

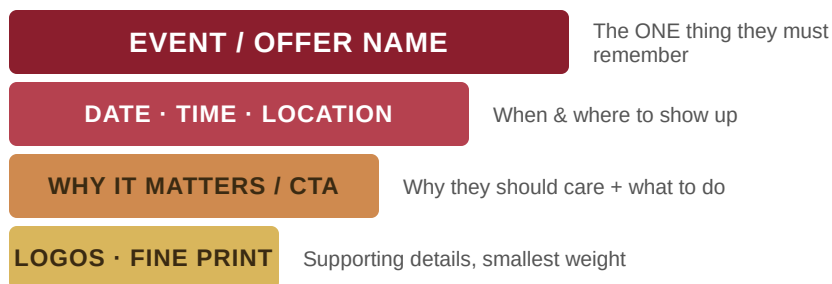
Flyer Design Basics: From "Bad Flyer" to Brand-Ready

A quick-reference guide — no design degree required

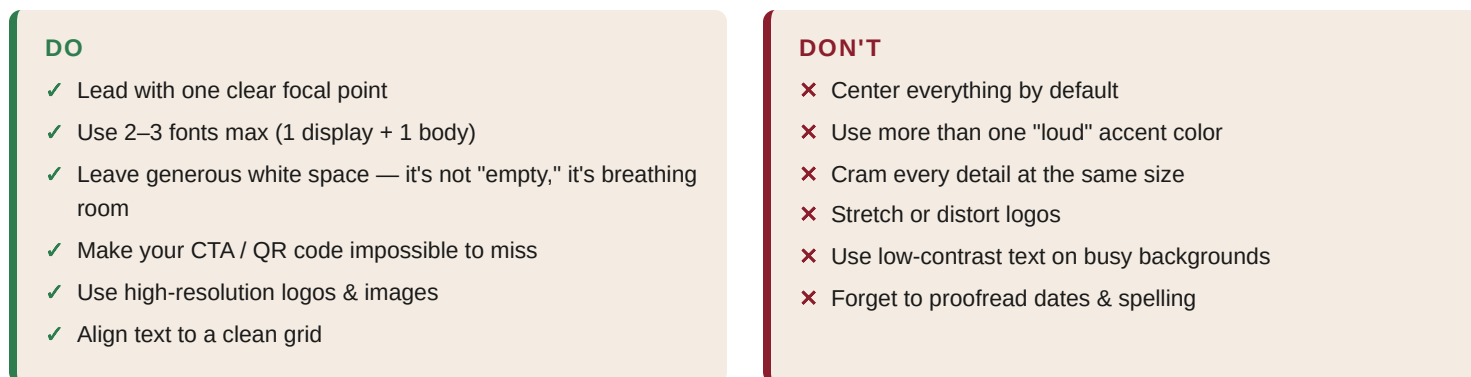
THE 6 PILLARS OF A GREAT FLYER



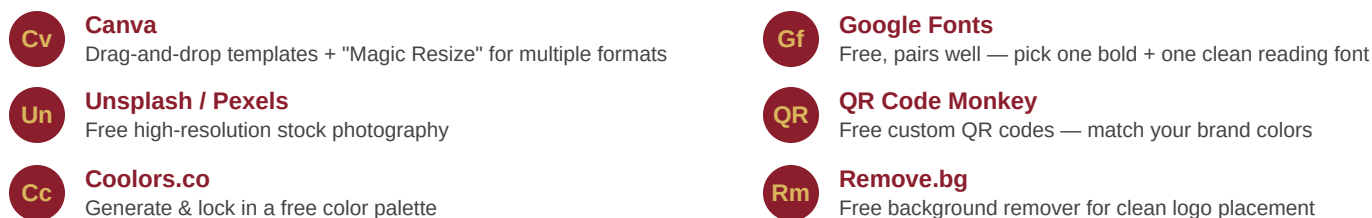
BUILD YOUR HIERARCHY (BIGGEST TO SMALLEST)



DOS & DON'TS



FREE TOOLS TO GET YOU THERE



The "More Is More" Myth

Why louder isn't the same as better

TWO WAYS "MORE IS MORE" SNEAKS IN

Myth #1 — More decoration = more impressive

Metallic lettering, heavy gradients, drop shadows on everything — it feels fancy while you're making it. But it reads as visual noise to the viewer, and noise undercuts trust. Gold foil text might suit a gala invitation. It rarely suits a chamber mixer flyer.

Fix: ask "does this decoration help them understand, or just impress me?"

Myth #2 — More words = more information

A flyer's job is to be absorbed in seconds, not read like a brochure. Cramming in every detail just slows the eye down and makes people give up before they find the one thing that matters.

Fix: the flyer is a doorway, not the whole story — let it point to a website or phone number for the rest.

QR CODES & LINKS — MATCH THE FORMAT

FORMAT	WHAT TO USE	WHY
Printed Flyer	QR code + visible URL nearby	Showing the URL is a small act of respect — people can see where they're headed before they scan.
Digital Flyer	Clickable link, skip the QR code	If they're already on a screen, a QR code adds extra steps instead of saving them.
Social Post	"Link in bio" + direct link where the platform allows it	Most captions aren't clickable — tell people exactly where the link lives instead of making them guess.

BEFORE YOU PUBLISH, ASK YOURSELF

*"Am I doing this because it actually helps the person looking at it—
or because it looks impressive to me?"*