

Tips on how to create a professional flyer for BIG activities

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- Keep it Simple, 2-3 images/graphics
- Stick with white background
- Use non-script fonts for important information such as contact name, number, email and website and use at least 14pt
- Use portrait layout
- Use contrasting colors
- Only incorporate essential information on the flyer. Just answer these five simple questions: Who? What? When? Where? Why?
- Make sure it contains 4 elements: Eye-catching, Splash of Color, Balance and Marketing
- Marketing: Intergrate BIG branding; Call to action - “Get your tickets now!”, “Visit our website at...”; and distribute flyer digitally (i.e. email, publish on website, or post on social media). For digital distribution on social media and website use file types jpg or png.

