

Tips for DESIGNING Brochures

Insert Your Photo Here

Cover

- Your brochure will be fighting a sea of other marketing material and must scream "read me."
- Avoid text columns on the brochure cover. Get your point across in as few words as possible (2-10).
- Remember if your brochure is sitting in a rack, only the top one-third will be visible at all. The cover is center-stage for your images; make sure they are vibrant and intriguing.
- The only job of the cover is to entice people to pick up your brochure. Above all else, keep the cover simple.



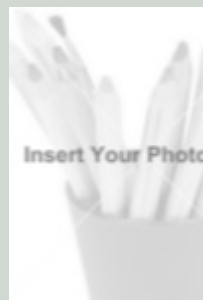
YOUR LOGO

Your Company Name

Address
City, State, Zip
Phone/Fax
Web Address

Effective Text Content

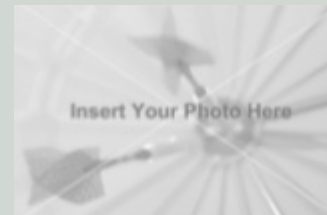
Nothing makes text more readable than the lack of it. White space is critical and when it's missing it is usually due to too much text.



- Avoid long paragraph. Try not to exceed more than 7 lines on each paragraph
- Bulleted lists allow a viewer to scan and understand easy
- Use power words such as new, easy, results, proven
- AVOID ALL CAPS, ITS DIFFICULT TO READ
- Use bold and italics sparingly
- Use high quality images that match to your content.
- call to action, step by step tell the viewer what they need to do after reading

Inserting Your Photo:

To replace the photo on templates, select the photo-container by clicking the photo. Then, on the Insert menu, click Picture, select your picture, and choose Replace.



Check List:

- Is it **Intriguing**?
- Is there enough **white space**?
- Can viewers understand the **intent of the brochure** in under ten seconds?
- Are images **effective**?
- Does the viewer have a **reason** to pick it up?
- Does it provide **value** to the viewer?
- Does it **tell** the viewer what to do next?