


A5 leaflet



Large left aligned title

Using sentence case, bold or semi-bold weights are recommended. While also avoiding italics, underlining, simulated handwriting fonts and decorative typefaces.

Recommended size of 14pt for people that are visually impaired

When printing, use a cream or off-white non-glossy paper to reduce glare.

Colour contrast

Foreground text should meet the minimum colour contrast ratio.

Minimum ratio: **4.5:1**

Fonts

Use sans serif fonts as they provide relief to the eye. Use fonts like:

- Helvetica
- Verdana
- Arial

A5 leaflet example

This weekend only

End of winter sale

20% off flyers and posters

Starting September until October

Terms and conditions apply.
See website for details



Contrasting background

Large font sizes

Clear messaging

Spaced out content