

DESIGNING A FLYER



Flyers are 'mini-posters' – quick and simple adverts for a specific 'happening'. The flyer below was used as part of a short-term campaign to encourage more people in Solihull to volunteer. It demonstrates some of the different elements that go into making a flyer an effective one, as well as some of the pitfalls to avoid.

For your flyer to be really effective, you need to have a sound marketing strategy behind it. So, before you start, you need to have identified:

- Who your **audience** is – who do you want to respond to the flyer?
- What they are likely to **respond** to – what kind of colours, text style, words, images?
- What you want them to **think** or **understand** when they see your flyer – what do you want to get across?
- What you want them to **do as a result**

Get to grips with these and you are already half way to producing a successful flyer – as it is more likely to capture your target audience's attention and imagination.

For more free advice and guidance on promoting your organisation contact Jayne Scarman, PR & Marketing Manager at SUSTAIN on **0121 711 3148** or promotion@solihull-sustain.org.uk

Short blocks of text provide a clear message.

Information flows in diagonals from top-left to centre-right to bottom-left.

Simple, bold colours are striking BUT make sure your colour choices have a good contrast between words and background. Red on black may be very noticeable but it is difficult for some to read.

Text states the **benefits** of getting involved.

Meet new people
Try something new
Learn new skills
Make a difference

Blank space makes it easier to take in information

A big **headline** sums up what you want people to do and catches the eye

Volunteer in Solihull

Graphic is dynamic, energetic and eye-catching

Photographs illustrate different types of volunteer work and its universal appeal and provide some human interest

Local charities and community groups are looking for **YOU**
They need your time and your skills



Text tells the reader what is needed from them.

Contact details give the viewer a way to respond to the flyer.

T: 0121 705 8820
E: volunteering@solihull-sustain.org.uk
W: www.solihull-sustain.org.uk

Font should be sans-serif and at least 12pt. On this example it could probably be even bigger.

Logos identify the organisations behind the flyer.

