

The Importance of Color

Color is very important to the identity of a publicity campaign. Think carefully of the psychological associations of color.

Don't Forget

Color is an important part of your entire message. You can create a MOOD with Color.

White: purity, clear
Black: formal, elegant
Violet: tender
Purple: Royalty
Green: intrigue and mystery
Yellow: happy, warm, optimistic
Red: revolution, excitement, fire, energy

According to advertising experts...the following color combinations are listed in order from the most readable to the least:

Readability of Color

1. Purple on yellow
2. Black on white
3. Yellow on black
4. White on black
5. Purple on white
6. White on purple
7. White on green
8. Green on white
9. Red on white
10. White on red
11. Black on orange
12. Orange on black
13. Red on green
14. Green on red
15. Yellow on white
16. White on yellow

Ideas to Creatively Advertise on Campus

'A' board...sometimes called sandwich boards
"Ask me" buttons
Banners...be creative (use bed sheets, hang in new places)
Bathroom stall advertising...posters, fliers, or newsletters
Bookmarks
Bookstore bag fliers
Bulletin board displays
Bumper stickers
Buttons
Cafeteria tray liners
Calendars (weekly, monthly, semesterly, or yearly)
Campus announcements section of the newspaper
Campus newspaper inserts
Candy giveaway with information attached
Chalk sidewalks
Classified ads in the newspaper: MEMBERS WANTED
Clothesline posters
Contact friendly Faculty members to read announcements in class
Create a scrapbook of posters and other publicity from membership drive past
so you have a starting place for the next drive
Door Hangers for residence halls
Hand out leaflets to students in line in the dining hall
Have leaflets stationed at check out for dining hall
Have someone handing out Lollipops with your message as students checkout
ID Holders
Interview on campus radio or TV station
Key Chain giveaway
Laundry machine advertising...people have time to waste
Letters to campus organization
List top ten reasons a student should join...add one every day
Mail packages to some students...they love getting boxes
Mail postcards to students
Mailbox stuffing
Mailing an invitation to students
Mailing to fraternity and sorority service chairs

Mailing to Students

Messages on the corner of classroom chalkboards

Multiple colors of the same flier hung next to each other

Newspaper articles and interviews

Odd shaped posters

Paint a vehicle and drive it around campus

Paint a rock on campus

Paint windows on campus

Put contact paper footprints on the ground leading to your meeting

Random Objects (such as mannequins) holding signs to attract attention

Speak at campus meetings, residence hall meetings, club meetings, etc.

Spray paint snow

Stairwell advertising

Stickers

Streamers or flags advertising

Stunts in places where many people gather

Table tents

Tear or rip posters to make them stand out

Trail of balloons leading to your meeting

Trash cans posters

Vending machine advertising...on machine and product inside machine

Water fountain fliers

Word of mouth

Nine Rules to Live by for Publicity

1. If you plan to use flyers for bulletin boards and outdoor boards in which people pass by quickly: Make Your Message 7 words of Less. The brain can only absorb so many words in a few seconds.
2. The headline may be all a person reads so Make Your Headline Memorable.
3. Choose easy to read words. A potential member is not going to slow down to figure out a word they do not understand.
4. Know Your Audience!
5. Use upper and lower case lettering. It has been tested scientifically that it is easier to read combined upper and lower case lettering than all caps.
6. Use lettering that is READABLE! When considering type face consider those that are readable from a distance.
7. Color Is A Valuable Tool. When selecting paper or background or even color of ink pick a color that stands out.
8. Be Creative with Shape. You can make more impact by using an unusual shape for your design such as a triangle.
9. Location is vitally important.