Brochure Tips

Text/Lettering Elements

- Write copy that will involve the reader. Get them to feel like they have participated in something just by reading your brochure.
- Don't overwhelm the reader with too much text.
- Keep your sentences simple and short; if it's easy to read, it will be read.
- Describe your benefits and features in a positive tone, readable and comprehensible at a glance.
- Avoid cliches and "buzz words." They can be vague to some readers and a turn-off to others.
- Use the present tense and the active verbs.
- Break up long segments of copy with headlines, subheads and short "bulleted" points. Consider an outline format.

Layout

- Use photos, data graphics and illustrations to make brochures more attractive and interesting to the reader.
- Select or design graphics that visually coordinate with each other and the style of type used.
- Use the brochure panels to help organize your content and pull the reader through the information.

Originally posted on the Beyond Data website by Lynne Borden, Ph.D. and Karen DeBord, Ph.D.
http://www1.cyfernet.org/ncsu_fcs/beyonddata/prfig13.htm