Eye-catching posters & flyers: design & distribution tips

The BIG BIKE Revival

we are cycling UK

Why using physical resources matters

When it comes to organising your event, one of the main tasks is to make people aware of it.

Posters and flyers help you to reach people in your local community who don't follow you or use social media allowing you to tap into a brand-new audience.

1 Planning tips

Where to put up your posters and flyers
To reach your target audience we first need to think about who we want to reach.

Know your audience
Think about your audience's interests, what they are likely to do at the weekend, where they might shop, enjoy pastimes or services they might use.

For example, if you are targeting those with long-term health conditions think about putting up your posters at GP surgeries.

When you know who your audience is, you will have a much clearer idea of where you should distribute your posters. It's not about printing hundreds of posters but putting them in the right place so they are seen by the right people.

2 Location ideas

Shops
Local businesses (particularly where they have a street facing window or notice board), supermarkets, pubs and cafes.

Services
Anywhere that has a waiting room is a great place to put up a poster or leave flyers. GP surgeries, opticians, dentists, hairdressers, libraries, leisure centres.

Community notice boards
Council community boards – make sure to contact the council for permission. Community centres often also have places to display local activities.

3 Resources

Event posters
We have created a **downloadable poster** for you to use with a space to add the information about your event.

4 Permission

Permission
You might need to get permission before putting up your posters. Ask the business owner, council or service manager so you're not risking fly-posting.

Even if you don't need to seek permission, have a chat to staff, share the details of the BBR events.

The BIG BIKE Revival — we are cycling UK

✓ DO

- Include the BBR and Cycling UK logos on your designs.
- Include your organisation's logo, website address and contact details.
- Make sure the information about your event is clear and you include details about location, time, what is available and who the event is for.
- If you are using colour, make your poster bright and eye catching.
- If you are using imagery, less is more. Use one clear image over lots of smaller ones. This keeps your poster/flyer clean and doesn't distract from the event information.

✕ DON'T

- Don't change the BBR or Cycling UK logo colours or stretch or condense the logo.
- Don't fill your poster with text. Keep the information to the most important details.
- Avoid light coloured text on coloured backgrounds. This can be difficult to read.
- Don't use lots of different fonts. Keep your text clear and consistent.

Example poster 1 (DO)

The BIG BIKE Revival — we are cycling UK

Join us on a led cycle ride or try cycling for the first time

All ages and abilities welcome
Bikes provided

Monday 11 July | 12 noon - 4pm
My local community centre, 1 High Street, Guildford, GU7 1AA

More information: cyclinguk/BBR

Department for Transport

#BigBikeRevival
BigBikeRevival.org.uk

Example poster 2 (DO)

The BIG BIKE Revival — we are cycling UK

Encouraging people to cycle through fixing bikes, teaching skills and leading bike rides

Next event on:

**Monday 11 July
12 noon - 4pm**

**My local community centre
1 High Street, Guildford,
Surrey, GU7 1AA**

Delivered locally by:
Guildford Cycling Centre

Department for Transport

#BigBikeRevival
BigBikeRevival.org.uk

Example poster 3 (DON'T)

The BIG BIKE Revival — we are cycling UK

Join us on a led cycle ride or try cycling for the first time

All ages and abilities welcome * Bikes provided * Families welcome * learn to ride courses available for adults

Monday 11 July | 12 noon - 4pm
My local community centre, 1 High Street, Guildford, GU7 1AA

More information: cyclinguk/BBR

Department for Transport

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Example poster 4 (DON'T)

The BIG BIKE Revival — we are cycling UK

Join us on a led cycle ride, try cycling for the first time or attend a fix and learn session with our experienced mechanics

All ages and abilities welcome * Bikes provided * Families welcome * learn to ride courses available for adults * attend a mechanics session and learn how to make simple repairs to your bike

The Big Bike Revival encourages people to cycle through fixing bikes, teaching skills and leading bike rides.

All activities are free to attend and are delivered by the local community for the local community.

Monday 11 July | 12 noon - 4pm My local community centre, 1 High Street, Guildford, GU7 1AA

For more information visit cyclinguk/BBR or check out our Facebook page.

Department for Transport

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