

# How to create inclusive event posters

Make your flyers easy to read,  
welcoming, and accessible for everyone!

## Keep it simple!

- Use **plain and positive language**.
- Stick to **1-2 fonts** and no more than **2-3 colours**.
- **Avoid cluttered layouts** or too much text.

## Highlight key information

Your flyer or poster should answer:

- When** - date and time
- Where** - location and access information (e.g., accessible parking, public transport nearby)
- What** - what's happening (training, social day, come and try session, fundraiser, etc.)
- Who** - who can join (e.g., everyone welcome, beginner friendly, all abilities)
- What to bring** - gear, shoes, water, etc.
- Cost** - any concessions rates or companion cards accepted?
- How to contact you** - name, email, phone, website and QR code

## Use accessible design

- **Choose high contrast colours** (dark text on light background or vice versa).
- **Avoid text over busy images** or patterns.
- **Use easy-to-read fonts** (no cursive or overly decorative styles).
- **Make sure the font size is large enough** to read from a distance.



## Example of what a clear, inclusive poster looks like

See the example below of what an inclusive poster for a community sports club can look like. Remember, only include key information and keep language simple. It's a great idea to include any information on accessible features available at your club facility.



**Keep your tone friendly and welcoming:** use inviting language like “everyone welcome!” or “Come and try! No experience needed!”

**Add a short image description or Alt text for digital flyers!**

**Include an image that reflects your club's diversity:** use photos of real members where possible because representation helps people see themselves at the club.