PLAZA
Dedicated on May 22, 2004, the area between Lodi City Hall and Carnegie Forum has been transformed into a living tribute dedicated to our nation's veterans past, present and future. Situated in the heart of a city that is known for its love of our nation's veterans, the monument incorporates various artistic elements representing aspects of service to our country. The 21.6-foot stainless-steel obelisk honors courage and graces the plaza entrance.

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How Can You Help? Your support is needed! The Plaza was purchased through a $450,000 loan from the City of Lodi. A foundation was established with the mission of raising funds to pay back the loan. To date, many Lodi veterans, families and friends have contributed to the plaza, but much work remains. Please join the community and pledge your support.

I Would Like to Help! Please accept my donation:
☐ $25 ☐ $50 ☐ $100 ☐ $250 ☐ $500 ☐ $1,000 ☐ $_____

Major donors contributing $1,000 or more will be permanently recognized and name added to the plaque located on the north side of the plaza. Any amount is appreciated, and your donation is tax deductible. Make checks payable to: Lodi Area Veterans Plaza Foundation.

LODI AREA ALL VETERANS PLAZA
P.O. BOX 1102
LODI, CA 95241-1102

PLACE STAMP HERE

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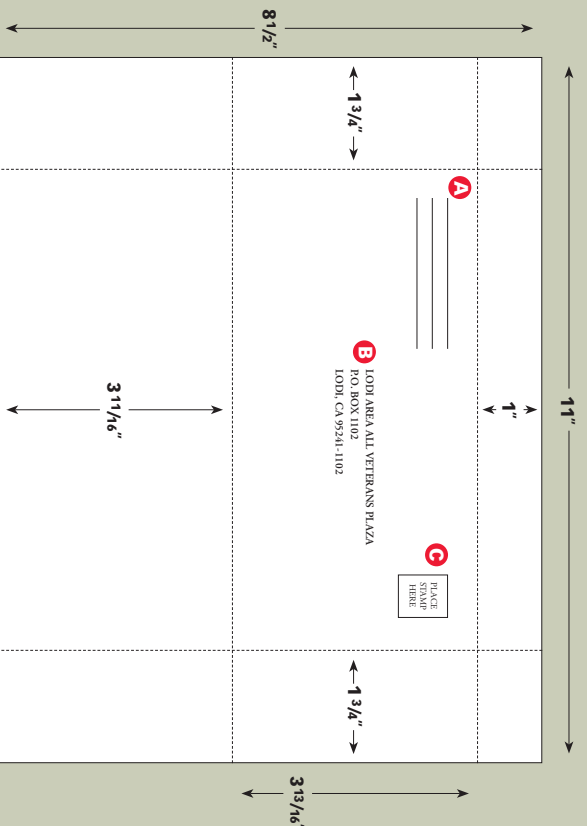
LODI AREA ALL VETERANS PLAZA

Dedicated on May 22, 2004, the area between Lodi City Hall and Carnegie Forum has been transformed into a living symbolizing healing. The entire monument is dramatically lit and brings vision and attention to our American Flag that is the backdrop of the plaza.

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☐ $25 ☐ $100 ☐ $250 ☐ $500 ☐ $1000 ☐ $

Major donors contributing $1,000 or more will be permanently recognized and names added to plaques located on the north side of the plaza. Any amount is appreciated, and your donations are tax deductible. Make check payable to: Lodi Area Veterans Plaza Foundations.

❸ *Major donors contributing $1,000 or more will be permanently recognized and names added to plaques*

(3) Sidebar information
Side panels, which have a built-in *width* contrast, are ideal for sidebar information. Give the sidebar a different texture by setting it in italics, making it smaller, increasing the leading (line spacing), putting a different background behind it—in this case a darker version of the main panel—or some combination of all that.

❶ LODI AREA ALL VETERANS PLAZA

Dedicated on May 22, 2004, the area between Lodi City Hall and Carnegie Forum has been transformed into a living

(1) Headline Borrow the headline from the front—same style, same color, uppercase. Note its cap height governs the space below it.

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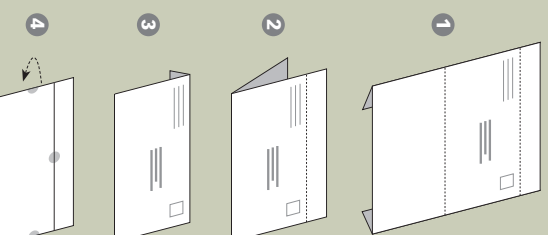
Cap height

Template
Letter-size page (11" x 8 ½")

8 ½"
1 ¾"
1"
11"
3 ¹¹⁄₁₆"
3 ¹³⁄₁₆"
1 ¾"

Ⓐ
Ⓑ LODI AREA ALL VETERANS PLAZA
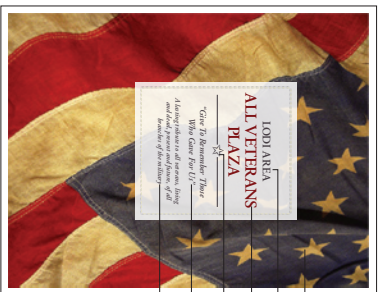P.O. BOX 1102
LODI, CA 95241-1102
Ⓒ PLACE STAMP HERE

(A) Return address fill-in: 0.25 pt lines, 17.5 pt apart
(B) Organization address: Adobe Garamond Bold, 12.5/17 pt
(C) Stamp reminder: Adobe Garamond Regular, 9.5/11.5 pt
Stamp box: 0.65" x 0.75", 0.25 pt line

Note: Scotch tape works fine as a seal, but if you have the budget, have the sheet commercially gummed. Similarly, using postage-paid reply mail will increase response.

① ② ③ ④

Article resources

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10.5/12.6 pt

7 Adobe Garamond Regular Expert
10.5/12.6 pt

8 Adobe Garamond Bold Italic | 10/13 pt

9 Adobe Garamond Italic | 10/13 pt

Images

10 (a–c) istockphoto.com | a b c

11 photos.com

Colors

12 C65 M65 Y55 K35

13 C30 M100 Y100 K35

14 C12 M11 Y38 K10

15 C12 M11 Y38 K0

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Gaye McWade Associate publisher
Vincent Pascual Staff designer
Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

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