

# Key features of a leaflet

Eye-catching design



Title telling us what the leaflet is about

**Eatwell Guide**

**The Fen Edge Trail**

Facts and information

... spending at least 60 minutes walking, playing sport, running

**Walk: Stow cum Quy to Swaffham Bulbeck**  
5.5 miles (8.8 km)

Sub-headings to organise the information

**Garden Waste:**

**Recycling:**

Drawings, photos or diagrams



Topic/technical words

a balance of healthier an

... more beans and pulses, fish, eggs  
sourced fish per week, or  
red and processed meat