

Published based on [How To Make Your Brochure Noticeable](#)

# How To Make Your Brochure Noticeable

Equated to posters, brochures have a harder time catching the attention of people. Posters often are more visible to people, whereas brochures can sometimes be unnoticeable. Brochures then need to be more entertaining so that possible clients would pick it up and start checking out what has been said inside.

If you look to professionally designed brochures, there is often a theme that is being observed, making it appear more of a cookie cutter design. At least there is a solution wherein some companies offer brochure printing services. These companies allow people to make their own brochure designs and then simply print it for them. These services give people freedom to explore their creativeness and make more interesting brochures.

Here are some basic tips that would guide you into making interesting brochures:

Use unique typefaces - Unique typefaces means that the text should still be readable at the same time stand out among the rest. Try out other fonts that have not yet been used in other brochures, but are still conventional enough to read and be taken seriously.

Improving images - Using Photoshop allows you to enhance images without any problems. Since this can be done by a grade school student, anybody can actually do it. With the use of various photographic effects, ordinary photographs can then be transformed into more interesting ones. Just make sure that you do not create overly artistic photos that the gist of the brochure is drowned by all the artistry.

Sample other layouts - Among the numerous layouts of brochures, the use of the tri-fold has been seen by almost all people. Ditch the tri-fold layout and try other layouts like the gate fold and the bi-fold. You do not have to stick to the usual tri-folds since there are other types of layouts to enjoy. Why not go wild and try all?

Make your brochure interesting and just express yourself well. Have your say in making an interesting brochure and just have somebody check it for you. By making your own brochure, you get the fun of the creation as well as have a say regarding the demonstration of your company.

Produce your own [brochures](#) and make it as intriguing as you can. Then avail of the [brochure printing](#) services provided by some companies so that you can be very well prepared. This article, [How To Make Your Brochure Noticeable](#) has free reprint rights.

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