



THE EPISCOPAL DIOCESE OF MISSOURI

CHURCH EVENT FLYER

Brand & Design Guide

A practical guide for creating welcoming, consistent, and effective event flyers across the Diocese.

1. Why Consistent Design Matters

Think of your flyer like a handshake, it's often the first impression someone has of your event and your community. A consistent, well-designed flyer communicates that your church is welcoming, organized, and trustworthy.

When every flyer follows the same basic pattern, your congregation starts to recognize your events at a glance, just like recognizing a friend's face in a crowd. That recognition builds trust and attendance.

WHY IT MATTERS

Churches that use consistent branding see higher event attendance and stronger community recognition. Consistency is hospitality in visual form.

2. Always Start with Your Logo

Your church logo is the single most important element on any flyer. It answers the first question anyone asks: "Who is this from?"

Placement Rules

- Use the full-color logo on white or light backgrounds; use a white-reversed version on dark backgrounds.
- Never stretch or rotate the logo.
- Keep a clear margin around the logo; at minimum the height of the logo's letter spacing on all sides.

TIP

If you don't have a high-resolution logo file, contact the Diocesan communications office. A blurry or distorted logo hurts credibility more than no logo at all.

3. The Essential Four: Who, What, When, Where

Every flyer must answer four questions clearly and quickly. Imagine someone glancing at it for just three seconds. They should walk away knowing all four answers.

WHO	Your church name + logo. For guest speaker events, include the speaker's name (and image when possible).
WHAT	The event name and a one-sentence description. Keep it conversational and warm, not institutional.
WHEN	Day of the week, date, and time. Include the end time when possible. Example: Sunday, June 8 · 2:00 – 4:00 PM
WHERE	Room name or building (e.g., "Fellowship Hall"). For off-campus events, include the full address. If virtual, include the platform name and a short link (bit.ly is a great site for creating short links).

4. Keep It Simple - Less Is More

The most common flyer mistake is putting too much information on it. A flyer is not a newsletter. Think of it as a signpost, not a road atlas. Its job is to point people in the right direction, not to map every turn.

The 30-Word Rule for Descriptions

Your event description should be 30 words or fewer. If you need to share more, save it for your website, bulletin, or social media.

EXAMPLE	Instead of: "Join us for our annual autumn community gathering where we will share food, fellowship, music, and a time of reflection and gratitude together as a congregation." Try: "A community celebration of gratitude, food, music, and fellowship for all."
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What to Leave Off the Flyer

- Long bios or speaker credentials (link to your website instead)
- Parking instructions or detailed directions (use a QR code to Google Maps)
- Full schedules or agendas
- Committee member names
- Background history of the event

5. Always Direct People Online

Your flyer starts the conversation, your website or social media finishes it. Every flyer should end with a clear next step for people who want more information.

What to Include at the Bottom of Every Flyer

- Your church website URL
- If you don't have a website, use your primary social media handle (Facebook, Instagram, etc.)
- A QR code linking to the event page (when possible)

BEST PRACTICE

Create a dedicated event page on your website and link to it from the flyer. This lets you update details (like room changes or cancellations) without reprinting the flyer.

TIP

If you don't have a dedicated website, you can create a (free) document using Google or OneDrive, making it shareable and creating a QR code to that document for people to gather more information.

6. Choosing the Right Template

Four templates are available for different types of events. Use this table as a quick reference to choose the right one for your needs.

#	Template	Best For	Feel / Tone
1	Warm Sanctuary	Potlucks, harvest dinners, community celebrations	Earthy, traditional, welcoming
2	Modern Light	Recurring programs, small groups, outreach	Clean, fresh, contemporary
3	Minimal & Clean	Forums, lectures, social justice events, photo dynamic flyers	Serious, sharp, modern
4	Guest Speaker	Speaker series, pulpit guests, special sermons	Professional, inspiring, faith-centered

TIP

Canva is a great resource filled with thousands of free templates.

7. Quick Checklist Before You Print or Post

Run through this checklist before finalizing any flyer. Try to check every box before sharing.

<input type="checkbox"/>	Church logo is visible and undistorted on the flyer
<input type="checkbox"/>	Event name is the largest text element on the flyer
<input type="checkbox"/>	Description is 30 words or fewer
<input type="checkbox"/>	WHO: Church name (and speaker name and image if applicable) is clearly shown
<input type="checkbox"/>	WHAT: Event name and one-line description are present
<input type="checkbox"/>	WHEN: Day, date, and time are included
<input type="checkbox"/>	WHERE: Location name is clear; address added if off-campus or for new attendees
<input type="checkbox"/>	Website URL or social media handle is included at the bottom
<input type="checkbox"/>	QR code or direct link to event page is present (recommended)
<input type="checkbox"/>	Accessibility note included if relevant (childcare, interpretation, wheelchair access, etc.)
<input type="checkbox"/>	All text is spell-checked and reviewed by a second person
<input type="checkbox"/>	Flyer has been viewed at actual print size (or phone screen size for digital)

8. A Note on Tone and Inclusion

Your flyer is a welcome mat. The Episcopal Diocese of Missouri is committed to radical welcome. The words and images you choose should make every person, regardless of background, belief level, age, or ability, feel that this event is for them.

- Use language that invites rather than assumes: "All are welcome" beats "Join our congregation."
- Avoid insider jargon that newcomers may not understand.
- If cost might be a barrier, always note "Free" or "No cost to attend" if that's the case.
- Consider noting childcare, accessibility, or language interpretation when available.

REMEMBER

The goal of every flyer is to lower the threshold for someone to show up. Every design choice, every word, and every detail should serve that mission of radical welcome.

Template Links in Canva

These templates can be edited in any way you see fit. Feel free to add in your necessary information, change the colors of the design, size, and dimensions, etc. *You should not need a Pro subscription to access these templates.*

[Template #1](#)

[Template #2](#)

[Template #3](#)

[Template #4](#)

TIP

Canva offers its premium version free to registered nonprofits [Canva](#) through the **Canva for Nonprofits** program. If your organization is an eligible nonprofit, you can access Canva Pro for free, including all premium features plus team and collaboration tools. [Canva](#) The Nonprofits status gives you free access to all the premium features of Canva Pro, plus team and collaboration tools, for one team of up to 50 users. [Canva](#)

Can churches apply? Yes. Organizations under group exemption (like churches) must still obtain recognition of 501(c)(3) tax exemption from the IRS [Ministrypass](#) to qualify. The Episcopal Diocese of Missouri is a 501(c)(3), so individual congregations that hold their own exemption should be eligible.

How to apply:

1. Go to canva.com/canva-for-nonprofits
2. Create a free Canva account if you don't have one
3. Submit your 501(c)(3) documentation
4. Canva will review your application and update you via email in 7 to 10 business days

Questions about these templates?

Contact the Episcopal Diocese of Missouri Communications Office

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