

TOP 10 TIPS TO DESIGN A BROCHURE

ONE.

ALWAYS THINK LIKE THE CUSTOMER

Customers aren't interested in you they are interested in what you can do for them.

TWO.

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?

THREE.

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 content.

FOUR.

HAVE A STRONG HEADLINE

Let customers know what you are offering from the first line. Ideally this will solve a problem or appeal to their aspirations and desires.

FIVE.

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.

SIX.

A PICTURE IS WORTH A 100 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.

SEVEN.

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.

EIGHT.

ONLY USE 2 OR 3 COLOURS

Choose colours that suit the look and feel of your product/service. Draw inspiration from your photo.

NINE.

HAVE A CALL TO ACTION

Tell the reader what you want them to do and when they need to do it.

TEN.

INCLUDE YOUR LOGO AND CONTACT DETAILS ON THE BOTTOM

The last place the eye travels is the bottom right on the page. Be consistent with your other marketing.