

# Annotated Tip Sheet for Research Flyer Template

Creating an effective flyer to promote a research study starts with understanding its components. Below, we break down the design and copy elements that work in tandem to showcase the UB brand and to present your study in a clear and professional manner. This 8.5" x 11" template employs a simple grid system, along with brand typefaces, colors and graphic elements.

## LOGO

Be sure to use the appropriate UB logo or unit lockup (RGB, .PNG file type). Pay close attention when placing the file to avoid accidentally distorting the graphic. Visit [buffalo.edu/brand/resources-tools/downloads](http://buffalo.edu/brand/resources-tools/downloads) to download your unit lockup.

## NO PHOTOGRAPHY

Notice the lack of photos in the flyer template. This not only simplifies the design but allows the headline to be the main focus of the flyer and legible from a distance.

## PARTICIPANT INVOLVEMENT

Clearly describe what participation entails, including location and time commitment (number of visits, length of visits, etc.).

## HEADLINE

Compose a headline that states the aim of the study clearly and concisely. Save longer, descriptive content for the body of the flyer.

## STATEMENT OF PURPOSE

Write a brief, straightforward description of the study's purpose, avoiding scientific jargon. Please consult IRB's HRP-315 worksheet on advertisements for additional guidance on creating compliant ad copy. The HRP-315 worksheet can be downloaded at [buffalo.edu/ctsi/hrp315](http://buffalo.edu/ctsi/hrp315).

## QUALIFICATIONS

List simple inclusion or exclusion criteria.

## POTENTIAL BENEFITS

Please review your protocol to determine whether any potential benefits have been listed in Section 24.0. If potential benefits are stated in the protocol, they may be listed. Do not state or imply a certainty of favorable outcome or other benefits beyond what is outlined in the consent document and protocol.

Please consult IRB's HRP-315 worksheet for further FDA research specifications at [buffalo.edu/ctsi/hrp315](http://buffalo.edu/ctsi/hrp315).

## CONTACT INFORMATION

List contact information such as name, phone number and email address. If you are including a website, keep the URL simple. In most cases, it isn't necessary to include www., https: or .html. Remember to check all URLs for broken links before distributing your flyer.

## UNIT, DEPT. OR OFFICE ADDRESS

If your study is directly tied to a specific unit, department or office, then enter the address. Otherwise, remove this section.

## LOCATION

Don't include maps or detailed location information at this point. It's better to give participants information on location, parking or public transportation in a separate document.

## COMPENSATION

If there is compensation involved, state "participants will be compensated" or include the specific dollar amount. Compensation cannot be listed as a benefit of participation. It may be mentioned in the flyer, but must not be emphasized (through larger point size, bold, italics, underline, etc.). If your study provides help with transportation (bus passes, Uber, etc.), mention it here.

**University at Buffalo** The State University of New York

# Volunteers Needed for Research Study on Gum Health.

Do you have bleeding gums or deep spaces between your teeth and gums (periodontal pockets)? You may be eligible for a one-month study of a program that could improve your gum health.

**You May Qualify If You**

- Are between 18 and 75 years old
- Have bleeding gums or periodontal pockets
- Have at least 18 natural teeth
- Have not smoked in the past year
- Do not have diabetes

**Participation Involves**

- Following a prescribed dental health program for 20 minutes every day for one month
- Four exam visits at the UB Dental Clinic
- Keeping a daily log of dental habits

**Location:** UB Center for Clinical Studies  
0000 Main St., Buffalo, NY 00000

Participants will be compensated.

**FOR MORE INFORMATION**  
Please contact Victor E. Bull at 000-000-0000, email [victor@buffalo.edu](mailto:victor@buffalo.edu) or visit [study.buffalo.edu](http://study.buffalo.edu).

Your Unit, Department or Office Name | 000 Your Building Address, Buffalo, NY 00000-0000