

Published based on [Guidelines On Brochure Designing To Promote Your Business](#)

Guidelines On Brochure Designing To Promote Your Business

A brochure has to be carefully designed for it to be a great advertising tool for your business, taking into consideration the overall appearance and the purpose it will serve your readers. Your company's product and service line are being represented by it. It is therefore significant to carefully plan for its design for it to successfully serve its purpose.

Appealing Brochure Cover

The cover is the foremost thing that the clients will catch sight of. A distasteful cover will just make your would-be readers ignore it. Make it simple and as much as possible use only a few words so it won't look cluttered. More often than not, you would only need a great picture and the title, but, make sure that it is relevant to the contents.

Coherent Theme All Throughout The Brochure

Limit color use to two only and use complementary color just to highlight certain important parts. It allows the reader to easily distinguish or recognize the more essential aspect of the material. Too much color would make it appear muddled or disorganized. Use grids or chart tables to present different product lines or services with plenty of features.

Easy To Read Brochure Headlines And Text

Ingeniously write captions and headlines. It is a must that they are short and attention-getting. Depending on your target market, use the proper words to catch the attention of your readers.

Use easy to read, short paragraphs for a streamlined flow of topics. Blank spaces are crucial because they act as breaks and lessen eye strain. Instead of plain paragraphs, you might want to use bullets or numbers to make the text easier and more pleasing to read.

Clear, Sharp Brochure Images

Readers appreciate seeing a representation of the products or services being offered. Make sure that images are of 300 dpi to attain a professional look for the material. Unless the image is that of an actual product, you may opt to choose from a wide array of stock images available online which are comparatively less pricey than when engaging a professional photographer and renting a studio.

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