

# CMOP VISUAL GUIDE: FLIERS AND POSTS

# INTRO

This resource is meant to be used as a guide for you to develop your own marketing and promotional materials, such as **fliers** and **social media posts**, for your business or merchants association. The guidelines presented here by Juliana Leite Neri—an experienced digital marketing specialist and designer who works with nonprofit organizations, community groups, and small businesses—have resulted in more followers, more interactions, and more people showing up to participate in organizing efforts and events, such as a community rally and march where over 500 people participated.

We emphasize using social media not just because it looks nice, but also because social media is a tool to tell stories, communicate principles and values, and show respect for local histories with the goal of engaging more people in our communities.

# PHOTOS



## CLEAN

Beware of dirt and/or too many elements in the photo, such as boxes, dirty dishes, and scribbled papers.



## LIGHT AND SHADOW

Try to use natural light or bright environments.

Caution: Avoid capturing your own shadow in the photo.



## AMBIANCE

Add elements that humanize the photo and make sense with your product or service, such as plants, coffee, or office supplies.

Show the object or service being used.



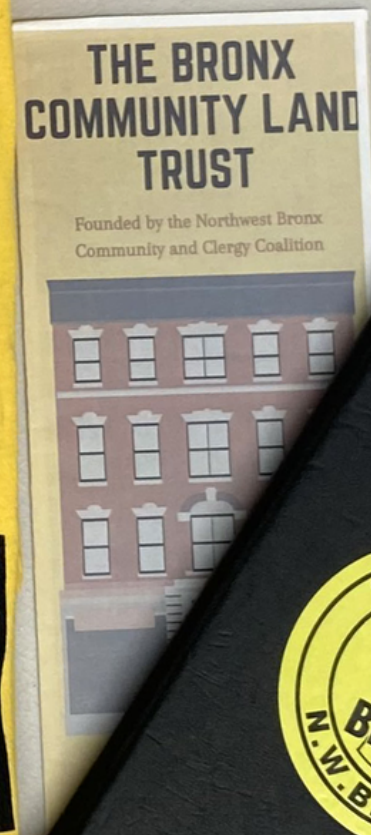
## ANGLES

Try to align or place the photo at angles that favor and show the brand. Imagine a grid or layout when taking the photo (see the Layout chapter for more information).













too dark

main element not centered or aligned

the name is cut off



natural element

ambiance

highlighting the main product

# COLORS



When developing print or digital materials, define between 2 to 4 colors to be part of the palette.

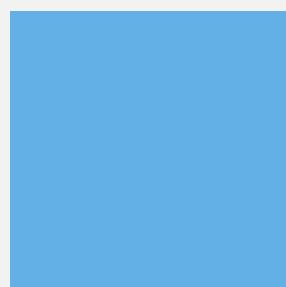
Option 1: Make at least one of your logo colors part of the palette and match it to other colors.



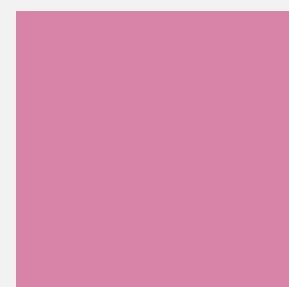
#3358A5



#E5A03D



#62B0E5



#D784A8

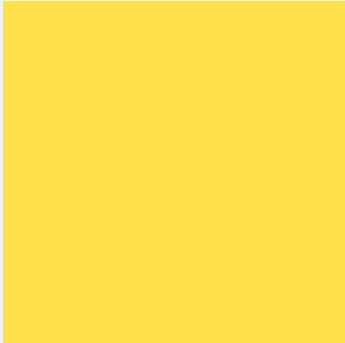
[CLICK HERE for a color palette generator based on a picture](#)

[CLICK HERE for a color palette generator based on your logo color code](#)

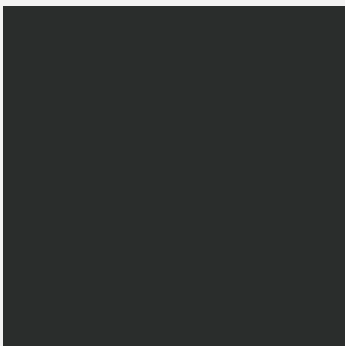


Option 2: Use the colors of the photos you're using.

#FFE14E



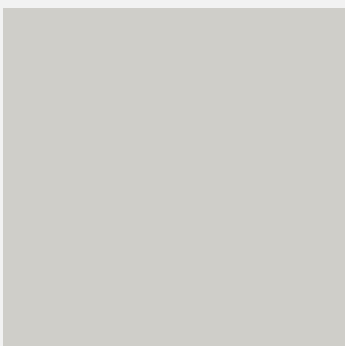
#2A2D2C



#5D6B36



#CFCEC9





Use the same colors to visually create separate themes and stories.



to promote a workshop  
could also be to promote a product  
to promote a meeting  
could also be to promote a product

# FONTS



Select a font to consistently use across your materials. Use a font family where there are various weights available to you.

Don't mix too many fonts. It's better to stick with one family that contains variants to create visual interest.

<b>roboto</b> <b>ROBOTO</b> roboto	Roboto	<b>Roboto</b>	ROBOTO
--	--------	---------------	--------

<b>R O B O T O</b> <b>CONDENSED</b> <i>Roboto Condensed</i>	Roboto Condensed	<b>Roboto Condensed</b>
	<i>Roboto Condensed</i>	ROBOTO CONDENSED

BARLOW LIGHT	Barlow Light	Barlow Light
<b>Barlow Bold</b>	<b>BARLOW BOLD</b>	BARLOW LIGHT

# LAYOUT

Seeing the page layout as a grid can help you organize content.

# LAYOUT

Seeing the page layout as a grid  
can help you organize content.


EXAMPLES.

PICTURE		
Context		

PICTURE		Context

PICTURE		
Context		

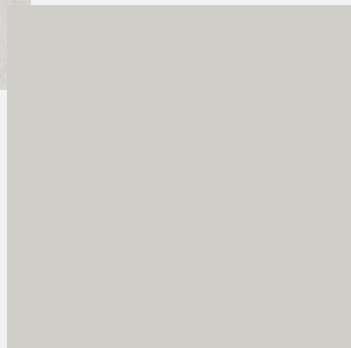
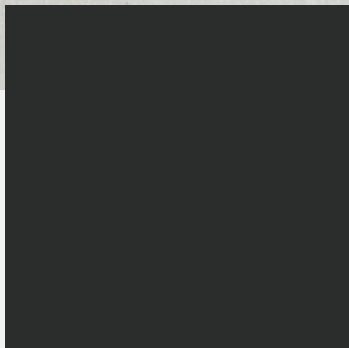
Context		
PICTURE		

# IT'S TIME TO PRACTICE!

Take a picture of a product or other element close to you using the photo tips.

Open a new design in Canva and create a flier using the colors, fonts, and layout tips.





BARLOW LIGHT

Barlow Light

Barlow Light

**BARLOW BOLD**

BARLOW LIGHT











JUNE  
27th

5:30pm

NWBCCC backyard  
103 E 196 St, Bronx, NY



# COMMUNITY LAND workshop

CLTs can help fight displacement and support our community in the struggle for control of our land.

## THE BRONX TRUST

- dinner
- artistic presentation
- intro to CLT
- activity
- guest speaker: Julia Martinez





JUNE  
27th

5:30pm

NWBCCC backyard  
103 E 196 St, Bronx, NY

WHEN?  
WHAT TIME?  
WHERE?

TITLE

COMMUNITY LAND  
workshop

THE BRONX  
TRUST

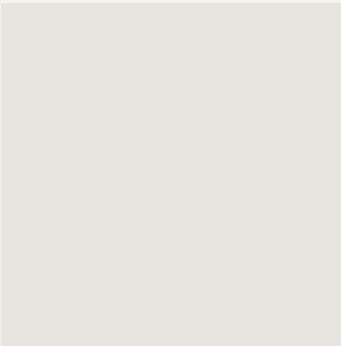
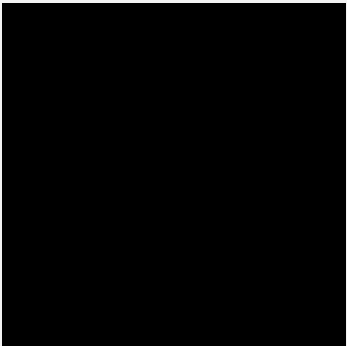
ACTIVITIES

CLTs can help fight displacement and support our community in the struggle for control of our land.

WHAT IS IT?

- dinner
- artistic presentation
- intro to CLT
- activity
- guest speaker: Julia Martinez





roboto  
*Playlist Script* Roboto Roboto ROBOTO  
roboto











# havaianas' ♥ FARM



58 E 1ST AVE

Tue - Sun. 10am-8pm

30% OFF

promotion valid until March 28th



*get ready for spring!*

**AT JU'S STORE**

The Havaianas Farm Collection Flip Flops are a perfect option for those looking for comfort, style and versatility in just one shoe. The Havaianas flip flops are an icon of Brazilian fashion and are present in virtually all seasons and occasions.



# havaianas' ♥ FARM



WHAT TIME?  
WHERE?



58 E 1ST AVE

Tue - Sun. 10am-8pm

WHY?

30% OFF

TITLE

WHEN?

promotion valid until March 28th

get ready for spring!

AT JU'S STORE

DESCRIPT ON

The Havaianas Farm Collection Flip Flops are a perfect option for those looking for comfort, style and versatility in just one shoe. The Havaianas flip flops are an icon of Brazilian fashion and are present in virtually all seasons and occasions.



# REFERENCES



## FOLLOW

Follow and observe brands that inspire you and ask yourself why they inspire you. Also follow people who inspire you.



## SEARCH

Search for reference photos on sites like Pinterest. Caution: When using photos from the Internet, make sure to credit the author.



## FREE TIME

In your free time, take pictures of places and things you like. These photos can become your color palette, inspiration, or ideas for your fliers and posts.



## COMMUNITY

Meet and be part of your community. There is space for everyone! A conversation with your neighbors can generate partnerships, referrals, ideas, and relationships for life.

# APPS



### CANVA

To create templates, flyers, documents, menus—in short, an infinite number of possibilities.



### INSTAGRAM

Use all Instagram capabilities and post constantly and consistently. Using Canva, you can create, plan, and organize the posts, and in Instagram, you can schedule the posts to go out when you want. You can even create posts about the challenges in undertaking and maintaining your own business. People want to know you beyond your product, and you are your brand.



### VSCO

Picture editing. Filters can be copied and pasted to maintain the same aesthetic in the photos. Be careful not to overdo it.



### INSHOT

Video creation and editing. The app is very intuitive and practical. Great for creating videos with clippings and controlling the speed.



# tips and tricks for INSTAGRAM

## INSIGHTS

Most of the time, posting between 5pm and 7pm generates better engagement. You should always analyze your results and get your own insights. What time is your audience the most active? What content do they interact with most? What age group is your audience?

## STORIES TOOLS

Use all tools in stories. Reactions, gifs, questions, polls, time, weather, music, location...

## REELS

Pay attention when recording reels with the cell phone camera instead of the Instagram camera, as the dimensions change. Also be careful with the position of any important text in reels, as Instagram buttons can cover it.

## HASHTAGS

Use a maximum of 3 hashtags. Two with keywords and one with the name of your business.

## SHOW YOURSELF

Don't be afraid to show yourself in stories and share personal anecdotes in posts, such as the difficulties you faced and "behind the scenes" of how you run your store. And always post a story at around the same time every day, greeting your audience and showing your product.

## MUSIC

Post photos and record videos with background music, preferably trending music.

## FEED

Make sure your feed is harmonic and uses consistent language. This shows organization, professionalism, and care. Use apps like Canva or Garny to organize and view posts before they go out.