



Congratulations! You're accepted!

What you can learn from college recruiting pieces to communicate benefits to employees



5
design techniques
that cut through
the clutter



My daughter Samantha is heading to college—and is so happy with the choice she made.




But flashback to when Samantha was a high school junior and it wasn't clear which direction she should take.





Luckily, college recruiting materials started arriving in our mailbox. 

The materials started as a trickle then became an everyday stream of printed pieces in all shapes and sizes. 



My “Mom” side organized
all the pieces in a file box.



But my “Art Director” side
analyzed each piece for
its design effectiveness.





My conclusion?

Nearly every piece was eye-catching and intriguing.

In fact, college recruiting materials are great inspiration for internal communication—especially if you’re creating print pieces to communicate benefits and other topics.

5 design approaches from college recruiting pieces to leverage for internal communication

1. Size does matter
2. The story unfolds
3. You’re just my type
4. Let’s get real
5. I’ve got your number

1

Size does matter

College materials use a wide variety of shapes and sizes.

The takeaway?

Create a piece in an unusual size to invite employees to pick it up and see what's inside.



2

The story unfolds

Many pieces unfold in interesting ways.

The takeaway?

Use folds to encourage employees to play with the piece and see how it works.



3

You're just my type

College recruiting materials use an array of unusual typefaces.

The takeaway?

Typography communicates a message to support the design theme.



4

Let's get real

Many college recruiting pieces show real college students or graduates sharing their stories about why a particular school was the right choice for them.

The takeaway?

Showing faces is always an effective visual technique—and when the people are real, it's even more compelling.



5

I've got your number

Each brochure or postcard contained data meant to appeal to parents—to answer key questions like: “How much does this school cost?” and “How many graduates get a job?”

The takeaway?

Design data in an appealing way—including large bold type, colorful charts and callouts that pop.





Remember

Inspiration is everywhere,
including in your mailbox.



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