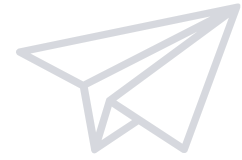


Flyer Flyers



FORMAT

In-Person Workshop

AUDIENCE

Program Staff + Non-Designers

ORIGIN

EOYDC Service Architecture

STATUS

Available for Booking

THE PROBLEM

Everyone was making flyers. No one was making good ones.

At nonprofits with lean budgets, collateral design gets delegated to whoever runs the program. The result is a patchwork of Word documents — inconsistent fonts, clashing colors, unclear hierarchy — none of it working together, and none of it doing the job it's supposed to do.

Staff were protective of their autonomy. The answer wasn't to take design away from them — it was to give them what they needed to do it better. Flyer Flyers was built for exactly that: organizations where design ownership is distributed, brand consistency matters, and the people making the work aren't trained designers.

THE SOLUTION — THREE PARTS

01

Visual Asset Toolkit

Brand-aligned templates, color palettes, and type combinations so staff can make materials without starting from scratch or going off-brand. The toolkit removes the decisions that trip people up.

02

Visual Language Training

A grounding in why design works — color theory and cognition, the psychology of symbols, how layout directs attention. When people understand there's purpose behind design choices, they stop making arbitrary ones.

03

Live Flyer-Making with the Recipe

Participants rebuild one of their own materials in real time. Before and after comparisons make the shift visible. The recipe becomes something they own — not something they have to remember.

DESIGN LITERACY

Staff who understand why design decisions matter — and stop making the ones that undermine their own message.

BRAND CONSISTENCY

Collateral that looks like it came from the same organization — without requiring a designer's involvement every time.

LASTING CAPABILITY

A toolkit and a recipe they own. The quality goes up and stays up — even after the workshop ends.

WHAT YOUR TEAM GAINS

Confidence on the Page

Staff leave with a vocabulary for visual decisions — so they can make them intentionally, not by accident.

A Brand That Holds

Consistent materials across programs and teams, built from templates that make the right choice the easy choice.

A Recipe, Not a Rule

Participants leave with a process they own. The workshop ends; the capability doesn't.

TALK

Book a 30-Minute Call

calendly.com/caraabrown

REVIEW

Request the Full Deck

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LEARN MORE

See the Full Case Study

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