

50+ Flyer Designs, Format & Examples

What comes to mind when you think of flyers? The answer will definitely depend on whom you ask. One of the first things that many will say, however, is the many gorgeous designs and formats. Even with all the modern methods we have at our disposal, it isn't unreasonable to consider your next flyer design.

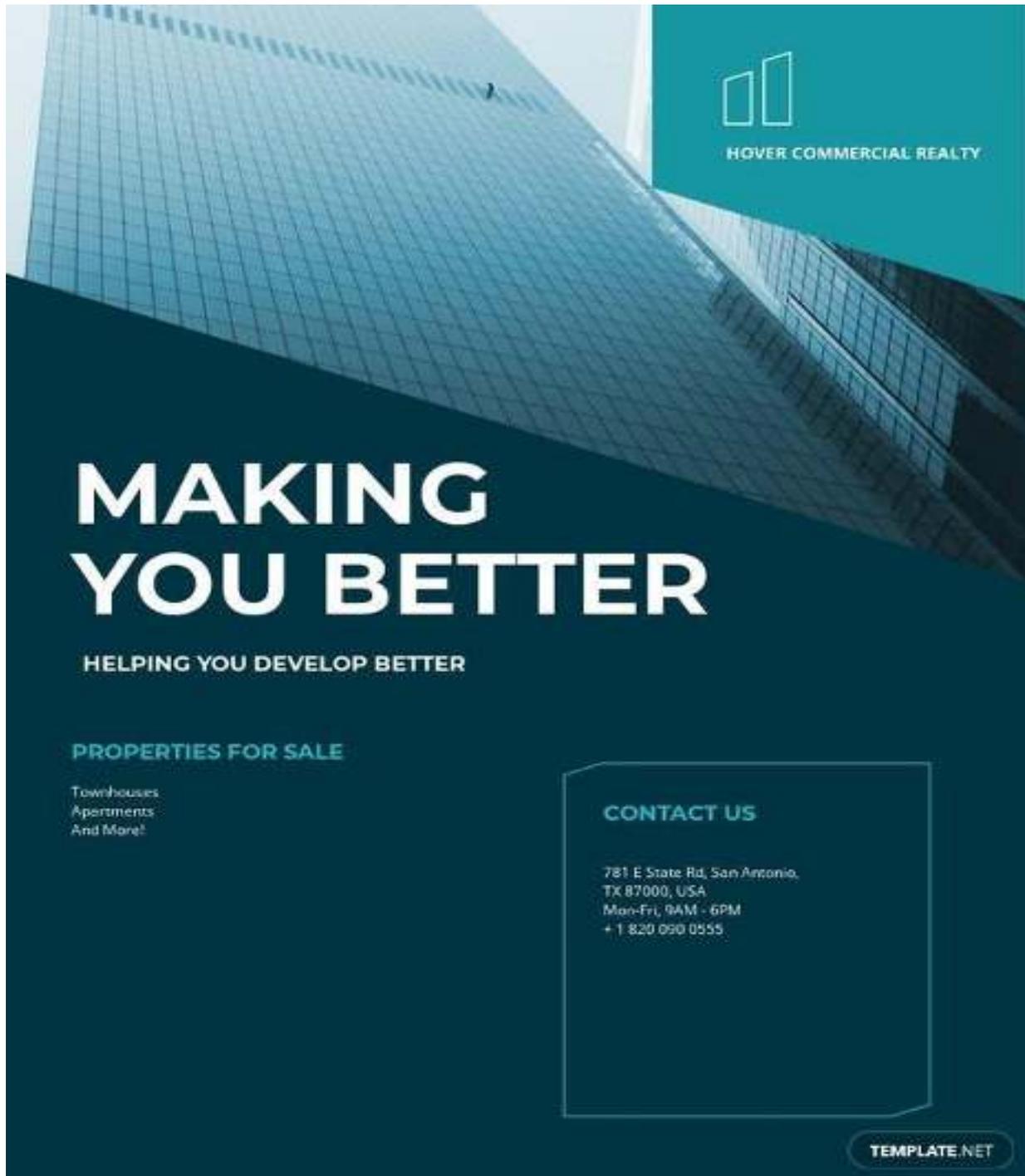
To create a flyer of your very own, follow the following steps:

- Browse through several flyer designs for inspiration and ideas for your own flyer.
- Customize Online or Download in your preferred File format and print as required

There are many elements that make up successful flyers. To list them all down here would not do them justice. Instead, take a good look at the many [editable flyers](#) with their designs and formats below. From there, you can decide for yourself which ones are best suited for your specific needs.

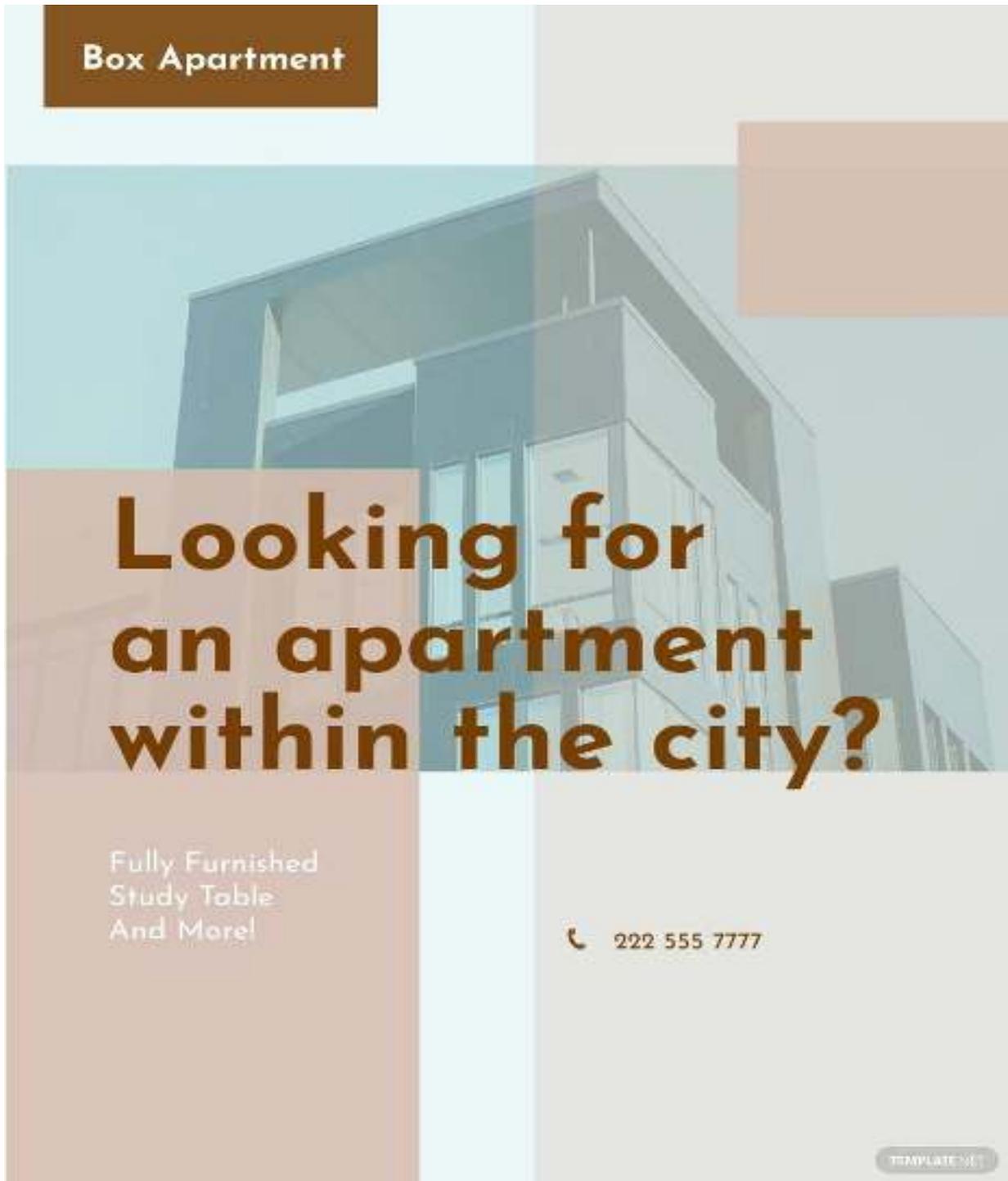
1. Commercial Flyer Design

Power in flyers can mean simplicity. As seen in our [commercial flyer](#) example below, the impact of the chosen image (a commercial building), coupled with a well-thought-out heading, makes for a highly effective design.

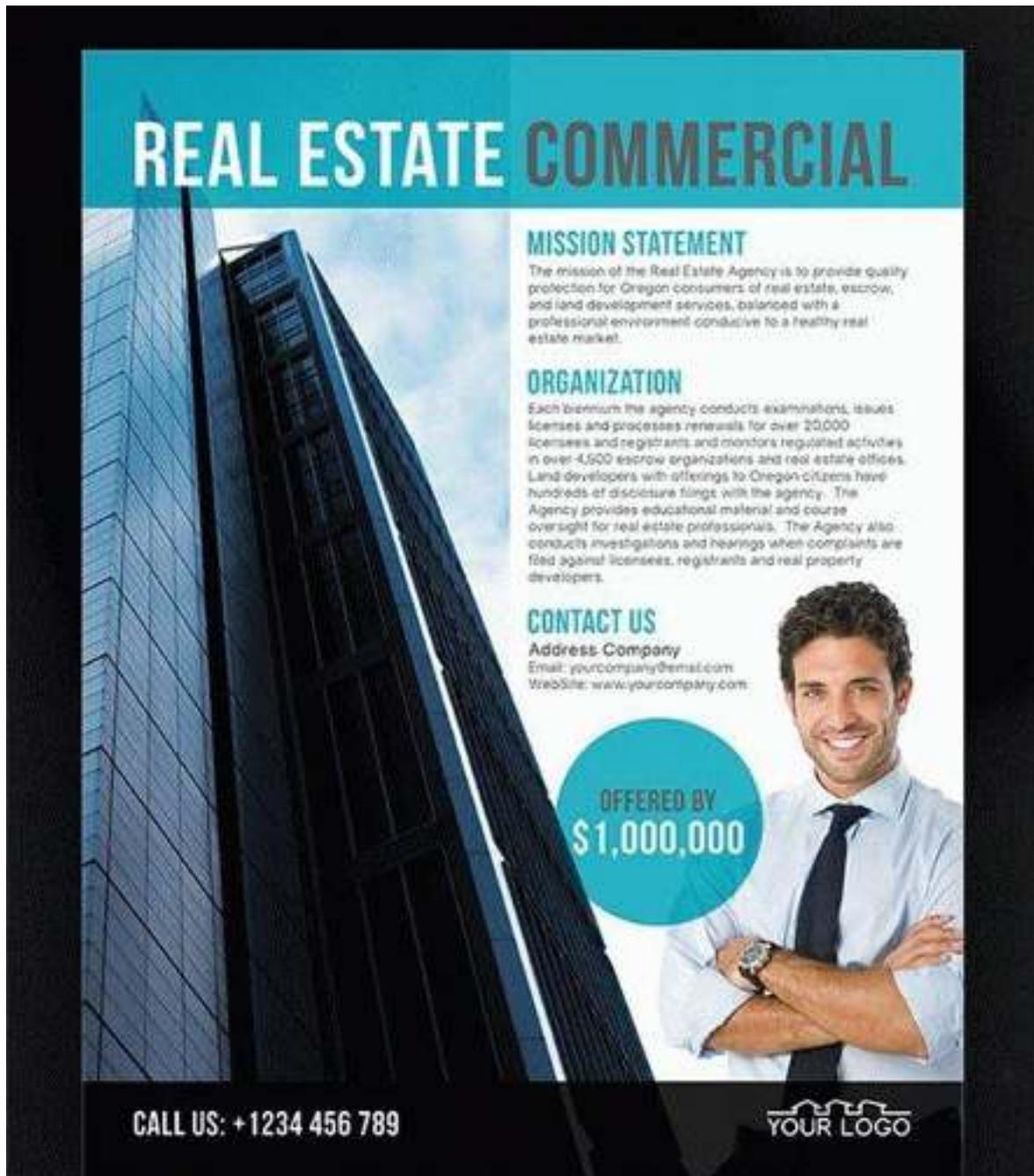


2. Apartment Flyer Design

The multiple squares and lines within the design make this [apartment flyer](#) rather modern. A look at the actual apartment building in the background is also a nice touch.



3. Real Estate Flyer Example

A flyer for a Real Estate Commercial agency. The background features a low-angle shot of a tall, modern skyscraper with a glass facade. The top of the flyer has a teal header with the text "REAL ESTATE COMMERCIAL" in white and dark teal. Below the header, the flyer is divided into sections: "MISSION STATEMENT", "ORGANIZATION", and "CONTACT US". A smiling man in a light blue shirt and dark tie stands with his arms crossed on the right side. A teal circle with white text says "OFFERED BY \$1,000,000". At the bottom, there is a black bar with white text: "CALL US: +1234 456 789" and "YOUR LOGO" with a small house icon above the text.

REAL ESTATE COMMERCIAL

MISSION STATEMENT
The mission of the Real Estate Agency is to provide quality protection for Oregon consumers of real estate, escrow, and land development services, balanced with a professional environment conducive to a healthy real estate market.

ORGANIZATION
Each year the agency conducts examinations, issues licenses and processes renewals for over 20,000 licensees and registrants and monitors regulated activities in over 4,500 escrow organizations and real estate offices. Land developers with offerings to Oregon citizens have hundreds of disclosure filings with the agency. The Agency provides educational material and course oversight for real estate professionals. The Agency also conducts investigations and hearings when complaints are filed against licensees, registrants and real property developers.

CONTACT US
Address: Company
Email: yourcompany@remat.com
WebSite: www.yourcompany.com

**OFFERED BY
\$1,000,000**

CALL US: +1234 456 789

YOUR LOGO

[Source](#)

4. Product Flyer Design

When you have exciting new products to promote, then those can become the prime focus of your flyer design. A great example would be our [product flyer](#) templates, among others.

Paxette
Camera



Change your lens.
Change your story.

For as low as
\$99.99

ORDER NOW

Super Paxette

Video Record Format: Mp4(H..264)
Storage Card: 1GB-64GB
Battery Capacity: 900mAh
Charge Port: 5V 1A

paxettecamera.com

TEMPLATE.NET

6. Budweiser Product Flyer Example



[Source](#)

7. AVEDA Product Flyer Example



[Source](#)

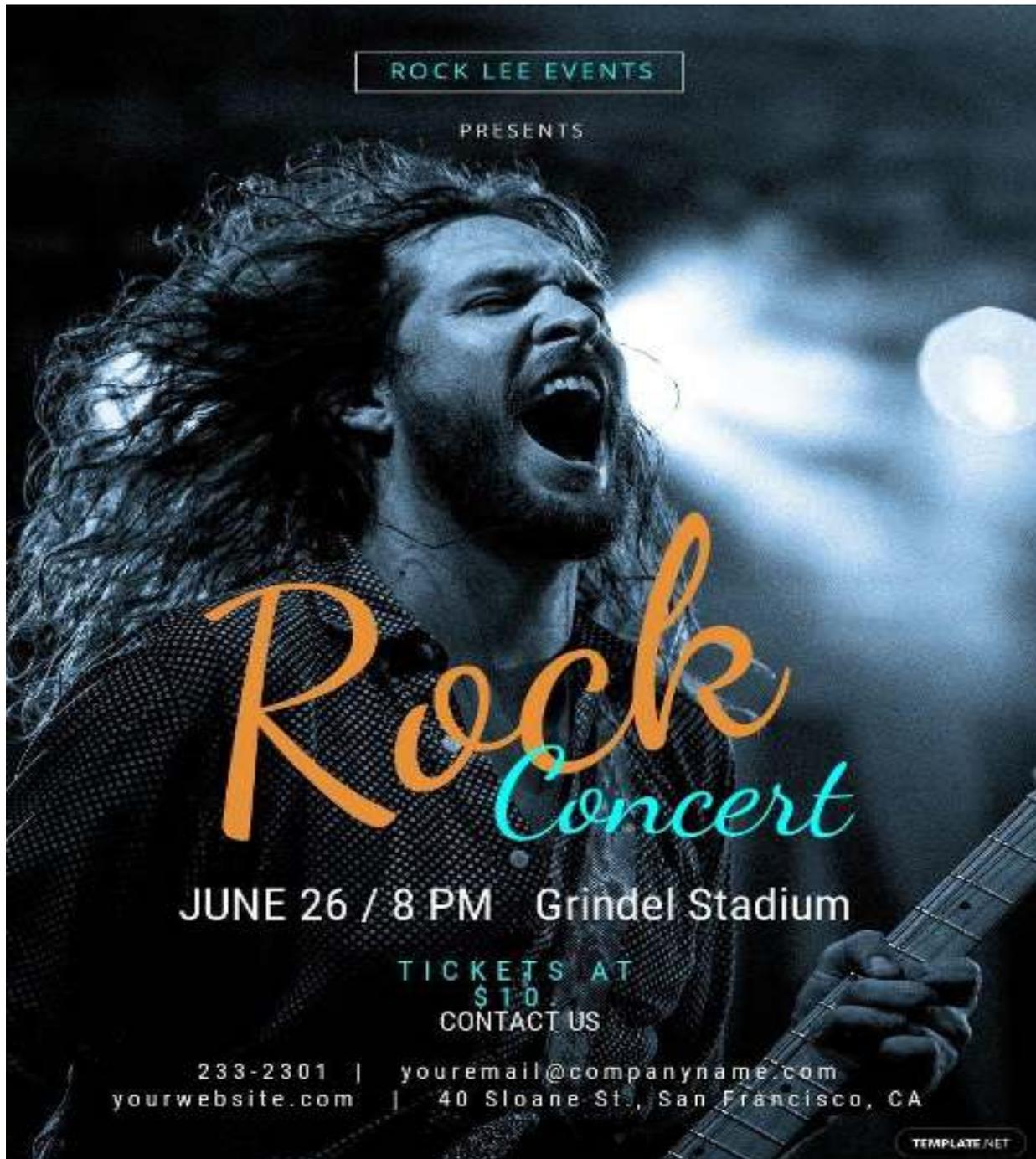
8. H&M Product Flyer Example



[Source](#)

9. Concert Flyer Design

The background used in this [concert flyer](#) template says more than any paragraph. The attitude, the atmosphere, and the angles are all perfectly chosen for this specific flyer design.



10. DJ Flyer Design

Concerts, gatherings, parties...we can go on and on about the events that may need a DJ. Promoting DJ services through flyers like this [DJ flyer](#) template will require the same vibes and energy.



11. Music Flyer Example



[Source](#)

12. Pepsi Concert Flyer Example



The flyer features a blue background with a white torn-paper effect on the left side. The Pepsi logo is in the top left corner. The main text is centered and reads: "LOVE IT. LIVE IT. PEPSI CONCERT RETRO : RE:INTRO CONCERT 2018.11.16 FRIDAY 잠실 학생 체육관". Below this, the artist lineup is listed: "YDPP (정세운, MXM, 이광현) | 우주미키 (솜아, 루다, 유정, 도연) 갓세븐 | 몬스타엑스 | 불빨간 사춘기 소유 | 아스트로 | 에일리 | 우주소녀". A small disclaimer is present: "※ 공연 장소 및 공연 일정, 참가 출연진 등 사정에 따라 변경될 수 있습니다". At the bottom, a hand holds a red and white Pepsi can. Logos for sponsors like Lotte Entertainment, YDPP, and others are at the bottom right.

pepsi

LOVE IT
GENERATIONS
LIVE IT

LOVE IT. LIVE IT.
**PEPSI
CONCERT**
RETRO : RE:INTRO CONCERT
2018.11.16 FRIDAY
잠실 학생 체육관

YDPP (정세운, MXM, 이광현) | 우주미키 (솜아, 루다, 유정, 도연)
갓세븐 | 몬스타엑스 | 불빨간 사춘기
소유 | 아스트로 | 에일리 | 우주소녀

※ 공연 장소 및 공연 일정, 참가 출연진 등 사정에 따라 변경될 수 있습니다

롯데칠성음료(주) 어린이재단
TV Daily 스포츠투데이 시크네스 CELUVN

[Source](#)

13. Food Flyer Design

Our wonderful [pizza flyer](#) template design below is meant to entice through the use of mouth-watering images of the actual food item itself. The same goes for the KFC flyer example below that. See how the presentation captures the imagination.



14. Menu Flyer Design

If you want to draw more people into your restaurant, then one surefire way to do so would be by revealing your menu. Take note of what this [menu flyer](#) design brings to the table.



The menu flyer is divided into several sections. At the top left is a rustic photograph of bread-making ingredients: a sack of flour, several eggs, a rolling pin, and a loaf of bread. To the right of this image, the bakery's name 'FLUFFY FUN BAKERY' is written in a bold, yellow, sans-serif font. Below the image and name, the slogan 'TASTE THE BEST BREAD IN TOWN!' is centered. The main menu items are arranged in two columns, each with the item name and its price. The items listed are Brioche (\$2.99), Pita (\$1.99), Baguette (\$4.99), Churros (\$3.99), Bagel (\$2.99), Doughnuts (\$3.99), and Pretzels (\$2.99). At the bottom left, contact information is provided, including a phone number, email, website, and address. At the bottom right, there is a '24 HOURS' logo featuring a clock face with '24' inside, and the text 'OPEN' above and '24 HOURS' below it. A small 'TEMPLATE.NET' watermark is visible in the bottom right corner.

FLUFFY FUN BAKERY

TASTE THE BEST BREAD IN TOWN!

BRIOCHE	\$2.99	BAGEL	\$2.99
PITA	\$1.99	DOUGHNUTS	\$3.99
BAGUETTE	\$4.99	PRETZELS	\$2.99
CHURROS	\$3.99		

CONTACT US
203-1234
youremail@companyname.com
yourwebsite.com
21 Doherty St., Cranston, RI

OPEN
24 HOURS

TEMPLATE.NET

15. KFC Flyer Example



A promotional flyer for KFC's Superhot Chickens. The central focus is a white KFC bucket filled with fried chicken, surrounded by a ring of bright orange and yellow flames. The bucket features the KFC logo and the slogan "It's Finger Lickin' Good!". Above the bucket, the text "KFC PRESENTS SUPERHOT CHICKENS" is written in a bold, white, sans-serif font, with "KFC PRESENTS" in a smaller size above "SUPERHOT CHICKENS". The background is black, making the white text and the fiery bucket stand out. At the top left, the website "www.kfcbd.com" is visible. At the top right, it says "All products 100% HALAL" with a red circular logo containing the word "HALAL". At the bottom, it says "NOW @ JAMUNA FUTURE PARK". In the bottom right corner, there is a small KFC logo and the slogan "It's Finger Lickin' Good!". In the bottom left corner, it says "TRANSCOM FOODS LIMITED" and "KFC Restaurants Bangladesh".

www.kfcbd.com

All products 100% HALAL

KFC PRESENTS
SUPERHOT CHICKENS

It's Finger Lickin' Good!

NOW @ JAMUNA FUTURE PARK

TRANSCOM FOODS LIMITED KFC Restaurants Bangladesh

It's Finger Lickin' Good!

[Source](#)

16. Starbucks Flyer Example



The flyer features the Starbucks logo and the tagline "COFFEE AT home" in the top left. The top right shows a glass of iced coffee with milk being poured. The central text "COLD BREW" is in large, bold, gold letters, with "VS" in a white circle to its right. Below this, a paragraph describes Cold Brew coffee. A section titled "HOW TO MAKE COLD BREW COFFEE" lists three steps: 1. DROP (2 pitcher packs into pitcher + water), 2. STEEP (Coffee in fridge for 24 hours), and 3. ADD (3 cups cold water to pitcher). To the right of the steps is a circular inset image of a glass pitcher with coffee and a cork stopper. Below the steps is a product shot of a Starbucks Cold Brew Coffee pack. The bottom of the flyer features a grassy background with the text "For more Starbucks summer recipes visit myStarbucksweekend.com."

COFFEE AT home

COLD BREW

VS

Cold Brew is specially formulated coffee to be brewed cold; which creates lower acidity for a balanced, smooth and rich with subtly sweet chocolate notes.

HOW TO MAKE COLD BREW COFFEE

- 1 DROP**
2 pitcher packs into pitcher + water
- 2 STEEP**
Coffee in fridge for 24 hours
- 3 ADD**
3 cups cold water to pitcher

For more Starbucks summer recipes visit myStarbucksweekend.com.

[Source](#)

17. Grand Opening Event Flyer Design

Whether it's meeting people for the first time or launching your brand new business, first impressions matter. Be direct like this [grand opening flyer](#) design example!



18. Promotional Event Flyer Design

When promoting something--be it a sale or a new service--remember that it pays to communicate everything important about it. As seen in our [promotional flyer](#) example below, it mentions how much certain items are on sale for and the design is direct and powerful.



19. Disney Event Flyer Example



The flyer features a vibrant illustration of numerous Disney characters on ice skates against a starry night sky. At the top, Snow White, Cinderella, and Ariel are shown. Below them are Pinocchio, Woody, Buzz Lightyear, and Mr. Incredible. In the center, Mickey Mouse, Minnie Mouse, Stitch, Simba, Pumbaa, and Timon are depicted. At the bottom, Dory and Nemo are visible. The text 'Disney ON ICE' is prominently displayed in the center, with '100 YEARS OF MAGIC' written in large, golden, stylized numbers below it.

Disney ON ICE
PRODUCED BY FRED ENTERTAINMENT

100
YEARS OF MAGIC

All the Magical Disney Moments You'll Remember Forever!

TICKETS STARTING AT \$15!
Save \$3 per ticket when you use the code: **PARENT** (Excludes Front Row and VIP seats)

MARCH 10 - 14 DENVER COLISEUM

Buy tickets at Ticketmaster.com, Denver Coliseum Box Office (starting Feb. 22), or call 1-800-745-3000

Ticket Prices: \$15, \$20, \$25, \$42 VIP, \$62 Front Row
Limited number of Front Row and VIP seats available. Call or go online for details.
(Service charges, facility and handling fees may apply.)

www.DisneyOnIce.com

[Source](#)

20. Walmart Event Flyer Example



Walmart 

BLACK FRIDAY EVENT⁰⁰

DOORS OPEN FRIDAY NOV. 29th 6am

SHOP EARLY ONLINE! THURS. NOV. 28th FROM 9pm EST

GUARANTEED UNBEATABLE LOW PRICES
*See Walmart.com for full March details.

IN-STORE ONLY

RCA



Limit 2

32"
LED
720p
40Hz

RCA 32" Roku Smart TV #31357364

Save \$80

\$98*
each
Was \$178



Limit 2

55"
4K Roku LED TV
40Hz
S-SYSTEM

RCA 55" 4K Roku TV #31421030

Save \$140

\$298*
each
Was \$438



Limit 2

5th Gen Wi-Fi 32GB
10.2-inch Retina Display
A10 Fusion Chip
Touch ID Fingerprint Sensor
Lightning EarPods
USB-C Cable

iPad (7th Generation) 32GB #305134091025

Authorized Reseller

Save \$82

\$347*
each
Was \$429

[Source](#)

21. Cleaning Services Flyer Design

When promoting a cleaning service through a [cleaning flyer](#), it's best to show off what you can actually do. As seen in the example below, each grid shows off a different aspect of the services, which can set expectations for potential clients.



Garage Cleaning



House Cleaning



Room Cleaning

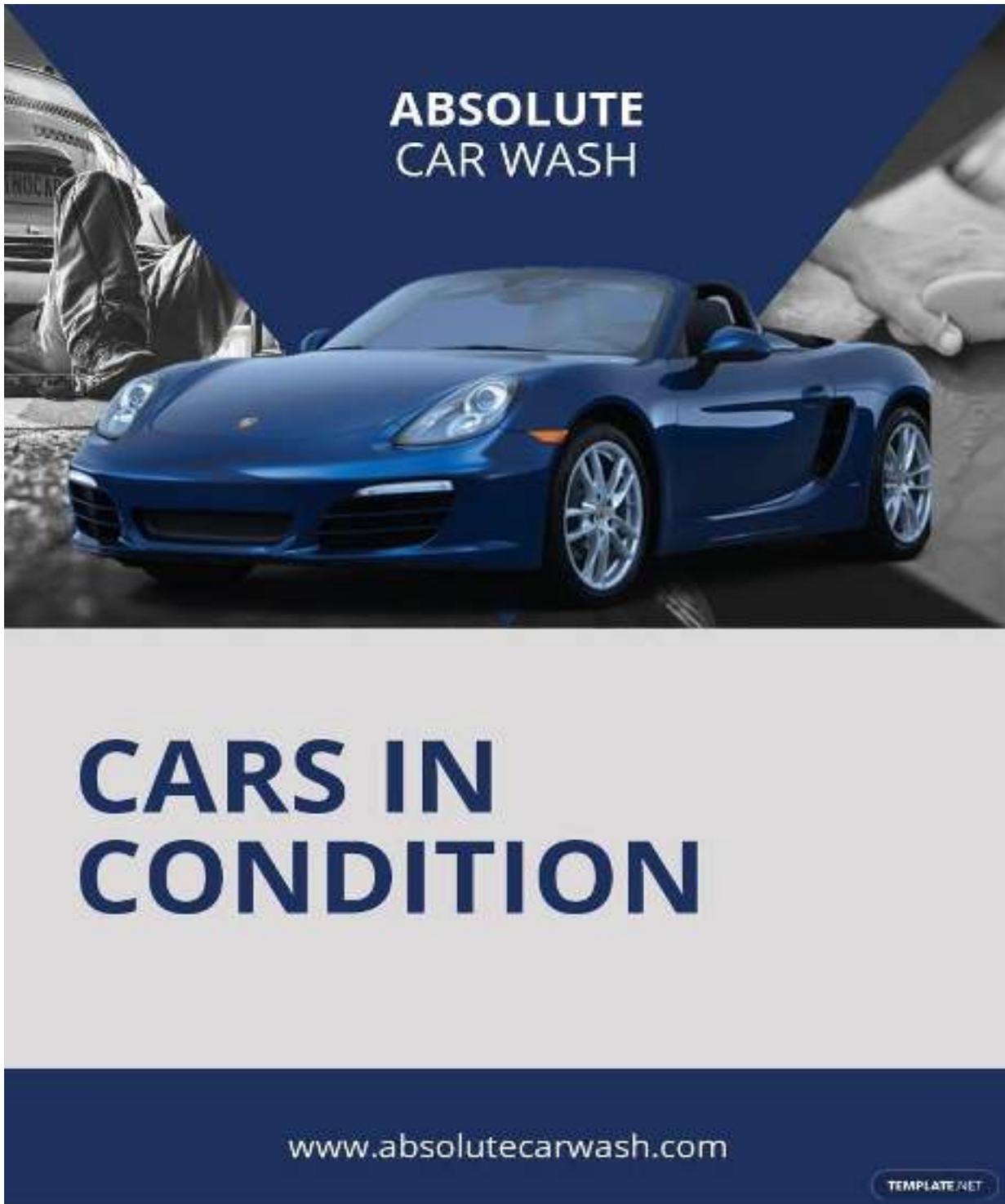
GET IN TOUCH

[yourwebsite.com](#)

TEMPLATE.NET

22. Car Wash Flyer Services Design

This [car wash flyer](#) provides a winning design and it's obvious from the get-go!



23. Day Care Services Flyer Design

A simplistic [daycare flyer](#), like the one below, can be attractive whilst being very easy to make.



24. Tutoring Services Flyer Design

A bit of everything went into the designing of our [tutoring flyer](#) template below. The text is direct, the information available is clear, and the images used are not too bold nor are they easy to ignore. Everything is appropriately placed as well.



HEARTH LEARNING COLLEGE

**AVAIL OUR
TUTORIAL
SERVICES!**



**In need of some
tutoring?**

August 30, 2030
9AM - 9PM
Morton Street, Paoli



hl-college.com
email@Yourcompany.com
@HL-College.

TEMPLATE.NET

25. Pet Walking Service Flyer Design

Humanity's great soft spot for furry friends leaves us with no shortage of [pet flyer](#) templates. As for its design, the color coordination here is on point; the text and its placement also work out beautifully. Lastly, we have the main focus of the flyer itself: the pet. Cute and more than a bit appealing, it's the cherry on top that takes this flyer to the next level.



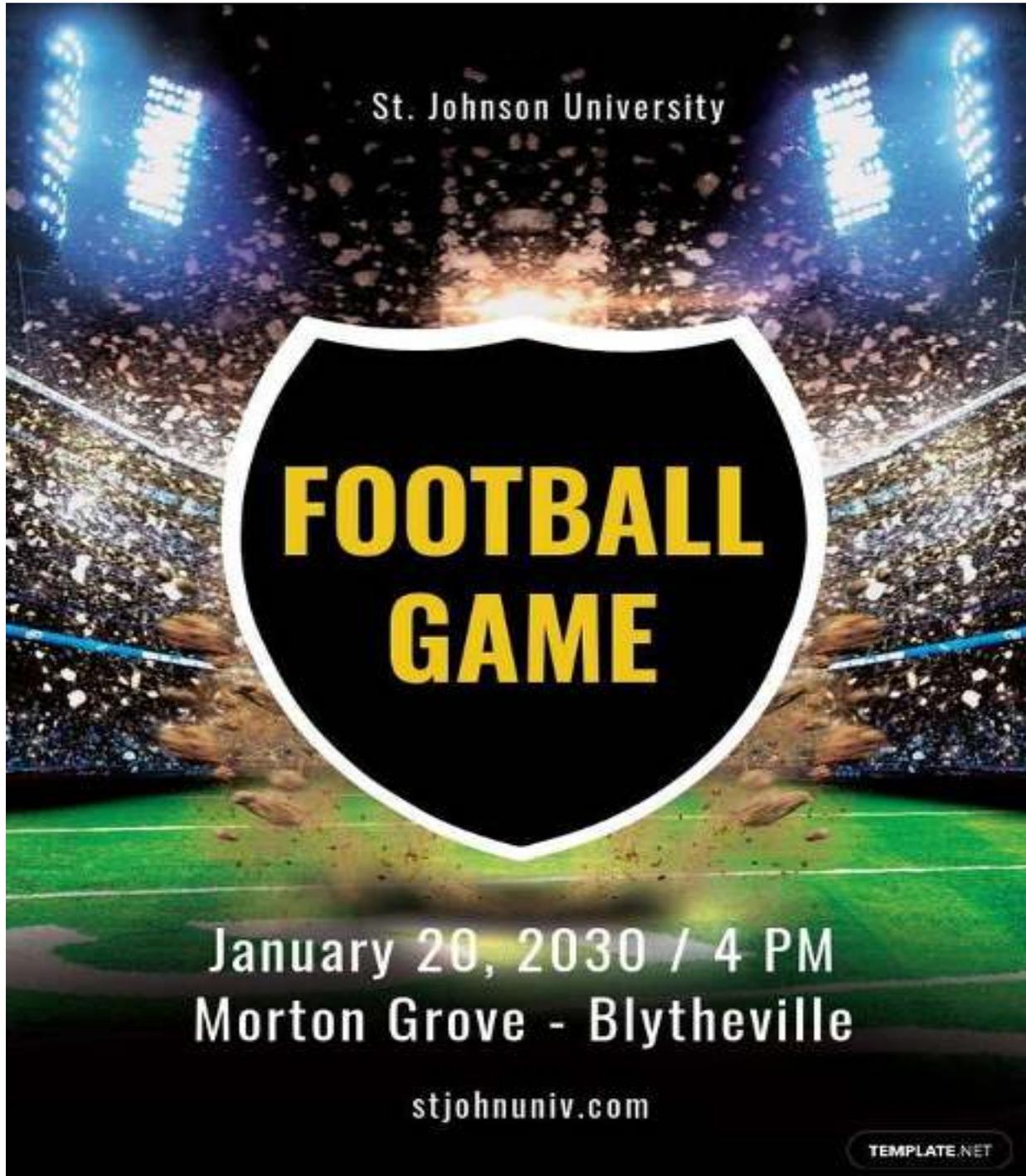
26. Babysitting Service Flyer Example



[Source](#)

27. Football Flyer Design

Baseball may be America's favorite pastime, but football isn't too far behind. Some of our best flyers include our [football flyer](#) templates, all of which capture the pageantry and excitement that these games bring!



28. Fitness Flyer Design

"No Pain, No Gain." Everyone's heard of that slogan by now and you can see it plain across the man's face in the [fitness flyer](#) design example below. It doesn't always have to feature the grit involved or the pain; hard work can also mean camaraderie and joint accomplishment.

DoFit
Gym



50% OFF
On Every Training Session!

GRAND OPENING

November 09, 2041 | 2 PM
Vine Street - Morton Grove

For more inquiries log on to dofitgym.com.

222 555 7777

email@Yourcompany.com

@DoFitGym

TEMPLATE.NET

29. MMA Flyer Example



[Source](#)

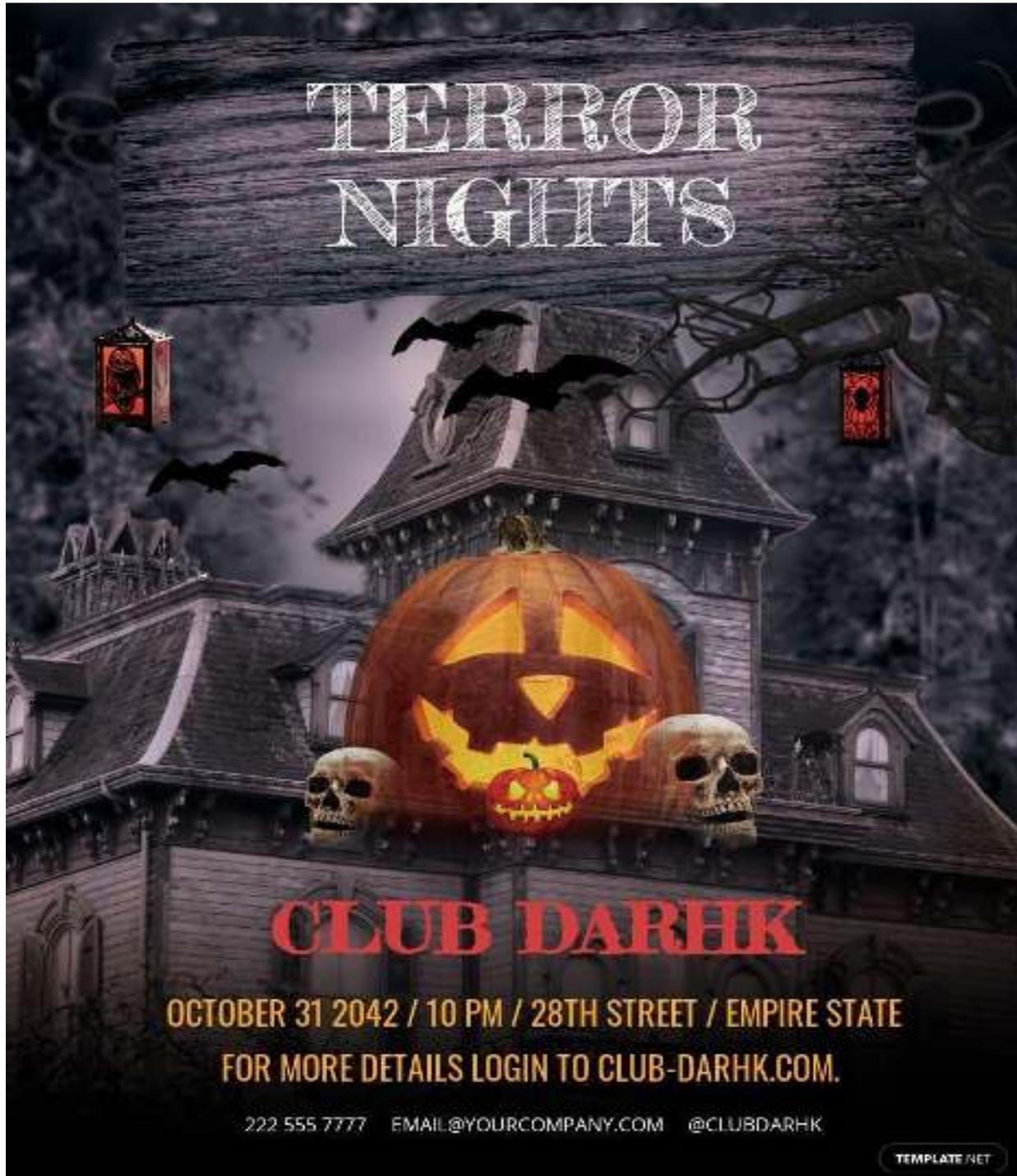
30. Christmas Flyer Design

Is there any holiday that comes close to how beloved Christmas is? Even those of a secular disposition are bound to find themselves charmed by flyers like the [church holiday flyer](#) example below.



31. Halloween Flyer Design

A close second to Christmas would be Halloween. Nothing else comes close to how iconic the visual elements are of this holiday, as seen in the [Halloween flyer](#) example below.



32. Valentines Flyer Design

Though any day can be as romantic as Valentine's day, there's just something about February 14th that makes many couples giddy and excited. A [valentines flyer](#) design does not have to be over-the-top. Like love itself, it just has to be authentic.



33. Fall Flyer Design

There's just something about the fall season that brings thoughts of comfort and cheer before the cold winter comes. Illicit that feeling by emulating this [fall flyer](#) design example.



34. Summer Camp Flyer Design

A simplistic and cartoonish design, like the one shown in our [camp flyer](#) template below, easily relates to children as well as adults.



35. Spring Flyer Example



[Source](#)

36. Carnival Flyer Design

The good kind of chaos is often embodied in carnivals. As you can see, all it takes is a bunch of well-drawn imagery, select use of text, and the right information to get a [carnival flyer](#) like ours going.



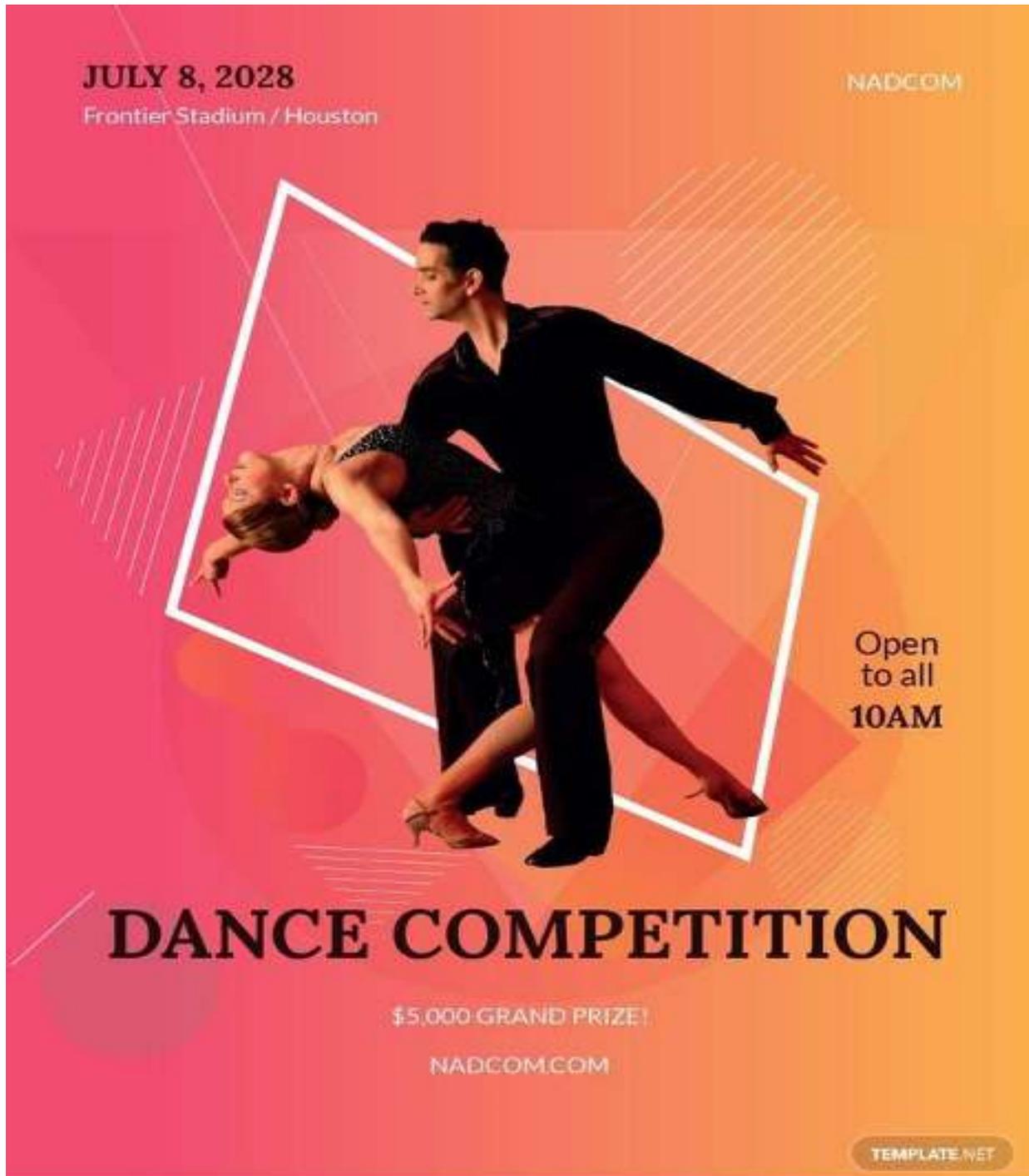
37. Mardi Gras Flyer Design

Like many celebrations, Mardi Gras is always going to attract people no matter what. By bringing all of its associated icons and elements to life, a [Mardi Gras flyer](#) design like the one below can be an excellent way to bring in an even greater crowd!



38. Dance Flyer Design

Of the many art forms out there, dancing may be among the most exciting to witness and participate in. Exude the same vibrant energy through the bright colors and tempting images, as seen in our [dance flyer template](#) example below.



39. Disco Flyer Example



[Source](#)

40. Travel Flyer Design

Few people want to remain in their corner of the world forever. Encourage traveling with our [travel flyer](#) templates. The multiple images show a different destination, with each one placed within its own tiny space that's equal in size and shape to most others.

TRAVEARTH INC.

**TRAVEL
PACKAGES**

January 05, 2040
Saunders Court, LA

**30% Off for the First
Transaction!**

travearth.com

TEMPLATE.NET

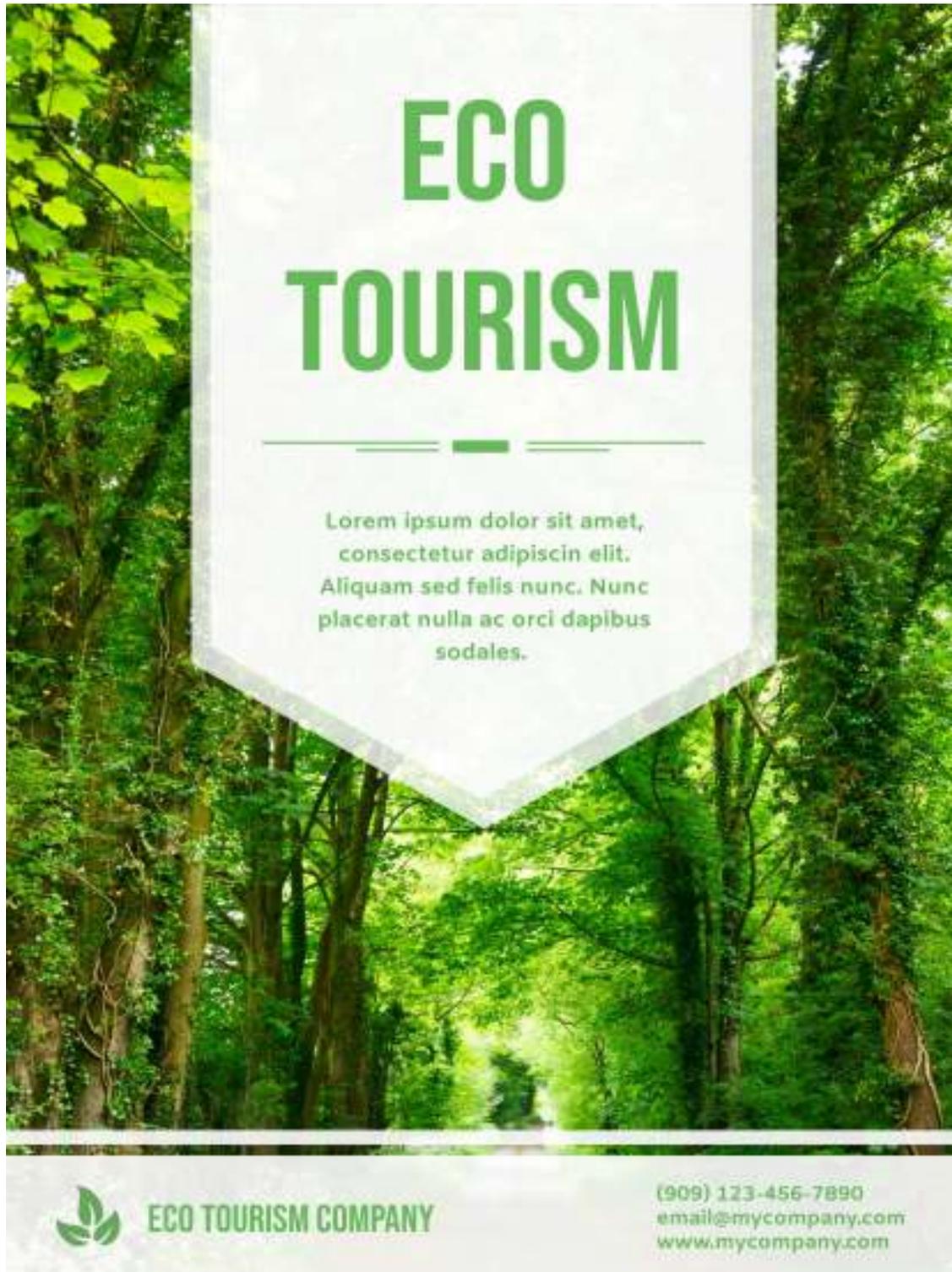


41. Beach Flyer Design

Our [beach flyer](#) templates provide an ambiance of serenity with just a hint of the excitement that beach parties are known for.

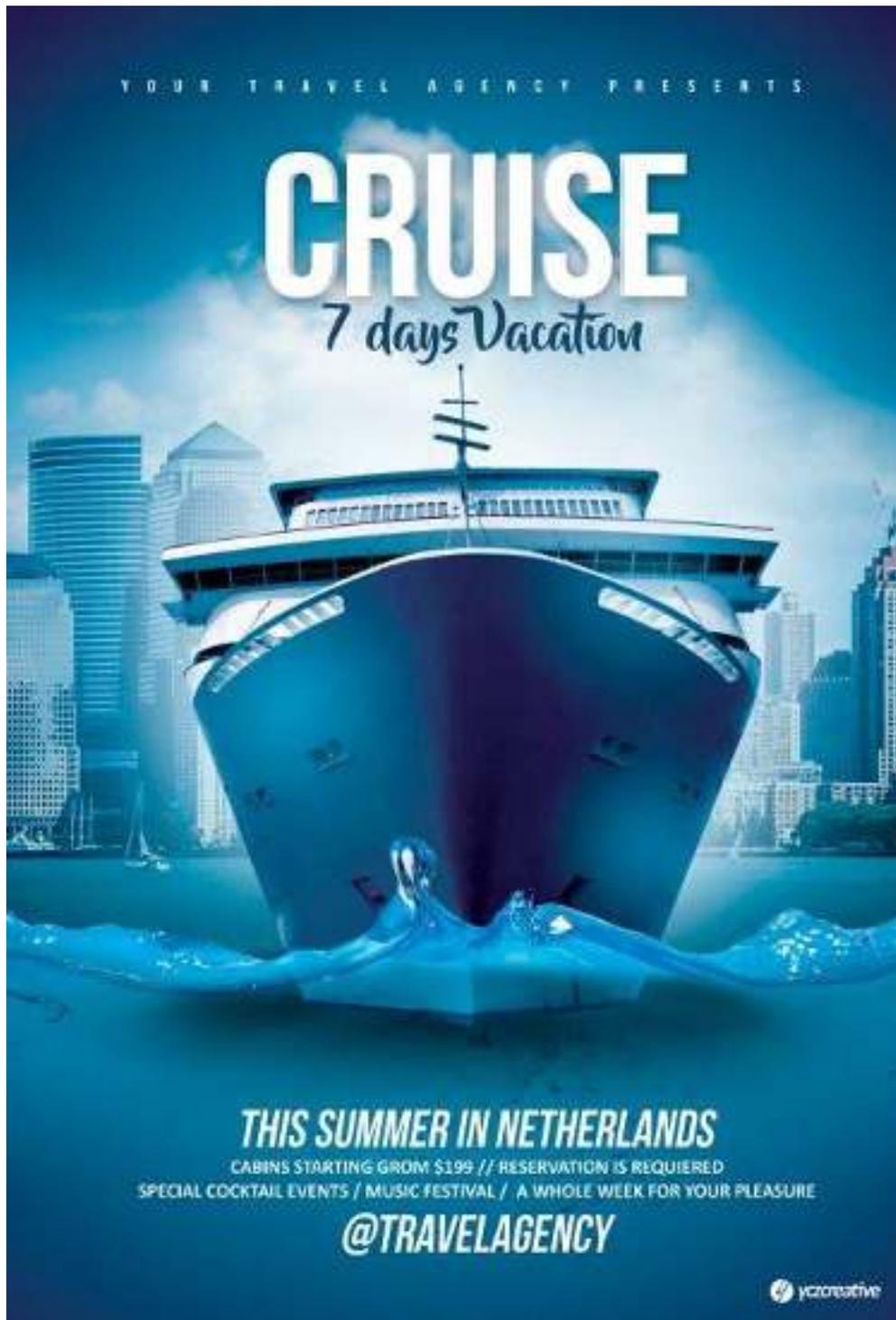


42. Eco-Tourism Flyer Example



[Source](#)

43. Cruiser Flyer Example

A vertical flyer for a cruise. The background is a blue-tinted image of a large cruise ship sailing on the water, with a city skyline in the background. The text is white and blue. At the top, it says 'YOUR TRAVEL AGENCY PRESENTS'. Below that, 'CRUISE' is written in large, bold, white letters. Underneath 'CRUISE', '7 days Vacation' is written in a smaller, white, cursive font. At the bottom, it says 'THIS SUMMER IN NETHERLANDS' in bold, white, italicized letters. Below that, in smaller white text, it says 'CABINS STARTING FROM \$199 // RESERVATION IS REQUIRED' and 'SPECIAL COCKTAIL EVENTS / MUSIC FESTIVAL / A WHOLE WEEK FOR YOUR PLEASURE'. At the very bottom, '@TRAVELAGENCY' is written in large, white, italicized letters. In the bottom right corner, there is a small logo for 'ycreative'.

[Source](#)

44. Retro Flyer Design

Thinking about going retro for your business or an event? Check out our [retro flyer](#) templates and see how the slightly faded colors and the use of old iconography (the cassette tape) adds to the theme.

RETROVILLE PRESENTS

80'S MUSIC FESTIVAL NIGHT



OCT 23 / 9 PM

RENO CLUB

22 COURTHILL DRV.,
BOSTON, MA

TICKETS
AT \$5.

YOURWEBSITE.COM

CONTACT US

200-3201
YOUREMAIL@COMPANYNAME.COM

★

TEMPLATE.NET

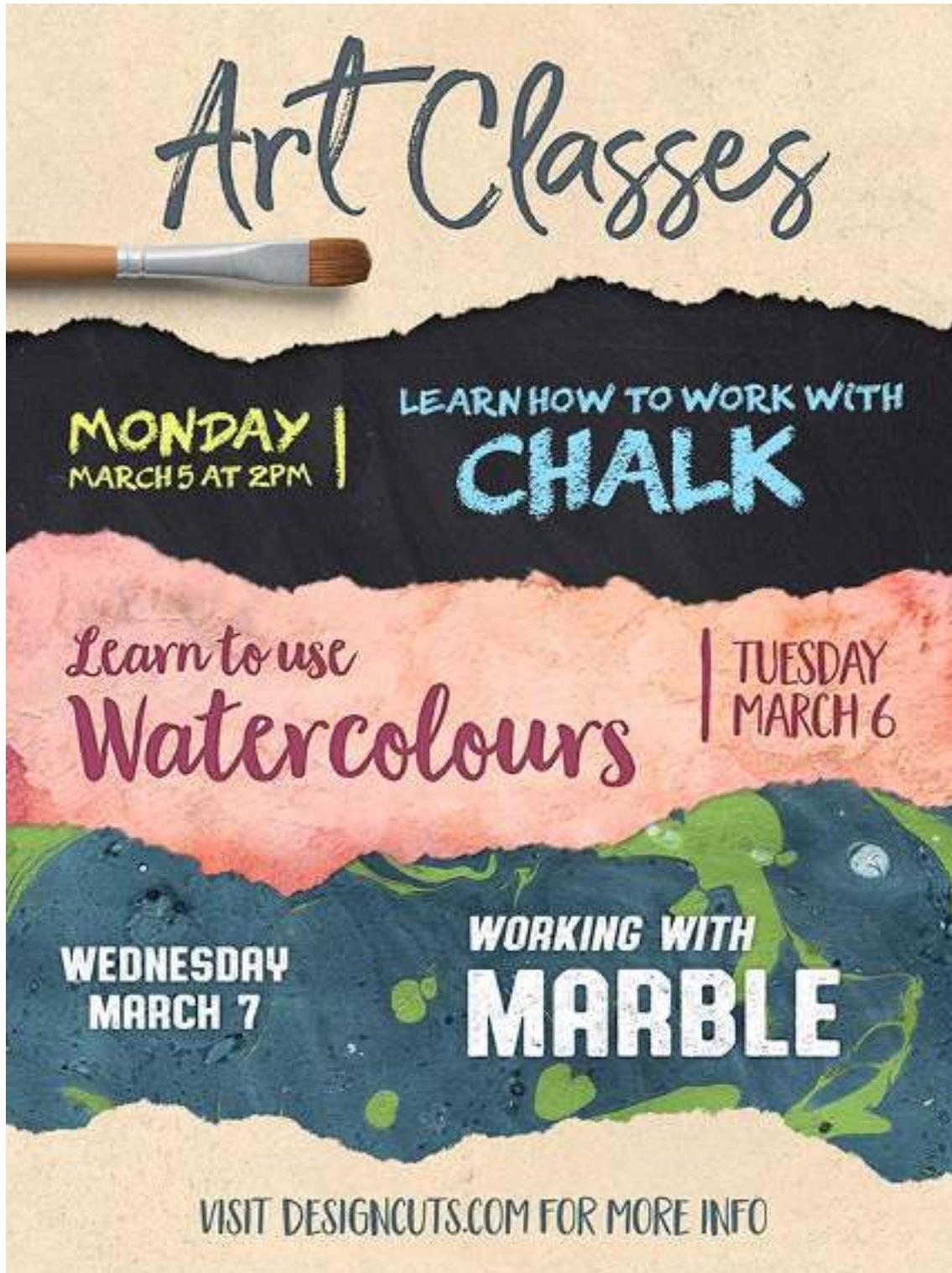
The flyer features a vibrant color palette of black, yellow, pink, and teal. It includes retro-themed icons such as a cassette tape, shutter shades, and a star. The text is arranged in a clean, blocky layout with varying font sizes and weights to create a dynamic visual hierarchy.

45. Creative Flyer

Colorful, outside-the-box, and alluring, an example of a [creative flyer in PSD](#) template is off-the-charts amazing.



46. Art Flyer Example



[Source](#)

47. Abstract Flyer Example



[Source](#)

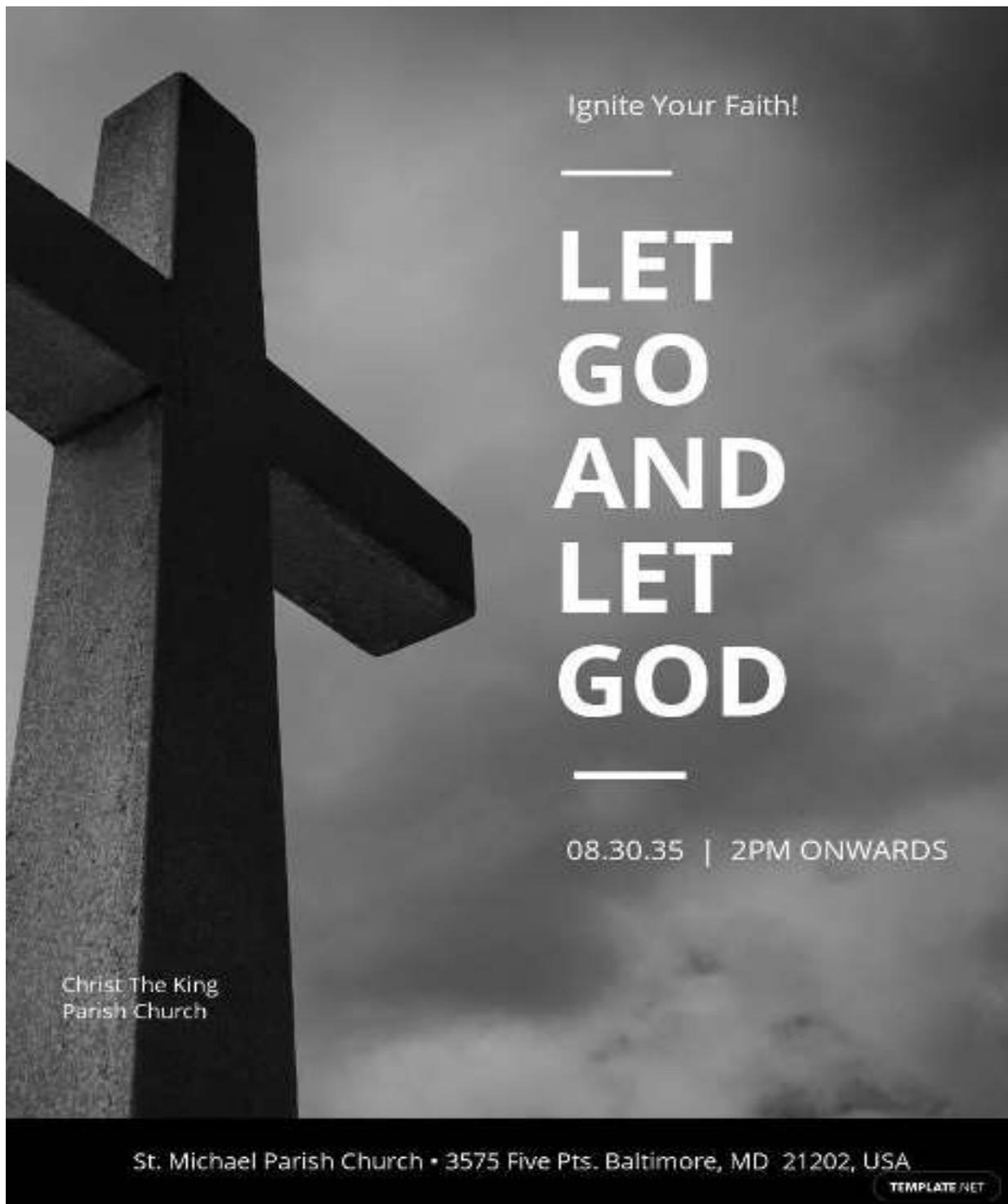
48. Wedding Flyer Design

Getting married is a milestone that few things can truly compare to. In spite of all the expected grandiosity, simplistic elegance can also work out well, as seen in this [wedding flyer](#) design example.



49. Church Flyer Design

The choice of colors makes this [church flyer](#) example a serious contender when it comes to most effective flyers online.



50. Worship Flyer Example



[Source](#)

DESIGN FORMAT

Each flyer may come with its own design, but each design contains common elements. The format listed below is bound to be of great help to designers who want to learn more about flyer-making.

1. The Headline

The first thing about flyer formats that you need to think about is the headline. A great headline is one that can grab attention and stay memorable long after the flyer's recipient has put the flyer down. Plan out your own headline and get to work today!

2. The Typography

It isn't just what words you use in your flyer that's important. There's also the typography to consider, especially since the right one can easily enhance your design, help guide the viewers of your flyer, and emphasize the message you're trying to say. Be sure to experiment with different typography styles so that you can see for yourself what suits your flyer best.

3. The Text

Flyers may be incredibly visual, but there's a lot to the design than just pictures. What text you incorporate, how much or how little, and where you place them also matters. Decide on what it is that your flyer is trying to promote or say and then get started on working on your text.

4. The Borders

Borders are not just the lines that are the edge of your flyer design. They indicate where your eyes should go, drawing viewers into spaces where all the important parts are. For some, they can even be an integral part of the design itself. Experiment with where and how you place borders to increase the odds of your flyer design's success today!

5. The Images

What is a flyer design without images? This part of the format can be minimal or it can be quite extensive. It will all depend on what your flyer's purpose is and whether or not a

significant amount of images can help make it better. Considering how integral this element is, plan this out considerably before committing to a final decision.

6. The Spacing

The epitome of less is more, the effective use of space is understated and incredibly effective when done right. Not every inch of the flyer has to be covered in pictures, lines, or text. Sometimes, leaving a bit of breathing room can actually make things better. However, this will take some practice if you want to reap the maximum benefits out of it, so start practicing with your flyer designs today!

7. The Grids

A format element that isn't always present is grids. The use of grids is mainly left for flyers that promote numerous products or feature multiple kinds of images. If your intended design involves more than one main graphic, then make use of grids now to great effect.

8. The Thematic Message

Another important format element found in any flyer is its theme. Holiday-related flyers will have all of their related iconographies. Commercial flyers will feature buildings and other elements that resemble modern life. Brands will have their own colors, typography, and items so that their flyers will have their own distinct feel. Are you aware of what your thematic message is? If not, don't waste any more time and look into that as soon as you can.

9. The Call-to-Action

Content, be it in flyers or otherwise, isn't always good to go unless it features a call-to-action or a CTA. Including this will encourage viewers to take action as soon as they've finished consuming your content. It may not seem much, but know that 90% of viewers who read your headline will also go on to read your CTA. So don't waste any of your precious time with indecision; include a CTA in your flyer design today.

10. The Contact Information

For flyers promoting events, products, or services, it pays to make sure people know how to contact you. Even something like your phone number or your email address at

the bottom or corner of the flyer can already be of big help. Don't let this opportunity to interact with your viewers go to waste and include your contact information today!

FAQs

What should each flyer contain?

Every flyer design needs a clear goal or purpose. From there, come up with a noteworthy message and a popping headline. Other required elements include photos, proper use of space, and the maker's contact information.

How much does it cost to have professionally-made flyers?

The average cost range is between \$200 to \$1,500. You must also consider the specifics for each flyer. The more complicated or greater customization needed, the higher you can expect the rate to be.

How many pages should a flyer have?

A flyer is only intended to have one page. On that sole page, only one side will have print rather than both sides.

What is the most common flyer size?

The standard size of a flyer is equivalent to the size of one computing paper. Specifically, the measurement would be 8.5" x 11."

Can you create your own flyer on Google Docs?

Google Docs has the formatting and drawing tools you need to create a flyer. If you want to learn how to make a flyer and other [documents in Google Docs](#), you can start by opening it. From there, open its template gallery and choose. You may proceed to edit the flyer as you see fit.