

How to create posters and flyers



DO

- Include the Cycling UK logos.
- Include your organisations 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 sure your poster is 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 any logo in terms of format, colour, design, shape or ratio.
- Don't fill your poster with text. Present the most important details, bullet points are ideal.
- 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.

