

Tips and Tricks for Creating an Engaging Flyer for Extension Programs

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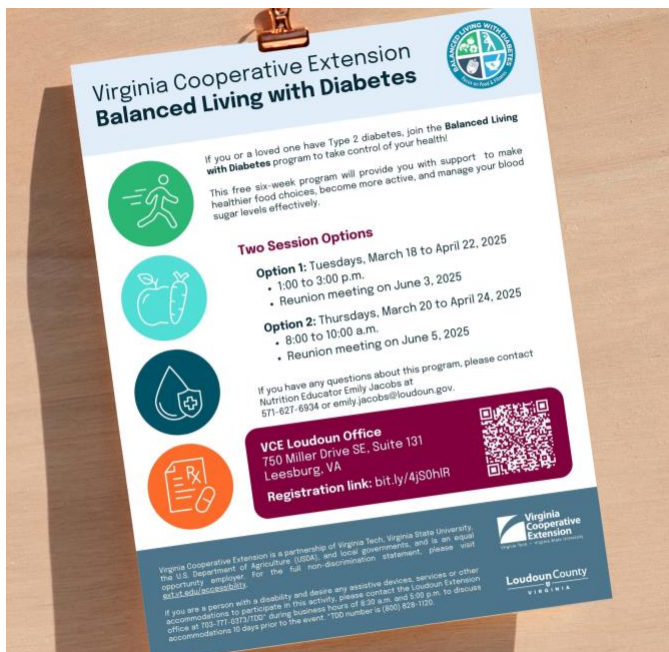


Figure 1. Balanced Living with Diabetes poster mockup, photo. (template by Elena Joland, Unsplash.com, flyer by Paul Gentine, Virginia Cooperative Extension)

Successful Flyers

A strong community event flyer is visually appealing, informative, and engaging. Keep it aligned with brand and style guidelines for consistency across materials (e.g., social media, posters). Prioritize accessibility to reach a broad audience. Read more in [Equal Opportunity and Accessibility](#).

Use minimal text: include the event name, date, time, location, a brief description, and a clear call-to-action (e.g., how to RSVP). Add extras like parking

or special guests after the call-to-action. See [Contact Information and Links](#) for QR code and URL tips.

Key Elements

Event Name: Use large, **bold** type to make the title the most prominent element.

Date and Time: Day, Month ## followed by the time, for example: **Tue., May 6, 3 p.m.** (or **3:30 p.m. in bold text**, next to or near the location and registration info (if applicable).

Location: Make the address or venue legible, for example:

Virginia Tech Executive Briefing Center
900 N. Glebe Road, Arlington, VA

Call to Action: What do you want people to do? (e.g., “Join us!” or “RSVP now!” or “Scan to RSVP”)

Brief Description: The event description should be informative and concise, and should highlight the key takeaways of the event or program in no more than three sentences. Use a smaller font size than the event name, date, and location, usually between 12pt and 15pt, depending on the space available.

Visual Hierarchy and Balance

Organize the content in a way that naturally guides the reader through the information. The most important elements (event name, date, time, and location) must be prominent and easy to read.

Your primary typeface should either be [Epilogue](#) or Arial when Epilogue is not available. You may choose to use an additional typeface to embellish certain details, but it should still be clear and legible. Do not use more than **two typefaces** on your flyer.

Instead of using a wide array of typefaces, you can change your **font sizes**, **weights**, and *italics* to create an engaging visual hierarchy.

Logo Usage: Place logos in a prominent location without overpowering the event details, such as the top or bottom corners of the flyer.

Include any required partner logos in the same area as the VCE logo. If using **three or more logos**, see [Logo Hierarchy: Agencies, Sponsors, and Partners](#)

Logos must be scaled proportionally to one another.

When possible, the VCE logo should appear first or on the left-hand side.

Be sure to include the required clear space between the VCE logo and other logos from the [VCE brand and style guidelines](#).



Figure 2. Example of clear space between VCE logo with partner agencies from the 2025 BMP Survey by Steph Buckley.

Logo Hierarchy: Agencies, Sponsors, and Partners

Program logo(s): Most prominent, usually at the top, represents the agency or agencies running the program.

Sponsor logo(s): Less prominent, also near the top, often labeled “Sponsored by”; sometimes ranked (e.g., gold, silver, platinum).

Partner logo(s): Least prominent, typically at the bottom, sometimes labeled “In partnership with” or “Partner Agencies.”

Appealing Graphics and Imagery

All photos, graphics, and illustrations should be relevant to the topic of the event or program. Use high-resolution images that will print clearly – consider if you will be printing in black and white and how that might impact the visual you select. Remember to credit the source on images when necessary. See links to commercially free photography in [Additional Graphic Design Resources](#).

Use the VCE brand colors and visual elements (like the swooshes and patterns) whenever possible. See more in [Branding and Consistency](#).

When adding text over a photo or image, ensure that the visual behind the text is a solid color and in high contrast to the color of the text.

Contact Information and Links

Your flyer should include ways to get in touch or find additional details. If registration is required, include the web address, phone number, or email address for registration.

QR codes are a great way to make flyers fully interactive. Always include the web address (URL) or email address that the QR code links to written out on the flyer as well. Don’t forget to test the QR code yourself before printing.

If your URL is very long, use a free URL shortener. Find links to recommended URL shorteners and QR generators in [Additional Graphic Design Resources](#).

Equal Opportunity and Accessibility

Include the non-discrimination (when applicable) at the bottom of the flyer in a **font size no smaller than 8pt**. Check document [VCE-1192](#) to find the latest versions.

If the software program you are using to create your flyer offers an accessibility tool, run it prior to printing and distributing your flyer.

Learn more about equal opportunity/accessibility by visiting: ext.vt.edu/about/accessibility.html

Branding and Consistency

Using VCE's branded colors, fonts, and logos helps your audience immediately recognize the organization. This visual consistency builds trust and reinforces that the event is part of Virginia Cooperative Extension's reliable, research-based programming.

For the latest branding standards, consult the Brand Center at: ext.vt.edu/brand-center.html

If the event is part of a recurring series, ensure that you use a consistent, recognizable layout for each flyer.

Whitespace

Whitespace refers to any part of the flyer that doesn't have text, photos, or graphic elements. It is important to give your design breathing room rather than putting too many elements too closely together. Using plenty of whitespace makes your design more legible, helps with information hierarchy, and is generally more visually appealing.

Templates

There are flyer templates in the VCE brand kit on Canva. To access the VCE brand kit, you must have a Virginia Tech licensed Canva account: canva.com/folder/FAFfAvvSoxA

If you don't have a Virginia Tech licensed Canva account, it can be purchased through HokieMart: software.vt.edu/deptsoftware/canva.html.

There are other templates on Canva and the internet that you can customize for your needs as well. Make it your own and have fun, but remember to follow the [VCE brand and style guidelines](#).

Final Tips

A cluttered or hard-to-read flyer can turn people away before they absorb the key information. Aim for a clear, visually engaging design that captures attention and communicates the essentials briefly. Consistently using [VCE's branded colors, fonts, logos, and elements](#) ensures your flyer looks professional, aligns with our identity, and appeals to your intended audience.

Additional Graphic Design Resources

Stock Photography Free for Commercial and Educational Use

- Adobe Stock Free stock.adobe.com/free
- InsectImages.org insectimages.org/
- Penn State Entomology can be used for non-commercial educational purposes, ento.psu.edu/outreach/extension/insect-image-gallery
- Pexels pexels.com/
- Pixabay pixabay.com/
- Pondby pond5.com/free
- Free Native Plant Photos plantnovanatives.org/photo-library
docs.google.com/a/ucsc.edu/document/d/1djCsdiSWOiUUndOCb4uI3qI0XUZgLSbHphW7RiRpyWg/edit?usp=sharing
- Unsplash unsplash.com/ and unsplash.com/archive# =

QR Code Generators and URL Shorteners

- QR Code Generator the-qrcode-generator.com/
- URL Shortener bitly.com/ or tinyurl.com/

Additional Questions?

If you are creating a flyer and have questions, [contact your Field Marketing and Communication Coordinator](#).

Creating a Flyer Checklist

Core Content Elements

- ☐ **Event Name:** Large, bold, most prominent element.
- ☐ **Date and Time:** Clear format (e.g., *Tue., May 6, 3 p.m.*); bold and near location info
- ☐ **Location:** Full address, legible formatting
- ☐ **Brief Description:** Concise (max three sentences), informative, 12–15pt font
- ☐ **Call to Action:** Clear and compelling (e.g., “Join us!” “Scan to RSVP”)

Visual Hierarchy and Typography

- ☐ Clear visual hierarchy (readers guided naturally through the flyer)
- ☐ Primary font used: Epilogue or Arial
- ☐ No more than two typefaces are used in total
- ☐ Variation achieved through font **size**, **weight**, and *italics*—not extra fonts, use italics sparingly to maximize legibility

Logo Placement

- ☐ The VCE logo is present and prominent, but not overpowering
- ☐ The VCE logo is first or on the left when among others, partner logos are proportionally scaled
- ☐ If 3+ partner logos are used, all are placed at the bottom of the flyer

Graphics and Imagery

- ☐ High-resolution, topic-relevant images
- ☐ Image sources credited, if needed
- ☐ Visuals are accessible if printed in black ink only
- ☐ VCE brand colors and graphics (e.g., swooshes) are used appropriately
- ☐ Text over images has high contrast and is easy to read

Contact Info and Interactivity

- ☐ Included if applicable: phone number, email, or web address for follow-up or registration
- ☐ QR code included and tested
- ☐ Written-out URL or email address included (especially for QR code)
- ☐ URL shortened if very long (e.g., via bitly.com or tinyurl.com)

Accessibility Requirements

- ☐ Non-discrimination and ADA statements align with the current version (font no smaller than 7pt)
- ☐ Accessibility checker/tool run (if supported by software)
- ☐ The flyer is readable and usable by a broad audience

Branding and Consistency

- ☐ VCE branding is followed (colors, fonts, logos)
- ☐ The layout is consistent with any recurring event materials
- ☐ Flyer matches the social media/flyer versions of the event promotion
- ☐ Used a VCE-approved template

- ☐ If using a non-VCE template, ensure branding and accessibility guidelines are followed

Whitespace and Layout

- ☐ Adequate whitespace is used to avoid clutter
- ☐ The layout is balanced and clean for easy readability

Final Review

- ☐ Reviewed for spelling or grammar errors

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