

How to Design a Flyer

A Practical Guide for Leo Members

Leo Club of Uva Wellassa University

1) How to Design a Flyer

What Makes a Good Flyer? (Purpose, Audience, Clarity)

A flyer is more than just a piece of paper or an image; it is a communication tool. The most effective flyers are designed with one **clear purpose**. For example, if the purpose is to promote a blood donation camp, everything on the flyer from headline to images must focus on motivating people to participate in that camp. Mixing multiple purposes such as event promotion, recruitment, and fundraising on the same flyer can confuse the audience.

Equally important is identifying the **target audience**. A flyer for university students can use fun, energetic language and bright colors, while a flyer for sponsors or professionals may require a formal design. Finally, clarity is key. A good flyer answers three basic questions in a few seconds: *What is happening? When is it happening? Why should I care?*

- ✓ Purpose should be single and direct.
- ✓ Audience should guide tone, design, and language.
- ✓ Clarity ensures people understand within 5 seconds.



Basics of Layout: Alignment, Balance, Spacing

The way information is arranged on a flyer decides whether it is easy to read or overwhelming.

Alignment keeps everything in order; text aligned left or centered looks neat and professional.

Balance ensures that text, images, and empty space are distributed evenly so one side does not look heavier than the other. **Spacing** or white space is essential crowded flyers make readers skip them, while open space creates elegance and readability.

Imagine the eye scanning the flyer: it should flow smoothly from headline to image to event details. This flow is called **visual hierarchy** and it makes sure the reader sees the most important things first.

Align elements to grids or margins.

Use balance so no area looks too empty or crowded.

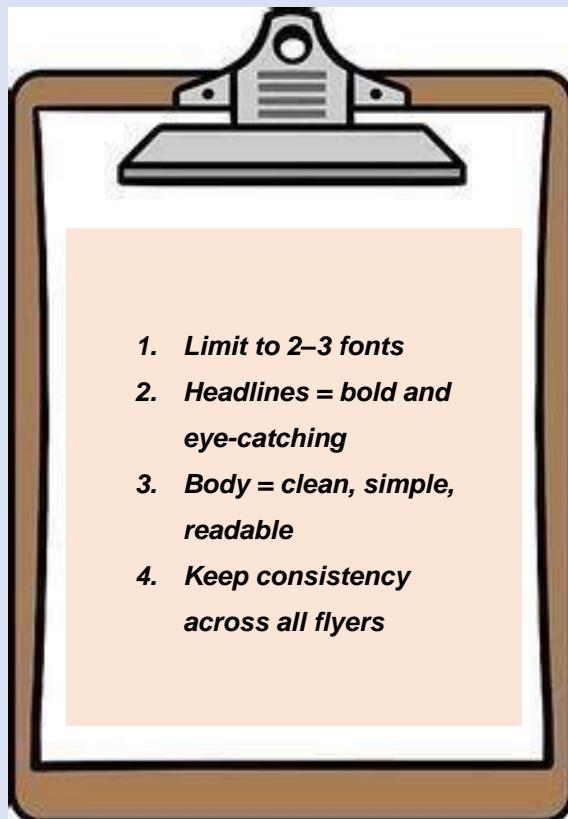
White space improves focus and professionalism

Apply visual hierarchy:
headline → image → details → CTA.

Typography: Choosing the Right Fonts

Fonts are not just letters; they set the **tone and emotion** of the flyer. Using too many fonts creates chaos. The golden rule is to use a maximum of **two to three fonts**—one for the headline, one for the body text, and maybe one accent.

The fonts should match the event. A serious seminar requires a clean serif or sans-serif font, while a youth event can use playful, bold fonts. Never forget **readability**. If the audience cannot read at a glance, the flyer fails.



Colors: Using Brand Colors & Psychology

Colors create emotion. They can excite, calm, or inspire. When designing a Leo Club UWU flyer, it is best to stick to club-related colors reds, golds, or dark shades that match the Leo identity. But color psychology can also be applied:

- Red: urgency, energy (perfect for blood donation).
- Blue: trust, professionalism (good for leadership workshops).
- Green: growth, environment (for tree planting or sustainability projects).
- Yellow/Orange: youth, energy, positivity (for fun events).

Always test contrast. White text on yellow or light images is hard to read. Use overlays or background shapes for clarity.

Tools You Can Use (Canva, Photoshop, Figma)

- **Canva:** Beginner-friendly, templates available, drag & drop design. Perfect for quick flyers.
- **Photoshop/Illustrator:** Advanced, professional quality, full customization. Best for print.
- **Figma:** Web-based, team collaboration, design sharing.

Paragraph: If you are just starting, Canva is the easiest way to learn flyer design. As you grow, you can explore Photoshop for deeper control. Figma is excellent when multiple team members work on the same flyer.



Step-by-Step: Design → Review → Finalize → Publish

1. Define the purpose & audience.
2. Create a rough sketch of layout.
3. Choose brand colors and fonts.
4. Add main text and images.
5. Place event details (date, time, venue).
6. Review spacing, alignment, and balance.
7. Share draft with peers for feedback.
8. Export as high-quality PDF/PNG.

Paragraph: Always do a **test print** if it is for distribution on campus. Digital flyers should be checked on mobile, since most people will see it on their phone first.

Example Do's & Don'ts

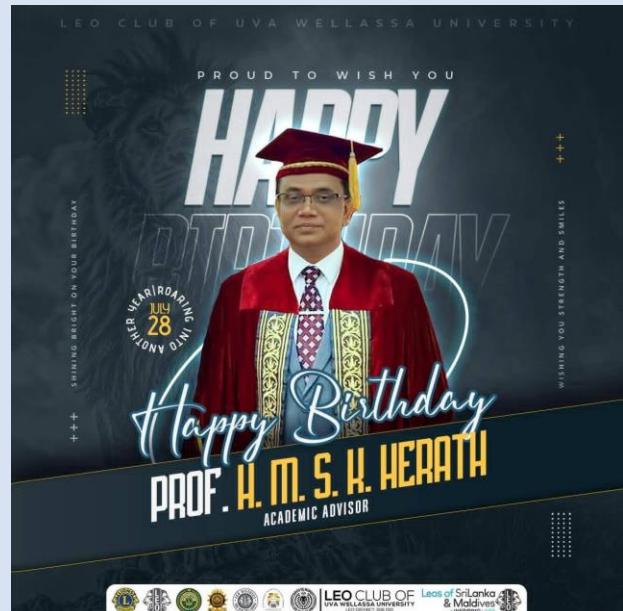
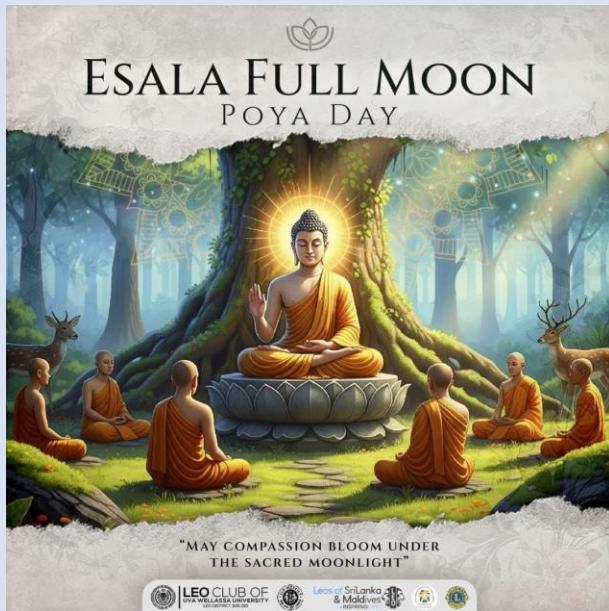
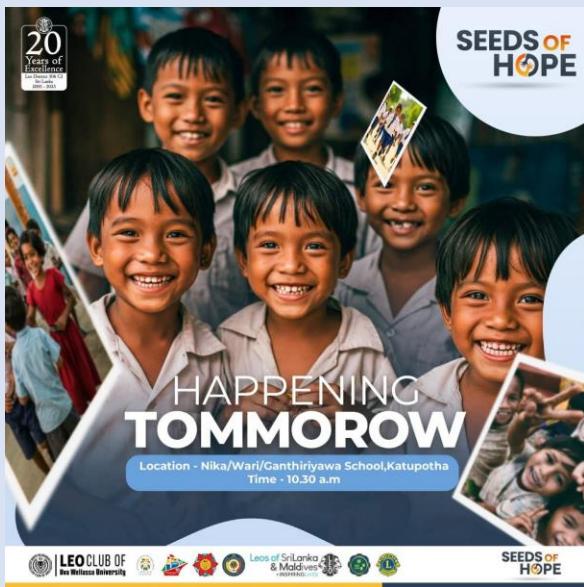
Do's

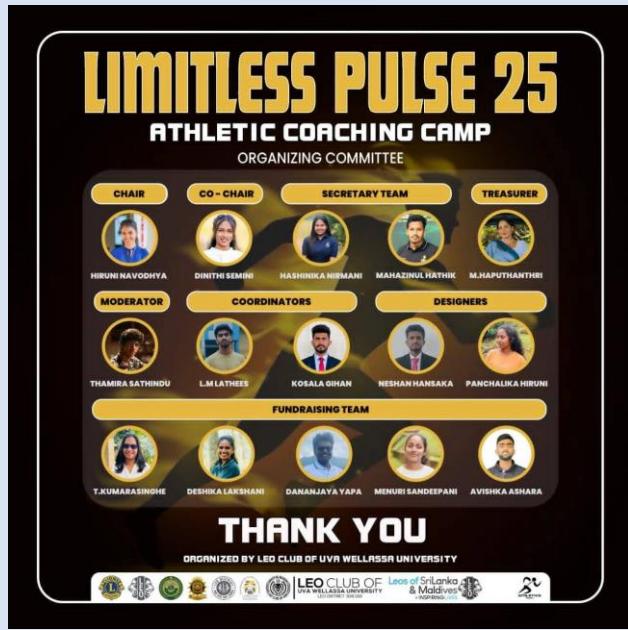
1. Keep the layout clean and balanced.
2. Use high-quality images and graphics.
3. Stick to 2–3 fonts and brand colors.
4. Make the main message bold and visible.
5. Always include one clear Call to Action (CTA).

Don'ts

1. Don't overcrowd the flyer with too much text.
2. Don't use blurry or stretched images.
3. Don't mix too many colors or fonts.
4. Don't forget key details like date, time, and venue.
5. Don't ignore proofreading before publishing.

Let's see some sample flyer designs





Tadaa! You're officially ready to level up your Leo Club projects with confidence!



In this guide, we explored how to design professional flyers, craft engaging captions, and use AI as a smart helper. Each of these skills will support your journey as a Leo whether you're promoting a project, leading an event, or inspiring others through digital platforms