

HOW TO SERIES

Design an Event Flyer

If you want your flyer design to deliver results, you need to keep things **balanced, well-spaced, and uncrowded**. When designing your flyer, make sure to:

- Make use of white space. Not only will it make your design less visually overwhelming, but white space will also add emphasis to whatever it surrounds.
- Balance every element. Each element on your flyer should be balanced in proportion to other elements. So, for example, if you have a large graphic that takes up a solid portion of the design space, make sure to balance it out with smaller text so the entire design doesn't feel too overwhelming.
- Assess the relevance of your information. **Again, your flyer isn't an opportunity to fit as many design elements as possible on a single page. When it comes to flyer design, less is more. Keep things as simple and uncluttered as possible.**

Event Name and Date(s) are easy to read and one image captures viewer attention

Use URLs/LINKS to take followers to MORE INFORMATION. Don't attempt to fit everything on one page!

Logo's spread out with lots of white space



The flyer features a black and white striped top border. At the top center is the Dinoco logo (a red dinosaur in a circle) with the word "DINOCO" in a red box below it. Underneath is the word "PRESENTS" in black. The main title "2022 KARTING TITLES" is in large, bold, red letters, followed by the dates "DECEMBER 1 - 4, 2022" in white on a red background. The central image shows a driver in a red racing suit and white helmet driving a red kart on a track. The kart has "REDSPEED" branding. To the right of the image is a decorative graphic of white dots on a black and red background. At the bottom, there are three call-to-action buttons: a red button with "CLICK HERE FOR MORE INFO!", a white button with "CASH PRIZES", and a black button with "CAMPING + CANTEEN OPEN ALL WEEKEND!". A large red button with white text says "REGISTER NOW". The bottom of the flyer contains logos for KARTING AUSTRALIA, FIA GIRLS ON TRACK (with the tagline "DARE TO BE DIFFERENT"), MAXXIS, TOPINI ENGINES, and LeCONT. A small "CLUB TOOLKIT" logo is in the bottom right corner.

Main Sponsor receives high visual area and return on their investment

Use a CALL TO ACTION