

5 Brochure Design Tips

Does your product line upset you or make you feel unhappy? Do you think there is some problem with your products? Well, you may be wrong, yes, chances are you need a new brochure and not a new product line. To project your corporate identity and brand positively, a good brochure design goes a long way.

Your company brochure introduces your entire company. It encompasses your entire product offering and production. A brochure is an important marketing tool, which is essential for every business. Customers and clients are influenced more than ever by the visual presentation of your products and services.

An influential brochure design is more likely to be read and remembered. For a good quality design, follow a few simple and essential tricks.

1. A brochure must be brief:

It must effectively communicate the most important fundamentals about your business and your products or services. For example consistency in use of colors, shapes and sizes should be maintained. When reviewing the brochure for the last time, double check for colors, bullets and lists (if any)

2. Highlight the most important point to make it stand out:

There are certain elements or areas in a brochure, which need to stand out. Areas such as **CALL NOW** or **TAKE DISCOUNT OFFER ADVANTAGE**. Put these areas in either **BOLD** or **ITALIC** or enhance them to make them stand out from other areas on the page. Use a provocative statement at a different position on the page. Decorate the borders and outlines with some bright contrasting colors.

3. Use readable fonts:

In general, when you have a large amount of text, it is best to use a serif font because it is easier to read.

4. Make use of quality stock photos and images when required:

A creative and an impressive brochure will certainly attract a customer to your product. Check out internet sites which provide clipart and stock photos and when you find some use them in your brochure design. Some internet sites offer images and photos at very affordable rate.

5. Leave an impression:

It must leave a strong impact on the reader thereby, prompting the prospect to buy the offerings. The prospect should be left in lurch to know more about the company and its products.

A good brochure is not just enough, for strong branding, a combination of quality images along with outstanding marketing techniques is required. A good marketing mix can make or break the sales curve.

About the Author

The author of the article is working with a brochure design company, www.designpresentation.net offering brochure design services, magazine designing and newsletter designing.

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