

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

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



Graphic is dynamic, energetic and eye-catching

Text tells the reader what is needed from them.

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

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

Logos identify the organisations behind the flyer.

