

Best Practices:#025, Brochures

Heading: Publicity and Community Affairs

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Brochures take many shapes and forms, and are used for numerous purposes. They can be multi-page full color spreads, or basic single page black and white layouts. In either case, a well-designed brochure will attract the viewer to the message. The purpose of this write up is to communicate sources and ideas for designing better brochures.

EQUIPMENT

Hardware for producing brochures is widely available with nearly every computer being able to run a word processing, or desktop publishing software program.

Software is also widely available for producing high quality output. Most brochures can be generated using a standard word processing program, or publishing program. More sophisticated programs are available for doing professional quality work but are generally beyond the scope of this document. One program that should be utilized for all web based brochures and publications is Adobe Acrobat. You will need either the Adobe Writer program, or a service, to convert your publications into a PDF format. The PDF format allows all computers the ability to read your document.

DESIGN IDEAS

Color Color is expensive, and should be balanced with the overall goal of the piece. A club newsletter published in color may be overkill. On the other hand, a flyer trying to attract art buyers to a woodturning show may be required to convey the idea of high quality.

White Space White space around text and photos will make your work more readable and feel less crowded. Notice how, in this write up, the “Design Ideas” stand out more than the other sections?

AAW Logo As an authorized chapter of AAW you are entitled to use the AAW Logo in your publications. The logo can be downloaded in various formats by following this link http://www.woodturner.org/info/aawlogo_formats.cfm .

Graphics *Clip Art* is generally licensed to you by purchasing a disc. However, some clip art is trademarked and you will need to receive permission before publishing your document. Check the fine print.

Photographs can add spice to a document. You need to obtain a photo release that will allow you to use a person’s likeness in a brochure before publishing your document.

Spelling Nothing detracts more from a brochure than misspelled words, and improper grammar. Have someone else review your work before you publish.

The 5 W's Make sure your document conveys enough information to cover the 5 W's: Who, What, Where, Why, and When.

EXAMPLES

At Northwest Woodturners we utilize two brochures in Adobe PDF format. These can be easily emailed or downloaded from our website. They include a generic chapter brochure <http://www.northwestwoodturners.com/NWWTbrochure.pdf> , and a membership application <http://www.northwestwoodturners.com/NWWTapplication.pdf> .

RESOURCES

On the Web- Do a Google search for any publishing subject and you will turn up thousands of websites filled with information. One of my favorite sites is <http://desktoppub.about.com/> which has a lot of desktop publishing resources.

Book- A great book for novice publishers is *Looking Good In Print* by Roger C. Parker. The book discusses all the important aspects of developing printed media and includes sections on design concepts and techniques, fonts and type, illustrations, photographs, and color. It continues with dedicated chapters for developing printed materials for sales brochures and catalogs, business communications, advertising materials, and finishes with a chapter on common design pitfalls.

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