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What You Need To Know About Designing Corporate Literature

When designing [corporate literature leeds](#), there are some basic principles to be followed if you want to make an impact. It would therefore be in your interests to use a design house that specializes in corporate material. The layout, wording and graphics should present an appropriate overview of your company.

Many factors can influence the effectiveness of the brochure. From a marketing perspective, there are three major requirements. These are communicating your corporate brand, showing your market or industry position, and highlighting your specific goals.

Putting across the corporate brand is the most important of these three elements. This is even more essential if the brochure will form part of a marketing presentation. It must clearly reflect the overall image of the company. Show the designer samples of marketing material that you have used in the past so that he or she can understand the general ethos.

Even if you want the new brochure to have a more contemporary feel, it's advisable to stick to the fonts and colors that have been used previously. This will enable readers to identify with the company's individual branding. The brochure should also clearly define your company's position in the relevant industry.

This can be achieved by including a vision or mission statement. Carefully chosen photographs of the products or services should also be used with accompanying text. When it comes composing the text, do this yourself. No-one understands your company better than you. It can be edited and grammatically corrected by an in-house writer at the design house.

Finally, remember the old adage 'less is more'. This is very pertinent to [corporate brochure leeds](#). Your brochure should have impact but, at the same time, it must look fresh, simple and clean. Make sure you convey this to the designer. Always ask for a sample copy to proofread before it goes off to print.

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