

Top 10 Tips to design your own beautiful brochure

- **01. Always think like the customer**
Customers aren't interested in you they are interested in what you can do for them.
- **02. Know your purpose before you start**
Decide what the finished product will be. What size is best? How will it be distributed? Will it be printed or emailed or put on a website?
- **03. Don't be afraid of white space**
Leave a generous margin around your page and don't feel like you have to cover the whole page with stuff.
- **04. Have a strong headline**
Let the customer know what you are offering from the first line. Ideally this will solve a problem or appeal to their aspirations and desires.
- **05. Limit your copy**
Don't write your life story. Use short relevant statements. Bullet points are easy to read and make sure you proof read before printing or publishing.
- **06. A picture is worth a 1000 words**
Images bring colour and life to your brochure. Be aware of copyright on images you may grab from the internet. Take your own or use stock images. Image size required will depend on the purpose.
- **07. Stick to 2 or 3 fonts**
Two or three fonts are more than enough. Plain fonts are easier to read. Find a font that has italics and bold versions so you can vary the style but keep the same font family.
- **08. Only use 2 or 3 colours**
Choose colours that suit the look and feel of your product/service. Draw inspiration from your photo.
- **09. Have a call to action**
Tell the reader what you want them to do and when they need to do it.
- **10. Include your logo and contact details on the bottom**
The last place the eye travels is the bottom right of the page. Be consistent with your other marketing.

**If all this gets too hard
call Kym from New Wave Design**

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