

# 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.



## Before You Start: What's Your Purpose?

Decide on one clear goal for your flyer. Are you trying to invite people to an event, get sign-ups for your mailing list, encourage people to join your group? Pick one and make it the focus. Your whole flyer should be focused on achieving that goal.

## How to make sure your flyer gets read

### Keep it Short & Focused

- Aim for no more than around 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.
- Most flyers are A5 double-sided, an A6 (half the size) can also work nicely too.

### One Clear Call to Action

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

### Use a QR Code (But Use it Right)

- Link 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, use [XR's own generator!](#)
- Include a short text version of the link underneath for accessibility and backup.
- Test your link on multiple phones and browsers.

## Make It Easy to Read

- Consider [accessibility](#) for people with dyslexia, sight issues, and generally making it easy to understand.
- Use high contrast colours: dark text on a light background (or vice versa).
- Use fonts sparingly, avoid 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, it's harder to read.

## Keep Layout Simple

- Make sure the key info stands out, think: 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.

## □ Common Mistakes to Avoid

- Too much information: Don't try to say everything. Give just enough to spark interest. People can talk to you or visit your link for more information.
- No clear next step: If people aren't sure what to do, they won't do anything.
- Unreadable text: Fancy fonts, low contrast, or cluttered layouts can ruin a good message.
- QR code issues: A broken or expired link makes your whole flyer useless.

## Printing Tips

- We often use [Solopress](#) for printing – reliable, good value and offers recycled paper.
- Do consider local printers! Building a relationship with them may be useful.

## Helpful Tools & Resources

- You can use the free design tool [Canva](#)
- There is the XR created flyer and poster 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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