

A Successful Brochure

Your brochure is an essential business tool and should run seamlessly with your website promoting the same messages and following the same brand look. It should reflect your expertise, professionalism and shout about the quality of your product or service(s) as well as being eye catching and captivating to effectively promote your company.

There is a lot to consider to get all the elements to work together so here are some tips to get your brochure started.

Identify the brochures purpose before you start

Think about what your brochure will be used for as an end purpose - advertising a new product or range of products, information about your services, a postal mailer with general information or a handout for a talk or event.

Keep the text simple and in plain language

You know what you do inside out, BUT your clients - new or existing need information in simple terms with no jargon to make easy reading. This is where you could use a copywriter to assist in creating your message.

Stick to information that won't change frequently

Steer away from including stats and dates as they are likely to become out of date quickly, this will add an expiry date to the brochure and unless you are producing something solely for one event or printing low numbers ready to update when the date expires your brochures will quickly become useless.

Use high res imagery

The images in your brochure are as important as your text (in fact probably more important as although a harsh reality, it's unlikely that all your copy will be read). You need sharp, striking images that fit with your brand and also they need to be exceptional quality and professionally taken or bought from an image site - your designer can help you with this.

Get diagrams professionally created

If you do need to include diagrams into your brochure to explain a process - make sure it is created by a professional and not generated by an office package. The diagram(s) need to fit with your brand colours and style.

Proof read, proof read, proof read

One proof reader is not enough, at least four people should proof read the finished document before print is committed (one being the designer as they will notice slight things that an untrained eye wouldn't). A simple mistake within the copy can become very costly at print stage if it is not picked up.

Think about the size and distribution method

There are different ways of distributing your finished brochure but the end distribution needs to be considered in the design process. For example if it will be intended as a postal mailer you may want to opt for a finished size of A5 to keep postage costs down.

You may want to include the brochure with proposals or within a folder, in this case it looks neater to keep all the documents the same size and saves it from getting lost.

Choose a decent paper weight, finish and stock

Depending on your distribution method as above, weight and paper stock is another factor to consider. You want the right stock for the message you are giving. For example a solicitor would have a good thick paper stock to instil trust and quality.

Put readers first

Your readers are your target market/potential clients and need to be considered on all levels within the whole brochure design, flow and look to make it easy on the eye.

Don't be too wacky

Whilst your brochure needs to shout about your business and get noticed it also needs to be neat and tidy and not too crazy in design so it is easily digested. A good designer will capture this balance perfectly.

If you need any advice with your brochure contact Bunny for a no obligation chat

Call now to find out more **t: 01264 362593 m: 07826 543266**

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