



Production of a brochure: some points of interest

1) Target group

Try to define your target group as precisely as possible. Is the brochure meant for parents, for children, for teachers, for doctors, for nurses, for friends and relatives? Choose language and form that suit the target group.

Write clearly and to the point and don't use jargon. Explain professional terminology. The text must be well structured. Don't hesitate to ask a professional text writer's advice.

2) The goal of the brochure

What would you like to achieve with the material? Information? Support? Recognition? Better coping? Should people keep the material and read (parts of) it again?

3) Your organisation

How do you want your organisation to come across? The way the brochure is produced gives your organisation its identity, its look. Should the material be sober or luxurious, businesslike or cheerful? Should it fit with your corporate identity logo or be something completely different? Also the choice of paper (e.g. environment-friendly vs. glossy) says something about your organisation.

4) Contents

What is the core message you want to get across? Which topics have to be brought forward?

5) Distribution and use

How does the brochure reach the target group? Do you want to mail it? Or send it as an insert with your newsletter? Should it fit in a display? How can people order? Who is the distributor?

6) Edition

How many copies do you need? How many years should this edition last? Keep in mind that addresses and phone numbers change rapidly over the years.

7) What should your brochure look like?

- number of pages: always choose a multiple of four pages (if you use regular size pages).
- size: make sure that it fits into regular size envelopes.
- colours: your choice - black/white plus one colour or full colour - has financial consequences.
- drawings or pictures: do you want drawings or pictures, or a combination? And how many?
- paper: thick, thin, glossy, coloured, etc. Mind that one extra gram (brochure incl. envelop) can change shipping costs.
- stapled, sewed, laminated? Keep in mind that the finishing takes time too.

8) Manuscript

Depending on your possibilities you can deliver the manuscript on diskette or typed. Indicate precisely where you want the illustrations.

9) Delivery

Set a deadline for the delivery. A new brochure is a good opportunity for publicity. Write a press release in time (*see handout on Press releases).

Elements of a brochure

1) Title

Draws attention, makes contact with the reader, stimulates to further reading, tells shortly what the brochure is about.

2) Subtitle

Gives more information.

3) Text

A unity of information also visually presented as a unity. Makes the information conveniently arranged.

4) Headline

Tells more about the text that follows. Stimulates to further reading.

5) Sub headline

A way to subdivide the text under a headline. Tells more about the text that follows. Stimulates to further reading.

6) Illustration

Draws attention, sustains the text, makes contact with the reader, stimulates to further reading, makes it possible to reduce (parts of) the text, creates atmosphere, emphasises certain parts of the text.

7) Logo

Makes your organisation visible as the editor and producer of the brochure. Is printed on other materials too and contributes to fast and easy recognition of your organisation.

8) Cover

Makes the brochure recognisable. Is an eye-catcher. Stimulates to further reading.

9) Back cover

Makes the brochure recognisable. Can be an eye-catcher. Stimulates to further reading. Should not contain too much text.

10) Colophon

Gives details about the edition, such as the names of the writer, illustrator, photographer, layout, printer, producer/editor, copyright, date, edition.

11) List of contents

Lists the headings and sub headings with page numbers. Makes it easier to look up information.

12) Page number

Makes it easier to look up information.