



TIPS ON BROCHURE DESIGN

1. The cover should show whatever makes your product unique and sets you apart from the competition. Look at your message from your customers point of view and decide what it would take to get YOUR attention...and keep it!
2. The majority of readers never get past the front cover, so you have one shot at making a good "First Impression". If you do not have a strong message on the cover, your time, effort and money may be wasted!
3. Remember, only the TOP 2-3 INCHES will be visible in most display racks. The information in this top portion must encourage readers to pick up the brochure and read further. Bold print is encouraged.
4. Consider using a REWARD or BENEFIT such as a coupon to motivate the reader to open and read the brochure. This also helps in tracking results in your distribution.
5. The bottom 2/3 of the cover is where a nice PHOTO or GRAPHIC is usually placed, but does not necessarily need to show the actual product. Use good, well thought out copy that compliments your photos and concentrates on the benefits of your product. It is always a good idea to show your product being used rather than showing an empty front entrance, room, ride, etc.
6. Always CAPTION your photos to support your visual message; captions usually get double the readership of other copy! Normally a reader first glances at the photo, then reads the caption. If he likes what he sees he will continue on into your main text. If photos are not available, a good illustration can be just as effective!
7. If your budget prohibits the use of full color there are many other ways to enhance your brochure, such as using colored paper or screening the ink to achieve various shades. However, with today's Digital Technology, high quality, full color printing can be done faster and less expensive than ever before. *
8. Simple strategy points to consider:
 - o Use "Sections" with individual heading rather than an extensive span of copy.
 - o List important points separately as "Bullet" items.
 - o Allow the copy to "Breathe" by leaving adequate white or blank space.
 - o Use a MAP to help the reader easily find you.
 - o List useful information the reader would want to keep, such as nearby historical sites or other point of interest.
9. Basic information should consist of the following:
 - o A phone number (especially a "TOLL FREE" number).
 - o Street address and/or mailing address.
 - o The name of your department that handles inquiries.
 - o All credit cards that are accepted.
 - o Business hours; including holidays when you are open, as well as closed!
10. CONCEPTION and DESIGN are critical elements of creating an effective brochure or rack card, but PRODUCTION is equally as important. Always deal with competent and experienced professionals during the entire process all the way through printing to assure the best possible results.

NOTE: *Brochure Displays, Inc. now offers a Graphic Design Service and High Tech Digital Color Printing through our printing company DIGITAL PRESS INC. Contact us for more information or a price quote.