

Events Flyer Checks

Important checks for flyers

This guidance is intended for members and service committees creating flyers for CA events. Before submitting a flyer for publication or distribution, please complete the following checks to ensure the flyer contains all essential information, complies with CA branding requirements, and provides a good experience for readers.

Essential Event Information

Every flyer must clearly display the following information:

Event Title

- A clear and prominent event name.

Event Date

- Include the full date (day, date, month and year).
- Verify that the date is correct and matches any ticketing or booking system.

Event Start and End Times

- Include both the start time and the finish time.
- Avoid listing only one time.
- Ensure times are displayed clearly and are easy to find.

Example:

Saturday 7th August 2028
6:00pm to 11:00pm

Venue Details

- Include the full venue name.
- Include the complete postal address where possible.

- Check spelling and postcode accuracy.

Ticket Information

- Ticket price (if applicable).
 - How to purchase tickets.
 - Whether tickets are limited or available on the door (if relevant).
-

QR Code Requirements

QR codes are often the primary method people use to purchase tickets or obtain event information. Poor-quality QR codes can prevent people from attending.

QR Code Standards

- Use a high-resolution QR code image.
- Do not stretch, compress or distort the QR code.
- Ensure there is adequate white space around the code.
- Avoid placing the QR code on a complex or patterned background.
- Do not add effects, shadows or overlays that may affect readability.

Mandatory Testing

Before submitting the flyer:

☐ Scan the QR code using at least two different mobile phones.

☐ Test both Android and iPhone devices if possible.

☐ Verify the QR code works from:

- The original design file.
- A PDF export.
- A low-resolution social media version.

☐ Confirm the QR code directs users to the intended destination.

Important: A flyer should never be approved unless the QR code has been successfully tested and verified.

Location Link Verification

Where a QR code or link is intended to direct attendees to a venue:

Check the Destination

- Confirm the Google Maps link opens successfully.
- Confirm the map pin is located at the correct venue.
- Confirm the postcode matches the venue address shown on the flyer.
- Confirm the route guidance takes users to the correct entrance or building.

Test Before Release

A committee member other than the flyer creator should independently test the location link.

CA Branding and Fellowship Requirements

CA Logo Usage

The CA logo should comply with current [CA branding guidance](#).

Background Requirements

- The logo should sit on a single, solid-colour background wherever possible.
- Avoid placing the logo directly over busy images, patterns or multiple colours.
- Ensure adequate contrast so the logo remains clear and recognisable.

Tradition Six Statement

The flyer must include the Tradition Six statement:

“In the spirit of Tradition 6 C.A. is not allied with any sect, denomination, politics, organisation or institution.”

Before publication, verify that the statement:

- Is present.

- Is complete.
 - Has not been altered or paraphrased.
 - Is readable at the final publication size.
-

Final Pre-Publication Checklist

Before submitting any flyer, confirm that:

- ☐ Event title is clearly displayed.
 - ☐ Event date is included and correct.
 - ☐ Event start time is included.
 - ☐ Event end time is included.
 - ☐ Venue name is included.
 - ☐ Venue address is included and accurate.
 - ☐ Ticket information is included.
 - ☐ QR code is high resolution.
 - ☐ QR code has been tested successfully.
 - ☐ QR code links to the correct destination.
 - ☐ Google Maps link opens the correct venue location.
 - ☐ CA logo complies with branding guidance.
 - ☐ CA logo is displayed on a suitable single-colour background.
 - ☐ Tradition Six statement is included and correct.
 - ☐ Flyer has been proofread by a second person before release.
-

CA Branding Reference

Before approving any flyer, please review the official CA branding guidance:

- [CA Branding Guidelines](#)

Revision #4

Created 2026-09-20 08:42:17 UTC by Guy H

Updated 2026-09-25 21:25:40 UTC by Ed W