



Building Your Business With Brochures

- **Paper Stock.** The paper selection has a major influence on how readers view a printed piece. Color, weight and texture are all important. Choose a color that coordinates with your company logo and compliments the artwork in the brochure. Determine how heavy the stock should be based on how the piece will be used and your budget. (Heavier papers generally cost more.) You may want to use a textured paper to add dimension. Also, consider using recycled paper, both for the benefit of the environment and for the message it sends to your customers. Then, add a line of text that indicates the brochure is printed on recycled paper.
- **Photos.** Photos can add greatly to the brochure, but only if they are professional looking and communicate a distinct message. You may want to include photos of a product, the officers of the company or a service you provide. Photos should be accompanied by a caption that describes the product, service or person featured.
- **Folds.** The size and purpose of the brochure will dictate the number of folds. A tri-fold brochure is an 8 ½" x 11" piece of paper, printed on both sides and folded three times. This size fits neatly into a standard business envelope.
- **Colors.** The ink and paper colors you use are equally important in helping to convey your message. In many cases, a full-color brochure will look the best but it can be expensive. Often two or three colors will work just as well, as long as they are done properly. By adding just one color to a black and white piece, you can increase its readability by 35 percent.
- **Design.** Many printers offer electronic publishing and graphic design services, so check with one if you need help with your brochure. You may also consider hiring an art student to create your brochure. They are usually up on the latest designs, techniques and technology and may charge only minimal fees to boost their portfolio.