

# Guidance on creating flyers

Flyers are a great way to connect with people in your community — whether you're promoting a talk, an action, or just helping people find out about XR.



## Here's how to make sure your flyer gets read

- **One Clear Call to Action:**

Tell people exactly what you want them to do, e.g. 'sign up', 'come to this talk', 'join our group'. Avoid giving multiple options. People get choice paralysis and won't do anything.

- **Keep it Short & Focused:**

Aim for no more than 6 sentences across the flyer. People won't read much more and giving yourself a limit focuses the mind. Prioritise what's essential. Less text = more attention.

- **Use a QR Code:**

- This can link readers to a next step - usually a sign-up form so we can contact them to follow-up.
- Avoid QR generators that use branded short links as they often expire or break, you can use our own generator (linked below).
- Include a short text version of the link underneath for accessibility and backup.
- Best to test your link on multiple phones and browsers.

- **Keep Layout Simple:**

- Make sure the key info stands out: What, When, Where, Why.
- Use headings, short paragraphs, or bullet points to break things up.
- Avoid busy backgrounds that make the text hard to read.
- Use graphics or photos (with permission) to highlight your point.

- **Make It Easy to Read:**

- Consider accessibility for people with dyslexia and sight issues.
- Use high contrast colours, so dark text on a light background or vice versa.
- Use fonts sparingly, avoiding decorative fonts. XR's Fucxed Caps font for headings only, and Karla or similar Sans-Serif font for main text.
- Use short sentences.
- Avoid italics, only use bold sparingly to highlight key words.
- Left-aligned is best. Avoid centre or fully justified blocks of text, as this is harder to read.

## Printing & Creating Tips

- We often use **Solopress** for printing – reliable, good value and offers recycled paper. But do consider local printers! Building a relationship with them may be useful.
- Most flyers are A5 double-sided, an A6 (half the size) can also work nicely too.
- You can use the free design tool [www.canva.com](https://www.canva.com)
- There is the XR created [flyer/poster generator on Aktivisda](#)
- There is also a [QR code generator on Aktivisda](#)
- As well as [ready made flyers](#) you can download from the Rebel Toolkit

## Need Help?

We are here to help with flyer ideas, reviewing drafts, or finding design support. Please reach out — we want your work to have the biggest impact possible!

You can contact the UK Outreach team via our [Mattermost reception](#) or by email at [actions.outreach@extinctionrebellion.uk](mailto:actions.outreach@extinctionrebellion.uk).

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