



FLYER DESIGN GUIDE

Thank you for designing a flyer for [Artisans Cooperative](#)!

→ **Email your finished PDF to hi@artisans.coop.**

Purpose: The purpose of these flyers is to spread the word about our growing cooperative, recruit new members, and showcase our diversity as artisans.

Target Audience: Artisans (artists, makers, illustrators, crafters, designers and more), and their supportive community.

Design Guidelines:

- Follow the guidelines in our [Brand Kit](#) on [colors, fonts and logo usage](#).
- Include at a minimum, the following elements:
 - Artisans Cooperative name and/or logo. Logo folder.
 - Website URL: Depending on the space available, one of these (in preferred order): <https://artisans.coop/links>, <https://artisans.coop>, or just artisans.coop
 - [QR code](#) that links to <https://artisans.coop/links>
 - A call-to-action (CTA) such as “Join Us” or “Learn More”
 - A short message to inspire, recruit, and/or create positive awareness of the co-op. Keywords in our [Mission Statement](#).
- You can also add a signature/byline with your business name.

Tips and Tricks for Impactful Flyer Designs:

1. **Emphasize important elements**, words, or phrases by making them bigger, bolder, brighter, or padding extra space around them.
2. **High contrast visuals** are more legible from a distance and forgiving with home printer limitations. Try printing a black-and-white version to see if there’s enough contrast.
3. **Assess impact at a distance.** Print your flyer, tape it to the fridge or wall, and walk back 5, 10, and 15 feet. If you can, keep it up for a day or two and think about it as you walk by. What is legible and what is illegible at a distance? Does the most important message catch your eye?