



## How to design and develop your company BROCHURE

*Dartways Guide to Developing a Professional Company Brochure*

This guide has been developed for the SMEs of Pakistan. Majority of the Pakistani SMEs are unmindful of the need for crafting and effectively marketing their company's image in order to stay alive in this intensely competing world.

What communication tools are available to a company for establishing or building a positive image in the eyes of its customers and more importantly, the consumers?

DARTWAYS Company Brochure Development Guide for SMEs articulates various ingredients for a professional company brochure essential for creating and effectively marketing your organization's corporate image. Brochure is one of the powerful tools used to attract more customers and expand business to new frontiers, nevertheless getting it done successfully hinges largely on effective designing and development.

## COMPANY BROCHURE

### What is a Brochure?

A brochure or catalogue carries important information about an organization's activities including its core business, products or services.

### Size and Weight Matters

Size is an important aspect or characteristic of a brochure. Brochures and catalogues come in various dimensions, lay outs and colors. It is, however, good to have a brochure that conform to standard dimension followed globally. Internationally, the standard dimension DIN A4 is followed by majority of organizations. The advantage of an A4 standard dimension is that worldwide documentation systems are based on this standard thus making it convenient or acceptable for filing or archiving. A slight variation of +/- 20 to 25mm is an acceptable norm. For publications other than brochures, sizes A5 or A6 are followed. A paper of 150 g/m<sup>2</sup> weight is normally used for brochures. The choice of having a paper with glossy appearance makes the brochure more attractive.

### Format and Layout

A brochure is mainly intended to give primary information about the company or the product range or both at the same time. It should be concise and clearly readable but above all appealing. Its colors should be attractive and professionally designed. The cover should attract to read the inside. A brochure can have 4, 6 (foldable) or 8 or 10 sides. Pages should be numbered. Text should not run through the margin, which is reserved for punch holes. A recognizable layout is to be preferred. Balanced brochures give a serious and professional impression of the company.

### Colors

Colors used in the brochure play a key role in attracting readers. It is advisable to use few colors preferably two or three except for colored photographs, pictures or graphs. Very bright, dull and black colors should be avoided as these are not preferred for industrial presentations. Using too many or different colors for text or headings not only give a naive impression but also divert attention of the reader. A non-professional look should be avoided at all costs. Many companies stick to their corporate color. It is also advisable to engage experts or professional companies for designing of a brochure.

### Layout

A good, structured and well balanced layout holds the key for developing a professional company brochure. Use headings or titles for each text box so that information can easily be found by the reader. Avoid too much clutter, photographs and information on one page. Arrange all information in a logical sequence so as to make reading easy and interesting. Pay attention to arrangement of text boxes on each page and try to use one or two colors only.

## **Content**

Content is the heart of a brochure as you inform the reader about your products, capabilities and core competence. Pay great attention to elaborating your business in simple words keeping in mind that the reader has no background knowledge or familiarity with your business or products. Define your business activities and products very clearly as there may be buyers outside your sector.

Be informative and arouse curiosity at the same time. Give concise information, which is valuable for the reader. Refrain from posing your pride too much on to them. Write the text with the desires and wishes of the reader in mind and forget about what you want to ventilate.

Make each text box short and to the point.

Close the last page with a co-ordinates box, giving all the address parameters and preferably one telephone and fax number. Do not mention the address or communication numbers of your plant or factory if that is on another location, it will cause confusion and finally irritate the potential customer.

Use no spiritual text or mentioning of military activities. Many organizations do not appreciate this aspect.

## **Fonts**

It is extremely important to pay attention to use of fonts and sizes. Avoid different fonts and sizes. Artistic lettering should be avoided at all costs as it makes reading very irritating and difficult. Use regular and common fonts for large texts.

## **Logo**

Logo depicts your identity and imprints your recognition in the minds of readers. All care should be taken to use same color and size. Do not use logo everywhere in the brochure but only in prominent places.

## **Photos**

Use well developed and professionally done photos. All photographs should carry well worded captions enabling the reader to pay attention to and understand the background. Avoid using other backgrounds and graphics as it makes the photos distorting. Do not use irrelevant photographs.

## **Presentation**

The overall presentation of the brochure should clearly reflect your identity and the image of your company that you want to portray. Create your own image by presenting a high quality document, which the reader should find valuable to keep.