

Free, easy-to-use tools to design flyers

- Design flyers in [Adobe Creative Cloud Express](#) or [Canva](#) – both offer free account options and are approved for use by the UW. [Learn more here](#)
- Microsoft Publisher

Please note

- Flyers are typically designed to be printed on 8½" x 11" paper with a ¼" border
- Flyers created for Wisconsin ADRC study recruitment must use IRB approved language
- Be sure to delete the http:// and www portions of any website address that will be listed on the flyer ([learn more](#))
- When flyer is designed, be sure to link any email address and/or website address that will be listed on it before converting it to a pdf (only if there are plans to post it online)

Read through and follow the following guidelines

[UW–Madison Brand and Visual Identity Guide](#)

- [Colors to use in print](#)
- [Approved fonts to use](#) (and how to download them for free)

Logos

- [Using UW logos FAQs](#)
- [Wisconsin ADRC logos](#)
- [Wisconsin Alzheimer’s Institute logos](#)
- [Geriatrics and Gerontology logos](#)
- [Other logos](#)
- Find most logos on the G drive at G:\Team\ADRC\Center\Logos current

Free photo/graphics resources

[UW–Madison photo library](#)
[Pexels](#)

[Unsplash](#)
[Humaaans](#)

[Age-positive image library](#)
[BioRender](#)

Other

[UW–Madison Editorial Style Guide](#)

[QR codes](#)

Examples of ADRC flyers

[Example #1](#)
[Example #2](#)

[Example #3](#)
[Example #4](#)

[Example #5](#)
[Example #6](#)

Please direct any questions or comments to the Wisconsin ADRC communications team at adrccommunications@medicine.wisc.edu.