

# Eye-catching posters & flyers: design & distribution

## Why posters and flyers matter

Posters and flyers help you reach local people who aren't on social media, allowing you to connect with a wider audience.

## Planning tips

### Where to put up your posters and flyers

To reach the right people, first consider your target audience.

### Know your audience

Consider your audience's interests – where they shop, spend their weekends, or what services they use.

If you're targeting people with long-term health conditions, GP surgeries are a great place to display posters.

When you know who your audience is, you will have a much clearer idea of where you should distribute your posters. It's not about printing hundreds of posters but putting them in the right place so they are seen by the right people.

## Location ideas

### Shops

Local businesses with notice boards or window space – such as supermarkets, pubs, and cafés.

### Services

Waiting areas are ideal for posters and flyers—try GP surgeries, opticians, dentists, hairdressers, libraries, and leisure centres.

### Community locations

Notice boards in centres, churches, libraries and on high streets.



## Resources

### Event posters

We've created a series of poster templates for you to use, with space available to add the information about your event. Download them from: [cyclinguk.org/bbr-event-posters](https://cyclinguk.org/bbr-event-posters)

## Permission

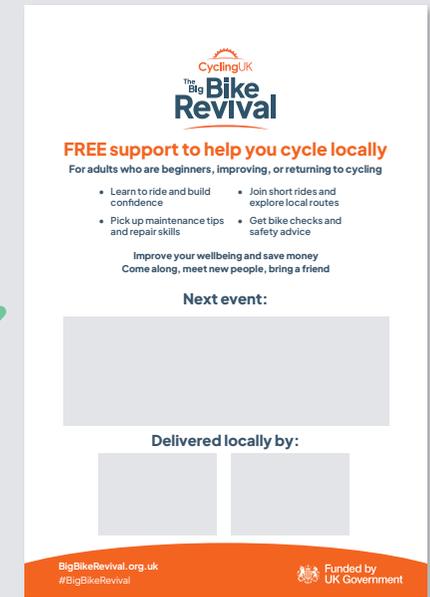
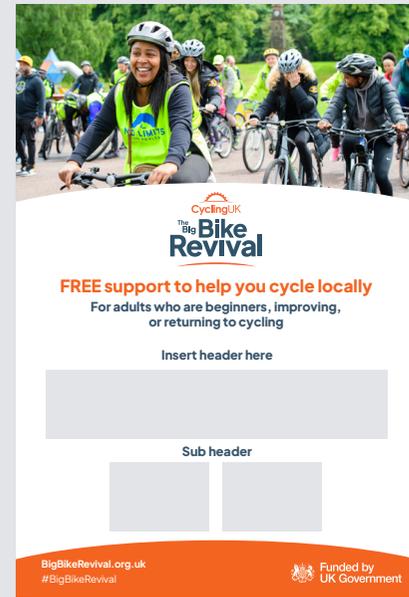
Always check if you need permission before putting up posters. Ask business owners, councils, or service managers to avoid any issues.

Even if permission isn't needed, talk to staff and share details about your events.



## DO

- Include The Big Bike Revival and Cycling UK logos.
- Include your organisation's logo, website address and contact details.
- Make sure the information about your event is clear and you include details about location, time, what is available and who the event is for.
- Use bright, eye-catching colours.
- Use one large, clear image instead of multiple small ones – this keeps your design clean.



## DON'T

- Resize or alter The Big Bike Revival and Cycling UK logos – keep them unchanged.
- Add too much text – focus on key details.
- Use light-coloured text. Use dark text on light backgrounds for better readability.
- Use multiple fonts. Stick to one or two easy-to-read fonts for clarity.

