OVERVIEW of BROCHURE CONSIDERATIONS

- Purpose
- How it will be used and distributed
- Text (copy)
- General design concept (include unifying element)
- General "tone" and "character"
- Fold type and folded size
- Paper type and color
- Ink color(s)
- Graphics

• PURPOSE •

What is the purpose of the brochure?

SOME POSSIBILITIES--TO: announce a special event
present an overview of a site
sell a product or service
promote a site or event
provide directions and schedules
provide interpretive information
provide educational information
provide how-to (instructional) information
serve as source of additional information / contacts
CONSIDERATION: as souvenir or quick usable information
CONSIDERATION: to give stable or changeable information other?
• USE •

How will brochure be used?
- as information source before a trip or purchase
- as a throw-away information source
- as a souvenir
- to find the way to someplace
- to send for more information
- to order a product or service
- to apply for membership
- to find the way around a site (after arrival)
- to provide information for self-guided nature (or other) trail
- to be used at home, in the car, while on site, put in pocket, etc.

• DISTRIBUTION •

How will it be distributed?
- direct mail (self-mail)
- mailed in packet (or envelope) with other materials or letter
- laying on a counter
- sitting in brochure rack
- passed out at a meeting
- sitting in brochure box at trailhead
- other?

• COPY (based on audience characteristic) •

What are characteristics of the audience?
- attitudes and concerns of audience
- information they will be looking for
- cultural background
- educational background
- state of mind when receive brochure (e.g., focused, distracted)
- age / reading level of target audience
• COPY (other considerations) •

Balance between copy and graphics
Personalize copy ("you," not "one")
Use present tense
Use action verbs
Avoid clichés, jargon
Be brief but allocate enough space to be clear in presenting information

• DESIGN CONCEPT •

Information logically organized, easy to follow (don't make reader work)
Visual support of copy by graphics
Visual linkage throughout (repetition of pattern, design, format--unifying element)
Asymmetry vs. symmetry
Leading lines that guide reader through brochure
Logical order and placement of sections, accounting for how brochure is opened
Use of headings, subheadings to divide sections and ideas
White space--should be adequate but not so much that appears as "left over" space

• TONE and CHARACTER •

What is the general "aura" or tone of the brochure? (should match both the targeted audience and the topic of the brochure)

Some Examples: rustic
romantic
elegant
sophisticated
bee-bop
yuppie
historical (e.g., old English)
neon flash
child-like (bright, primary colors)
international
other?

Paper, ink, graphics, font, writing style should all match and enhance the selected tone.
• FOLD and FINAL SIZE •

What will final folded size of brochure be? (must match how used and distribution system)

How will it be folded?

what are design elements of the fold pattern?
does information layout across panels allow it to be accessed in logical fashion?
what information will be on outside panels? is there a clear cover panel?
will important information be lost if mail panel used?

Will inserts, tear-off cards, or coupons be incorporated? Placed appropriately?

• PAPER TYPE and COLOR •

To consider when selecting paper:

recycled or virgin paper?
recyclable only?
color
weight (e.g., 16#, 20#, 60#)
ability of paper to be folded as desired
match of paper to brochure tone and style
cost to mail (based on weight, size)
clay-based glossy or matte finish
how paper will "take" ink (especially if using 4-color photographs)

• INK COLOR(S) •

Ink colors:

Use Pantone color key
(glossy and matte papers take ink differently)
1, 2 or 3 inks? (remember, paper color can add one color)
4-color separations for color photos
Amount of screening for other than 100% printing
Use photo-stats or screened photos for printing of black & white photos

Must match tone of brochure...and must be justified in your planning document
What type of graphics will you use? and why?
  - color photographs
  - black and white photographs
  - screened (or otherwise manipulated) photographs
  - line drawings
  - lithographs
  - color art work
  - clip art (be careful with clip art; use only if appropriate; be consistent in style)
  - other?

What images will be repetitive?
What images will "lead" reader?

Proportions (height to width) of originals must match space available (or graphics must be cropped to create appropriate proportions)

Prioritize information (in case you have to delete some)
Proofread carefully
Select type font that is easily readable (font style and size)
Don't mix more than 2 type fonts
Identify agency, organization (by name and/or logo)
Determine if an EOEA statement or "accessibility" logo or statement is needed
Give address, phone #, fax #, web site address information
Maps: locator and/or site
Will photos be framed?
Captions should be clear, complete
**EXAMPLES OF SCREENING**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>NONE</strong></td>
<td></td>
</tr>
<tr>
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<td></td>
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<tr>
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<tr>
<td>25%</td>
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<td><strong>75%</strong></td>
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<tr>
<td>100%</td>
<td></td>
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</tbody>
</table>

Anything printed with ink can be printed using any level of screening (shading) desired. This enables you to achieve a sense of several colors being used when only one ink is actually used.