

So you're designing a brochure

**Northumberland
online marketing toolkit**

Brochures can be a great way of displaying detailed information and showing customers some of your most striking images.

Brochures are typically more than 8 pages of information and will require stapling to keep pages together. These are best suited to detailed promotional items, for example a 'Guide to Birdwatching' document which may need to include multiple maps, detailed information, text, photography and illustration. Here are some useful tips on how to produce your own.

Brochure size guide

A4

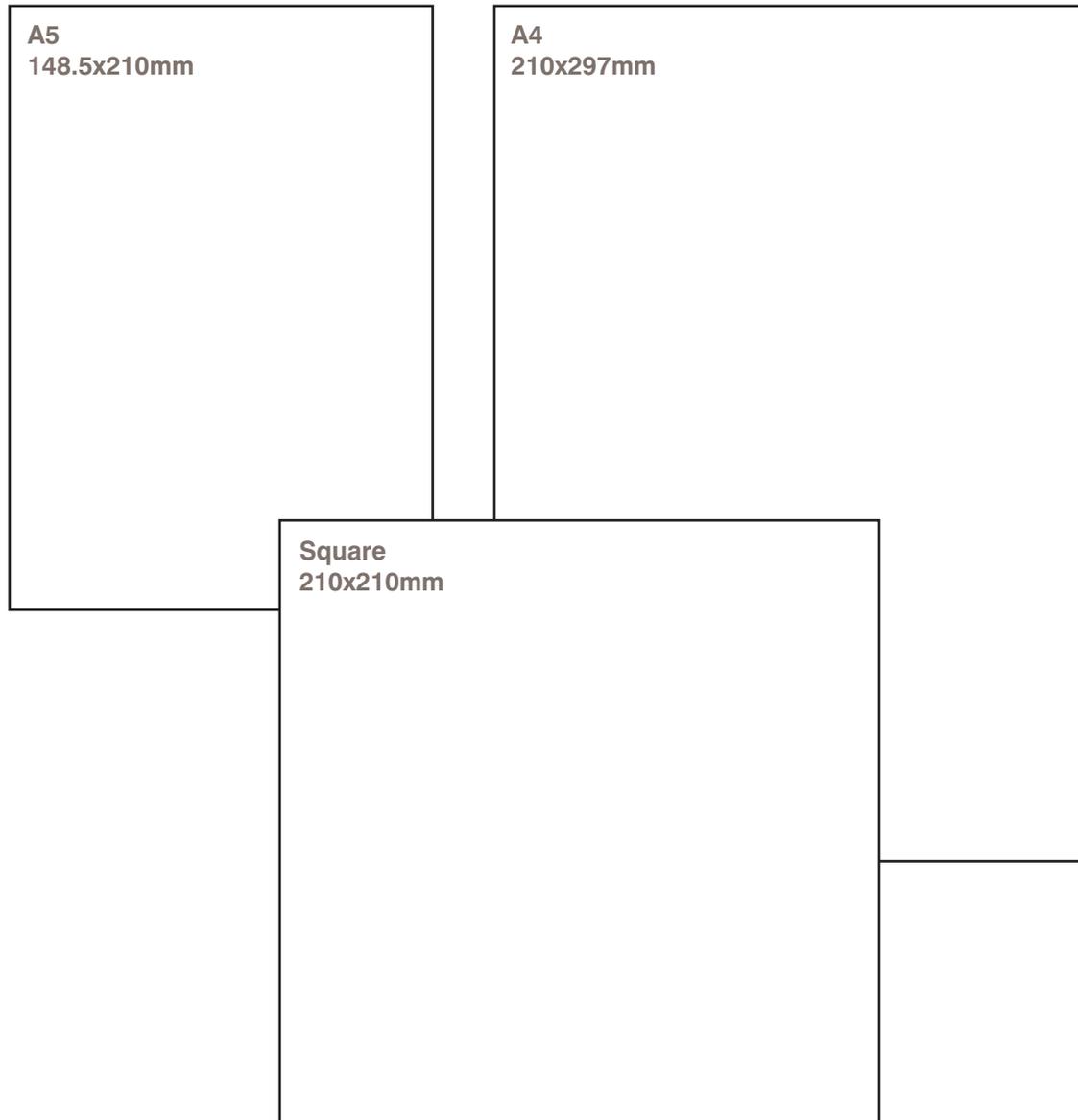
The usual size preference of brochures. If you have a lot of copy to use this size offers plenty of space to work with, but can work equally well using little copy and large photography.

A5

Ideal if you aren't using a lot of copy in your brochure. The compact size making it more practical.

Square

A nice size if you're using landscape format photography and less copy.



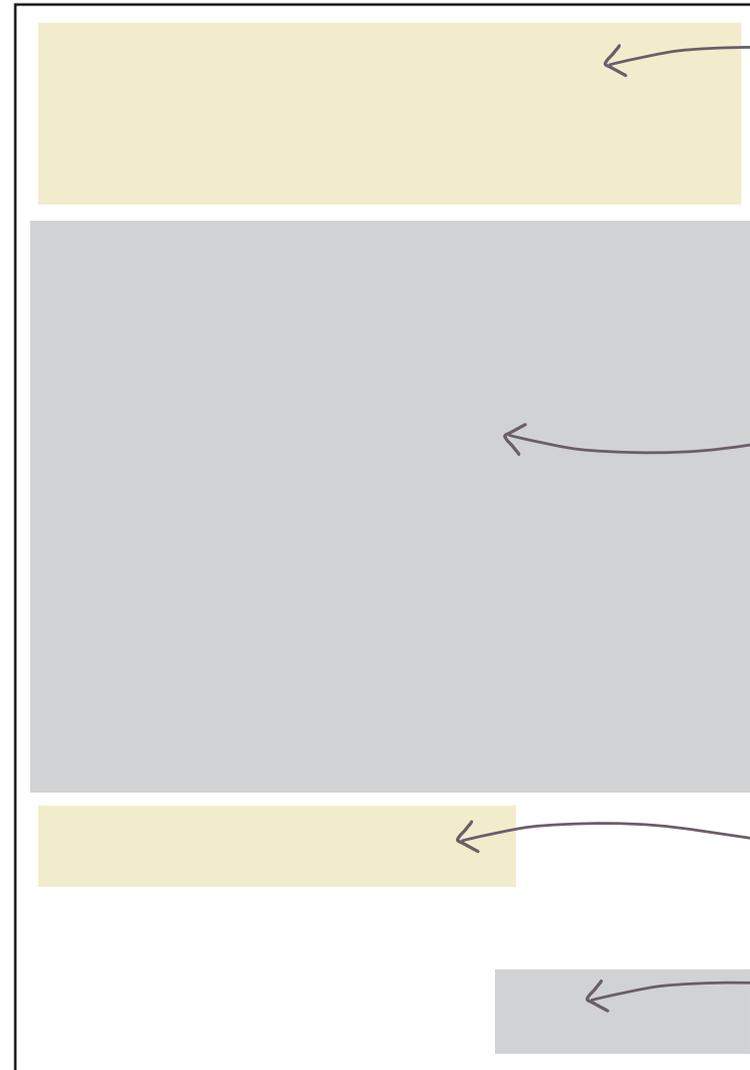
Cover
210x297mm

Your cover is your customer's first impression of you - so make a good one!

Using photography?

An interesting and engaging image can say a thousand words. We have a selection of images available for you to use to bring your brochures to life.

Visit our website at www.marketingnorthumberland.com and log in to access our image library.



Main title and / or your logo here
Keep your title snappy and make sure your logo isn't too big!

Main image
'Hero shot' here; feature a dramatic landscape, a happy person or an interesting product.

Intro copy here
Straight and to the point, telling what you're selling.

Northumberland logo
Endorsement logo here

Inside (double page spread 1)
420x297mm

Inside your brochure is your chance to sell yourself or your business. Remember to keep people interested by breaking up information into manageable chunks.

Point size

The main copy should be no less than 9pt. This will ensure your content is clear enough to be read by your audience

Need help writing?

The way you write about your business can say a lot about you. Are you traditional, modern, experienced or fun?

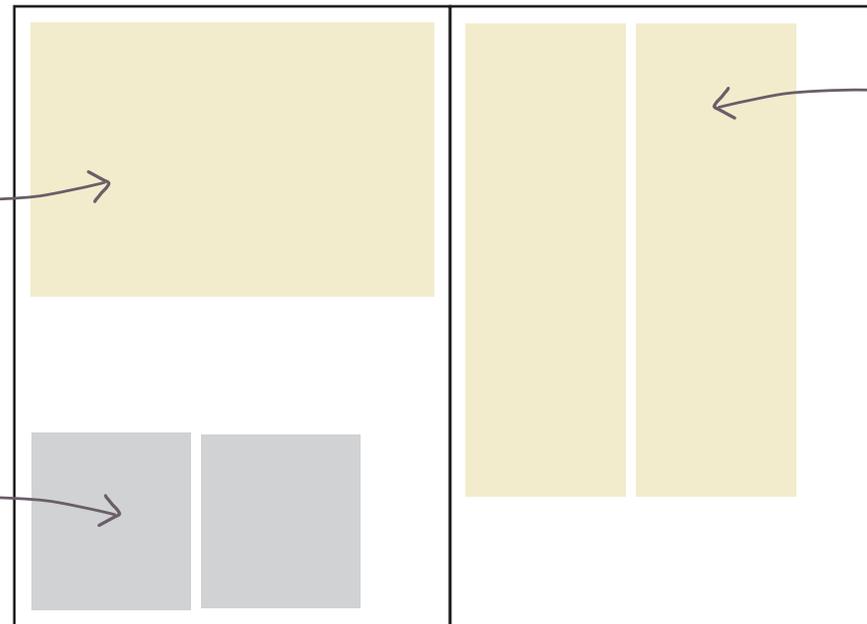
We have created a best practice copywriting guide for you to use as reference. Visit our website at www.marketingnorthumberland.com for more information.

Introduction copy

What makes you special? Say it here and keep it short! Use a larger font to create impact.

Character building

Combine images of places and people to show exactly what makes you great.



Main copy

The devil is in the detail. This is where you share all of your best bits. Make sure the text isn't too small!

Inside (double page spread 2)
420x297mm

As your brochure is longer than a leaflet or advert, you need to keep people's attention for longer. Make sure each page is interesting and different to continually engage with your audience.

Point size

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Main copy

If your brochure is A4, run the main copy over two columns instead of one, as long line lengths can be difficult to read.



Change the pace

To keep your brochure interesting, surprise your reader by changing the layout. Why not try a big image?

Pull out

Pull out an important piece of information, a quote from a customer or an interesting fact to sum you up at a glance.

Back cover
210x297mm

Although it's at the back, the back cover is by no means the least important. It summarises your information and tells people how to get in touch.

We would recommend that the back cover of any printed material should feature the visit Northumberland website address www.visitnorthumberland.com.

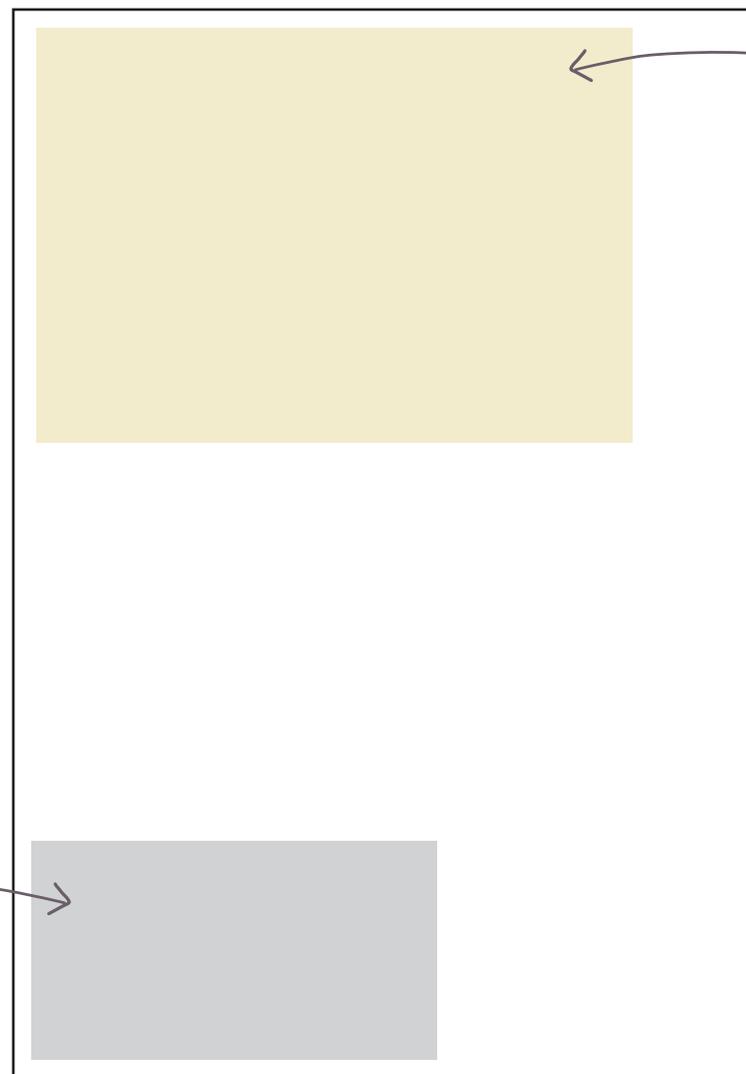
Call to action

Asking people to do something can always be a bit tricky. Just be clear on what you want them to do and how you want them to get in touch with you.

Visit our website at www.marketingnorthumberland.com to look at our examples of best practice sign off information.

Logos and contact

Finish the leaflet with your logo/endorsement logos as well as your location and contact details.



Get to the point

Tell them what you want them to do, and how to do it.

Hints & tips

Remember!

- **What and where?** If your brochure is quite long, you might want to consider adding a contents page so people can find information they're looking for quickly. Don't forget to add easy to find page numbers!
- **Size does matter!** Your brochure doesn't have to be A4 - it can be any size you want it to be! Handbag size, long and thin or big like a broadsheet newspaper, think about how the format might reflect you and your business.
- **Use photography on the front cover.** Sometimes a 'Hero shot' can make all the difference.
- **It's what's on the inside that counts.** Try to think objectively about your brochure - is all the information in it relevant? Ask yourself questions that your customers might ask, and make sure you've answered them.
- **The really important stuff.** Your call to action is one of the most important parts of your marketing and the way in which people can get in touch, so remember to include this on the back cover.
- **Get feedback.** Try and find out what's worked and what hasn't by asking your audience or customers for their comments.