

# Brochures



Erasmus+



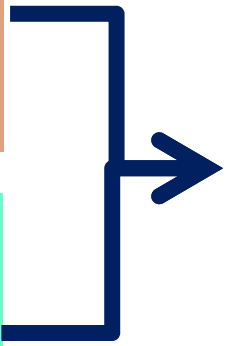
# Advertising media-Printed sheets

**Flyer** 1 page (8x11) advertisement for a sale, event, product, etc

**Leaflet** smaller than a page (8x11) used as a handout to advertise or promote something

**Brochure** folded document that contains information about a company, product, program

**Pamphlet** two or more printed sheets, folded together often stapled at the crease like a small booklet

- 
- ❖ more expensive to produce  
❖ intended to be kept by the recipient

# The “family”

Flyers,  
handbills  
leaflets



are generally the same thing

- single printed sheets of information
- provide basic information about an event, person, material thing or service.
- Inexpensive to produce
- easily distributed anywhere

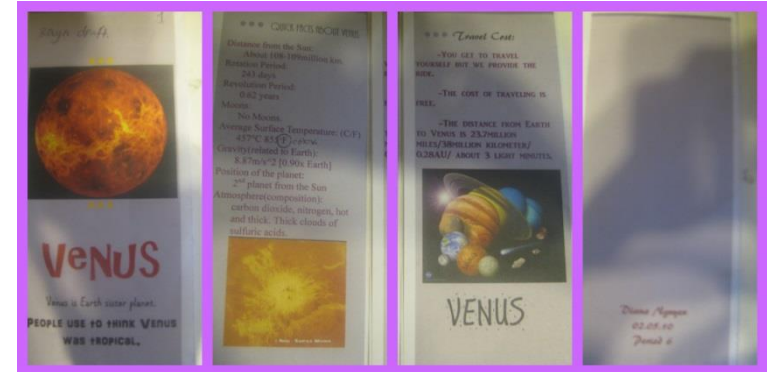
but

- limited in their reach



# What is a brochure?

- A type of leaflet
- An informative paper
- An advertising piece
- A single paper **in folds** each denoted to a specific type of information.
- More expensive than flyers
- Often considered as “grey literature”.



# Its Use

- **As an advertising piece**
- **As an information resource**



- to introduce a company / organization
- to inform about products, places and services

# Why a brochure?

**information**

**is presented** in a

- structured
- useful
- attractive way.

**is transmitted**

- convincingly
- effectively.



# Where?

*handed out personally  
or  
placed in brochure racks*

- near tourist attractions.
- in museums, shops, amusement parks, information booths, health clinics, hospitals, hotels etc.
- now available in electronic format (e-brochures)/distributed by mail



# How it works



- It is expected to be kept by the receivers  
(opposed to flyers)
- It needs to be appealing in its look  
(work usually done by Brochure /Logo Designing Companies)



# CATEGORIES

## Persuasive



- Makes use of reason.
- Facts are presented to convince about validity.

## Informative



- Presents facts (usually unknown)
- Attracts by satisfying curiosity.

## Directive

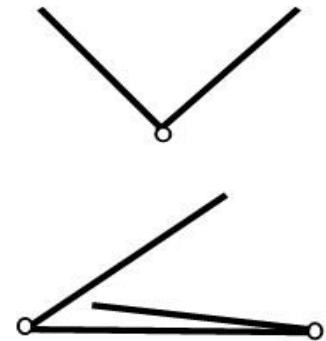


- Directs action
- Controls activities of underground forces.

# TYPES

**the most common types:** single-sheet

- bi-fold (folded into halves)= 4 panels
- tri-fold (folded into thirds)= 6 panels



**in any arrangements**

C-fold



Z-fold



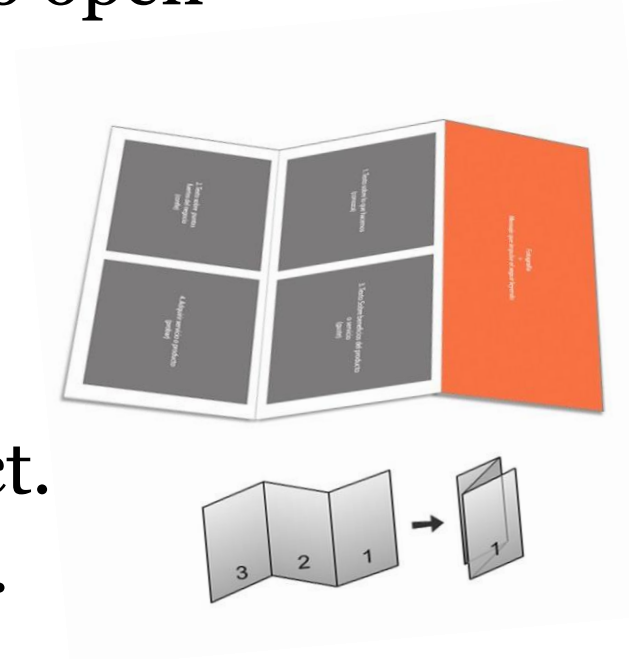
# Bi-fold brochures

- double print folded in half.
- forms 4 panels: front-cover, back-cover, two internal panels.
- also works as folder to host inserts (trade shows)
- economical to print
- Most commonly found every day
- Large ones have a long lifetime



# Tri-fold brochures

- basically standard-sized print, folded in three.
- Forms 6 panels for information (advantage)
- Intriguing :Viewers are tempted to open
- one of the most common
- thin & convenient to carry
- economical to print
- adapts to larger brochures.
- suitable for designs of good impact.
- elegant alternative in trade shows.



# FEATURES

**often printed in:**

- 4-colour process
- higher-quality paper (thick gloss) to give an initial impression of quality



# Designing a brochure



# Pre-design considerations



Consider:

- Have you set **clear objectives** of the brochure ?
- What is **theme**/central marketing message of the publication?
- Have you clearly defined your **target audience** (who is in the pictures you are using)?
- What/how much **information** do you want your market groups to get?
- How do you want them **to feel** about your site/service?
- What do you want them **to do** as a result of reading your brochure?
- How will you **distribute** your publication- brochure rack, by a third party?

*Good to have a separate plan for this. (affects design, paperweight, etc.)*

# Easy steps for designing a brochure

1. Create a Plan.
2. Choose Format. (paper type, size, folding, coating)
3. Gather Content.
4. Layout Content.





# 1. Create a Plan



# Create a Plan

1

## ➤Think about usability/purpose

- a marketing tool to advertise a service/ product?
- OR
- an information providing tool ?



# Create a Plan



2

## ➤ **target your audience** **(ex. Touristic brochure)**

- Families on holiday with young children/ teens
- Older visitors (retired/no children)
- Visitors from the local community/from other countries
- Coach tours/General tourists/Cruise
- Youth
- School groups
- Visitors with special hobbies/interests (wildlife watching, nature lovers, extreme sports seekers, sea lovers, sightseeing interested etc).
- Special groups– VIPs, Conference participants, Weddings

## 2. Choose Format



- **Paper type**

Heavier paper type makes the company to look more professionals

- **Size**

A big size is more noticeable

- **Folding**

A tri fold is best for direct mail brochure.

- **Coating**

Glossy coating makes colors and images more attractive.  
Matte coating provides a softer look.



**IMPORTANT:** the size and fold which allows you to include all your information

### 3. Gather Content

❖ Texts

❖ Photos

❖ an order form or response card.



## 3.1 Content: keep in mind

- Choose information
- Stay focused on the theme.
- Include only the main points to make it fit.
- Think about how to say it.
- Be concise.
- Create short sentences.
- Write in a consistent voice.
- Use language easy to read.
- Use eye-catching headlines.



## 3.1.a) Texts

### Type of Writing Style

- Keep your sentences short and to the point
- Only give necessary information
- Use powerful words and adjectives



**Proofread : grammatical & spelling mistakes take attention away**

## 3.1.b) Headings

LOVE AND  
HAPPI[*Mess*]

- Draw attention to sections on your brochure
- Stand out, by having a bigger font and color

*Literacy*  
*in the early years*



## 3.2. Photos: keep in mind

- People remember:
- 10% of what they hear
- 30% of what they read
- 50% of what they see
- 90% of what they do



***One really good ,large photo is better than lots of small ones***

A picture **==** 1,000 words

***DO NOT USE the WRONG 1,000 words!***

## 3.2.a) Photos

**important things to consider :**

### ❖ Photo Composition –

- Will you use photos with NO people in?
- Will you use photos with people? Then :  
who is in the photo (market groups)?  
What are the people in the photo doing?

### ❖ Colour photos or Black & White?

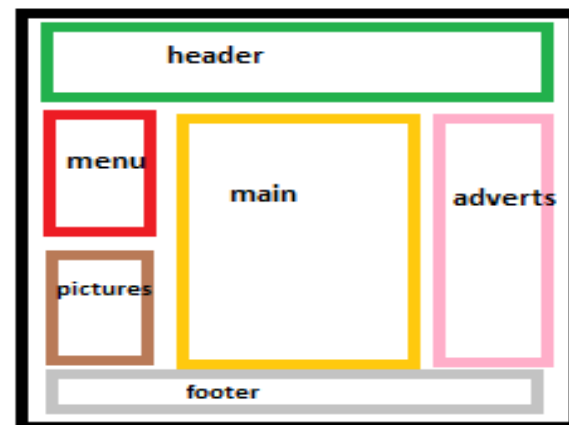
### ❖ Do the photos clearly identify /illustrate/promote the site or facility?



## 4. Layout Content

**Why is it important to plan your brochure layout?**

- First impressions are lasting!
- The way you layout your information will grab readers' attention



## 4.1. Layout Content

### Use :

- **bullet points** to break long paragraphs
- **boxes** to lay extra information.
- **margins** slightly off centre for a professional look.
- **white pace** to move from section to section.
- **headers** and sub headers



## 4.2 Designing

**The art of presenting your brochure attractively.**



**Remember: in most cases only the top 1/3 of the brochure will show (in racks)**

## 4.2.a) Design considerations

**Point Size:** the size of type you are using for your brochure

- Is it easily readable/appropriate for the target audience?  
(i.e. Without reading glasses!!)

General rule : use as large a point size as you can.  
A 12-point text should be set on a leading of 14 to 15 points

## 4.2.b) Design considerations

### Font: the way the text letters look.

Ask yourself:

- Is the font easy to read?
- Is the same font to be applied through the total text?
- Does it support the theme (old fonts - historic brochures, modern fonts - science museums)?
- Will I use a variety of fonts (why)?
- Do I need to have text in colours?
- What colour/s?



**fonts**  
*fonts*

Consider:

- ✓ Century Schoolbook, Century Expanded, Times New Roman, Algerian Georgia or Palatino, work best for body type.
- ✓ Limit the number of fonts used to under three to achieve a consistent look.
- ✓ Make photo captions in bold to create contrast.

**General rule: Choose the right font to go with the correct message illustration.**

## 4.2.c) Design considerations

**Brochure Folds: How you want your brochure folded**



Think:

- Is the design best suited for open (no folds), two, three, multiple folds?
- Can it be easily re-folded?
- Is the fold part of the overall "design" - help define topic areas?



# Colour combinations

- use colours that go together
- grab the reader's attention



# Cover page

Should

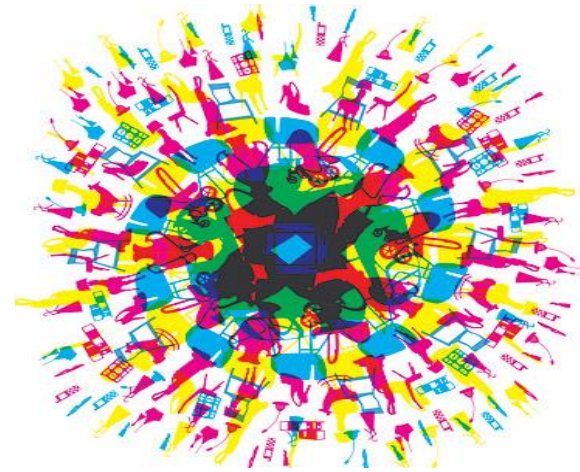
- be attractive
- include a photo/graphic
- include the name of organization/place/company
- Include contact information



**The front panel** /front-page to introduce the piece and intrigue the viewer to open it and read the content

**The last panel**/back-cover is used for contact information; (this can change).

# Designing tools



- **Word:**  
select "File" --> "New" --> "Brochure"
- **Microsoft Publisher:**  
select "File" --> "New" --> "Brochure"

[http://www.ehow.com/how\\_4450327\\_create-master-pagemicrosoft-publisher.html](http://www.ehow.com/how_4450327_create-master-pagemicrosoft-publisher.html)

- **Photoshop:**  
choose "New", size option: 9 x 12mm , ppi at 300, click "Okay", start  
[http://www.ehow.com/video\\_7369056\\_create-brochure-design.html](http://www.ehow.com/video_7369056_create-brochure-design.html)

## Other software applications

**InDesign:** <http://www.lynda.com/InDesign-training-tutorials/233-0.html>

**QuarkXPress:** <https://www.youtube.com/watch?v=rysptVBsgfk>

# Resources



Erasmus+



- <https://en.wikipedia.org/wiki/Brochure>
- [http://www.eworkshop.on.ca/edu/resources/guides/Guide\\_Lit\\_456\\_Vol\\_7\\_Media\\_Literacy.pdf](http://www.eworkshop.on.ca/edu/resources/guides/Guide_Lit_456_Vol_7_Media_Literacy.pdf)
- <https://gr.pinterest.com/coralyang/everything-print/>
- <http://www.veronaschools.org/Page/948>
- <http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/brochures/main>
- <http://www.dcfb.com/Pages/advertising.html>
- <http://ufh.ac.za/library/InfoLit/grey.html>
- [https://en.wikipedia.org/wiki/Grey\\_literature](https://en.wikipedia.org/wiki/Grey_literature)
- <http://www.goldcoastgraphicdesigncompany.com.au/gold-coast-graphic-design-services/advertising-a-brochures.html>
- <http://www.wikihow.com/Make-a-Travel-Brochure>