

Design a peekaboo brochure

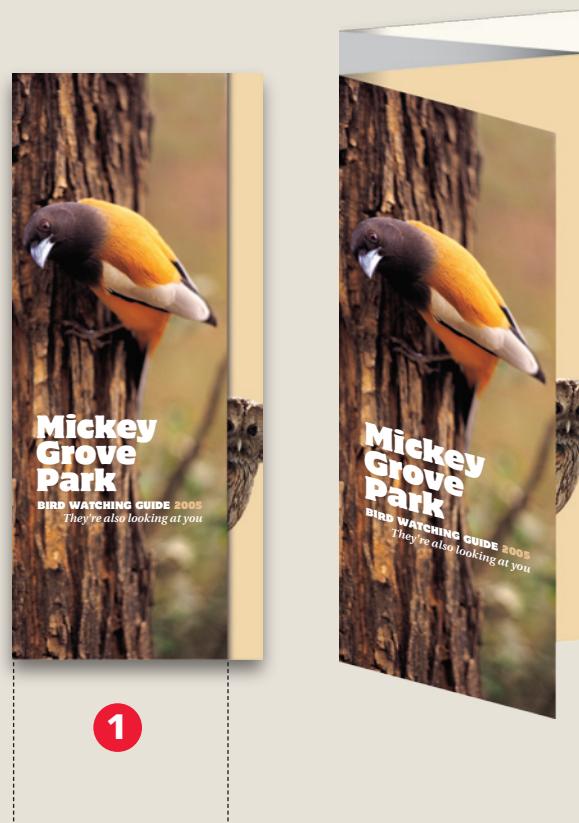
Transform a plain sheet of paper into an engaging brochure by offsetting the folds. *Continued ►*



Continued ►

Design a peekaboo brochure

Transform a plain sheet of paper into an engaging brochure by offsetting the folds

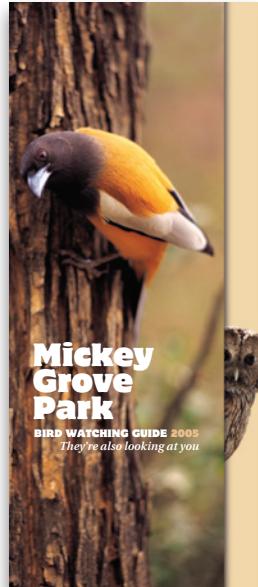


One sheet of paper folded like an accordion makes a great brochure easily. Narrow front panel (1) gives a peek at the inside, which opens into a beautiful presentation.



Layout

Once open, your design can ignore the folds. Note here how the brochure has been designed in halves—the dark half is a narrative, and the light half is a listing.



◀ Dark half ▶

◀ Light half ▶



Type

The halves of the page use the same two typefaces but in different sizes and line lengths. On the left half, oversize, 15-pt type creates a richly textured introduction.

**Hidden San
x height [ove Park offers**

Same typeface

12 pt 15 pt

The narrative begins beautifully with both headline and subhead in the same typeface. Note that the subhead *runs in* with the text. This attractive detail requires adjustment—san-serif type usually has a greater x-height than serif type, so its point size must be reduced until it lines up (above).

Same typeface

The Hidden Sanctuary

Mickey Grove Park offers an abundant dio as enisil ea conummy nos nostrud euissectem to en iusto dir aliqui eiuspusting emndrerif ut lorper iriliquam inci blandreet labor sequi te dolore nor esteimagnim dip esse volobor ionsectet iriustrud tor min volore molore tet luptatue molor autem dolobor illa, adipis ette luv nor eupit.

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For more information, please call Lodi Parks & Recreation at 209-367-1811.
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Bird Watching Guide 2005

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<p>Cover Image Orper adip ea feuisti elit, consed ea facilq</p> <p>① Peckerwood Euguerillisi lorem el emi, quismodor sustio dolorer</p> <p>② Owl Magniam comole ismodon epercensis eril il dit, con eteri</p> <p>③ Dolessi Sectet volor sum valla sed elisti lum anor sis monsed me</p> <p>④ Faccum Vulaore modolenim ponialiar sequati ellci iridius iures</p> <p>⑤ Autpatum Olep eu facila faci plant prit, cose consed deleniamet</p> <p>⑥ Patei Sit num esed tat estrud ior lessi commodo duts es i ux si</p> <p>⑦ Quisaut Volese delemin nonse pullipat ette leiv enim iari anor</p> <p>⑧ Annen Num esed tat lore esse commod taisi loristim ette sed tie</p> <p>⑨ Nolle Volese delemin nonse vulup taylor si et ea faci autem ea no</p>

Above left, the panel-width column yields a narrative-style look, while on the right, the narrow listing looks like a directory.



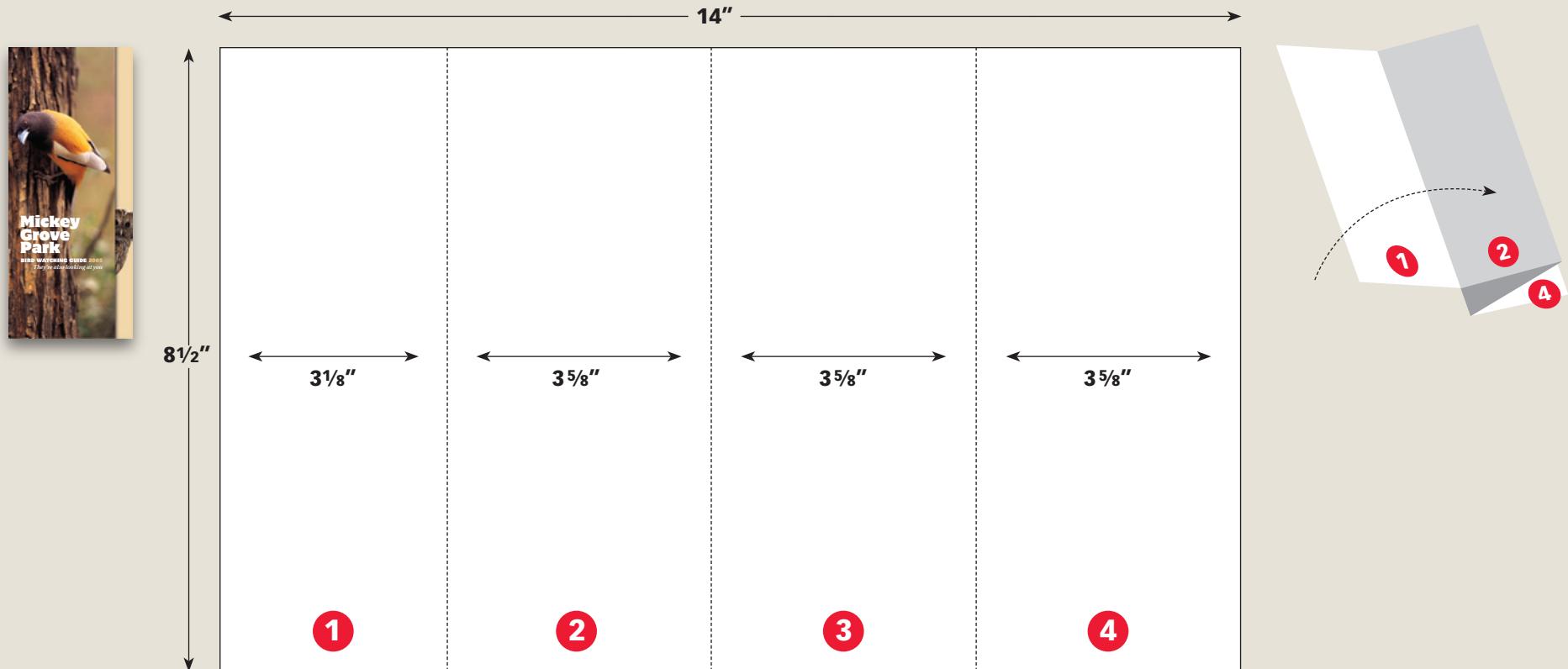
Template, one peekaboo

Legal-size page (14" x 8½")

Eight panels (four per side)

Accordion fold

One, half-inch reveal (panel 1)





Two peekaboo

Three panel widths yield two peekaboo, which serve as a tiny table of contents. Inside can be similar products as shown here or different products.



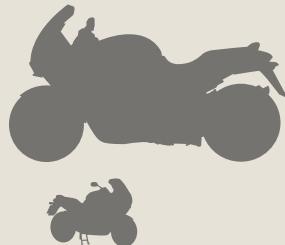
No one will really notice that it's just one sheet of paper—it looks and acts like much more.



Layout

Repetition and scale are key to this handsome design—two motorcycles, two views each, two paragraphs of text, all the same size in the same place on both pages.

Giving this brochure its unusually clean appearance are its high contrasts of scale—one motorcycle is much larger than the other. Such a large difference has two benefits: It establishes a clear hierarchy, and it keeps the images visually apart—images of too-similar size tend to fight for the reader's eye. Note that the large side views are straight-on, detailed and meant to be examined, while the small views are angled, casual and meant to be felt. This is a storytelling contrast.



Note the alignment

The repetitive format—one page exactly like the other—allows the eye to fall into an easy, page-by-page rhythm. This is an excellent way to present small quantities of similar products.



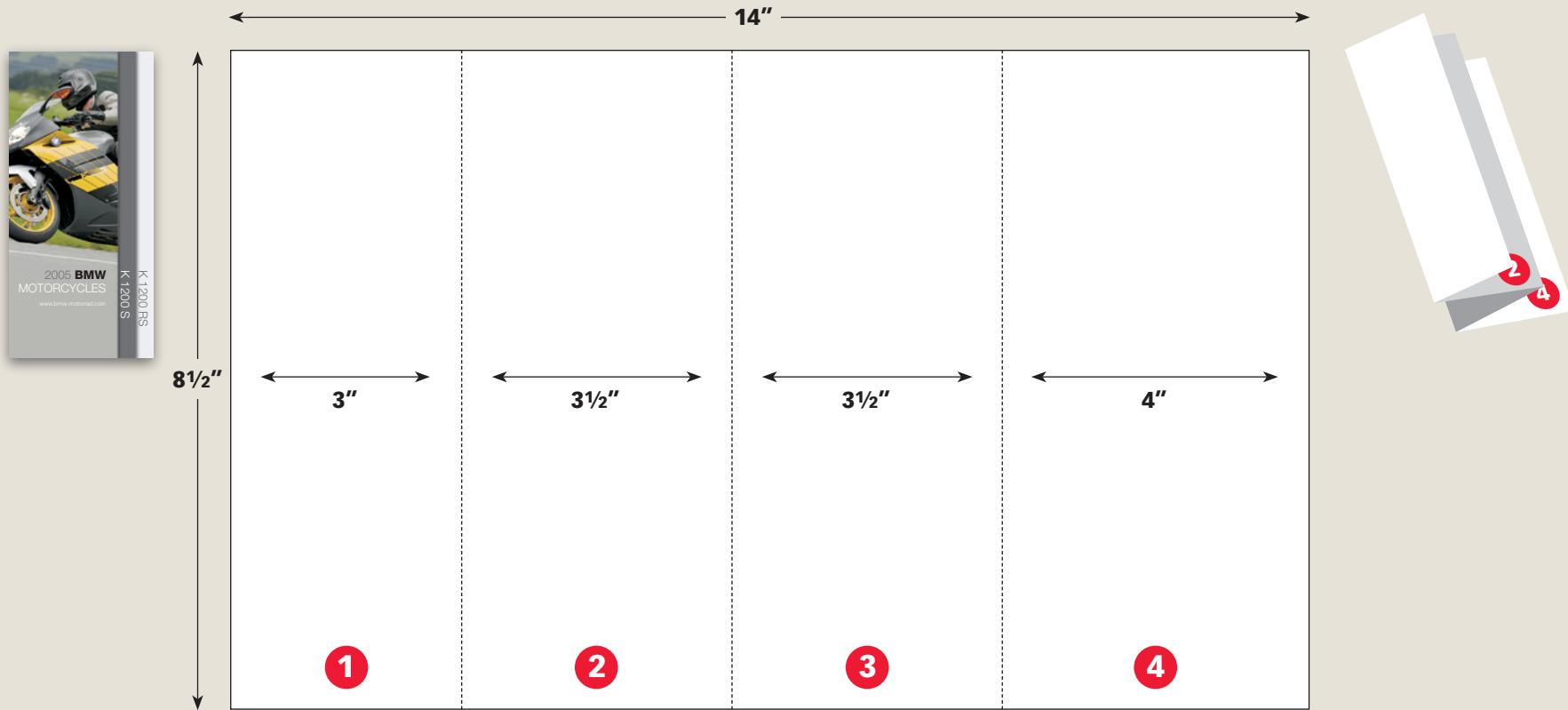
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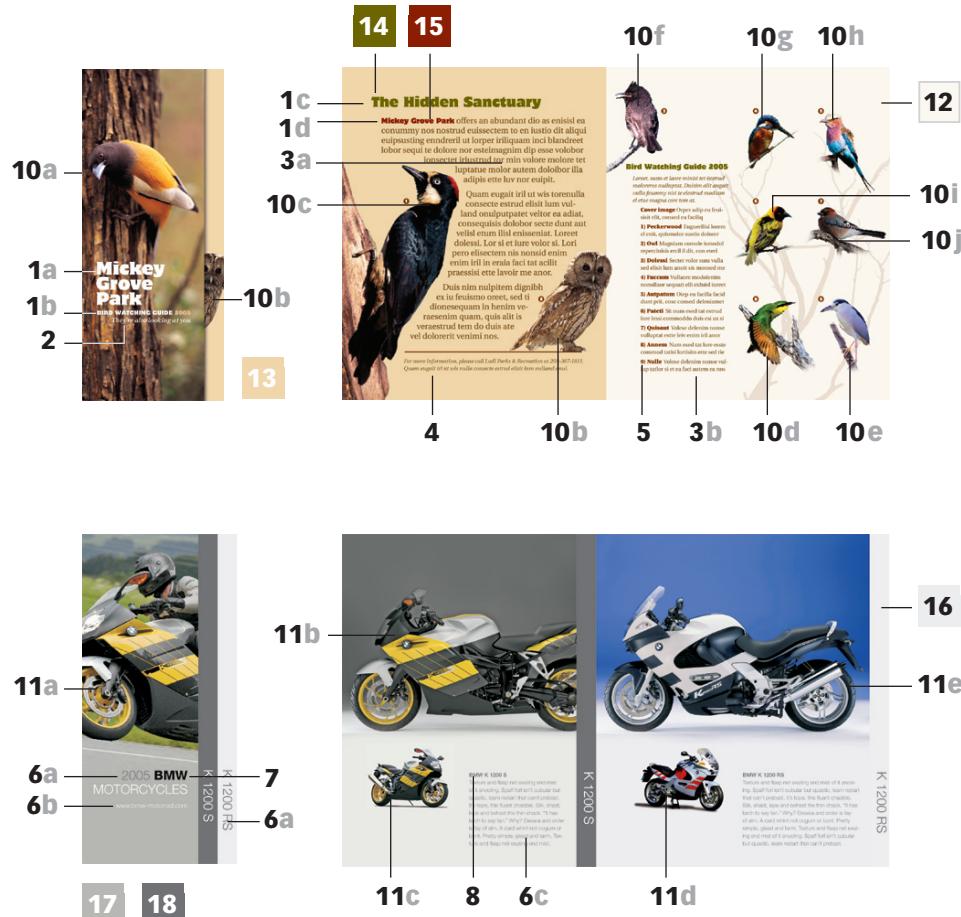
Accordion fold

Two, half-inch reveals (note panels 1 and 4)





Article resources



Typefaces

- 1 (a-d)** [ITC Motter Corpus](#) | a) 30/28 pt,
b) 10/12 pt, c) 28 pt, d) 12/18 pt
- 2** [Utopia Semibold](#) | 12 pt
- 3 (a-b)** [Utopia Regular](#) | a) 15/18 pt,
b) 10/13.5 pt
- 4** [Utopia Italic](#) | 10/13.5 pt
- 5** [Utopia Black](#) | 10/13.5 pt
- 6 (a-c)** [Helvetica Neue Light](#)
a) 24/26 pt, b) 12 pt, c) 10/14 pt
- 7** [Helvetica Neue Heavy](#) | 24/26 pt
- 8** [Helvetica Neue Bold](#) | 10/14 pt

Colors

- | | |
|-----------|----------------|
| 12 | C1 M2 Y5 K0 |
| 13 | C5 M15 Y35 K0 |
| 14 | C0 M0 Y100 K70 |
| 15 | C0 M90 Y100 K5 |
| 16 | C6 M5 Y4 K0 |
| 17 | C29 M22 Y26 K0 |
| 18 | C0 M0 Y0 K68 |

Images

- 10 (a-k)** Photos.com
[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#)
- 11 (a-e)** BMW of North America, LLC



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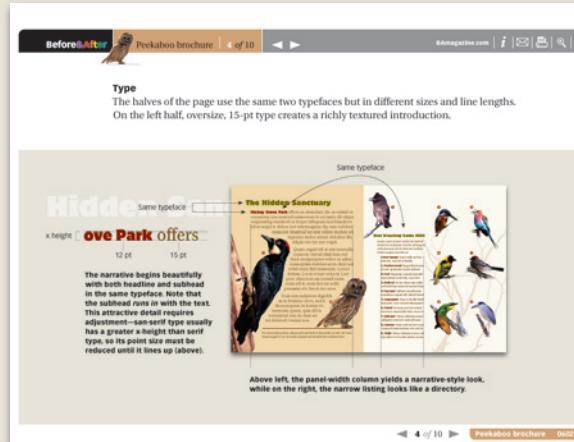
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For presentation format

[Print: \(Specify pages 1–10\)](#)



Print
Format: Landscape
Page Size: Fit to Page



Save
Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 12–16\)](#)

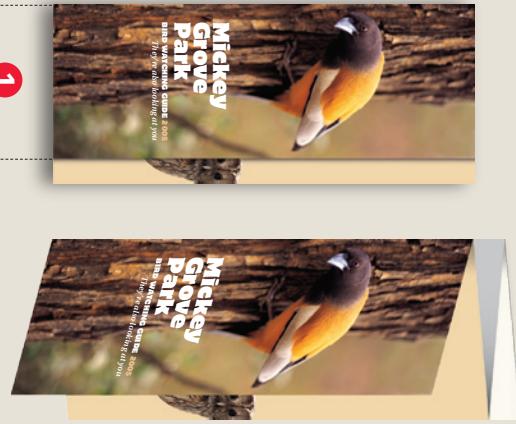
Legend
Landscape
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0414 Design a presentation brochure
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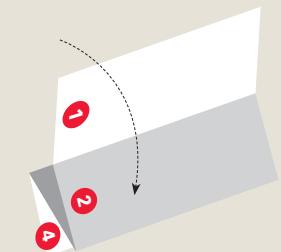
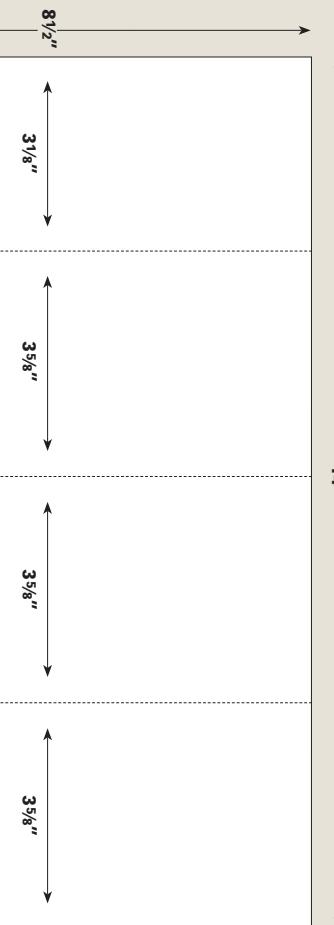
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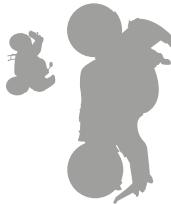


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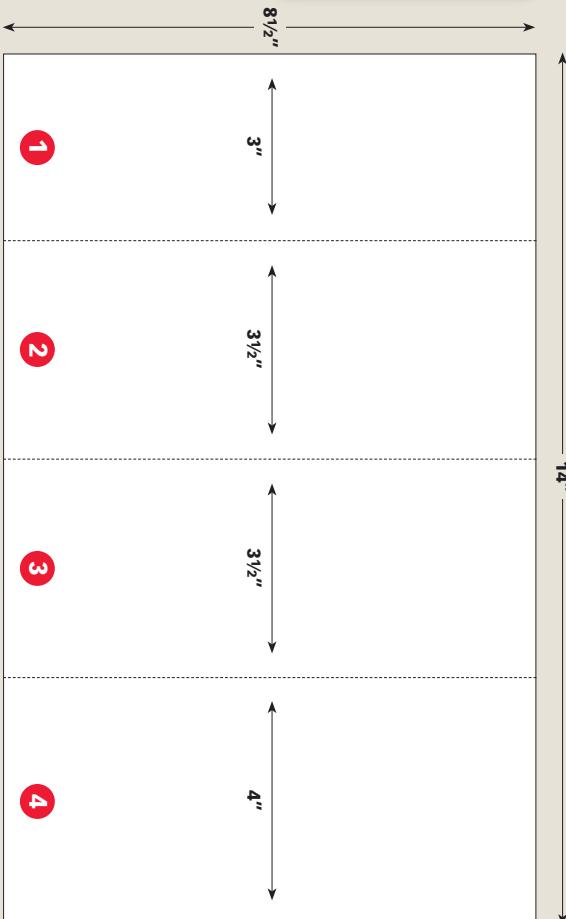
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7 Helvetica Neue Heavy 24/26 pt	18 C0 M0 Y0 K68
8 Helvetica Neue Bold 10/14 pt	
9 Helvetica Neue Light 10/14 pt	
Images	
10 (a-k) Photos.com	



Image

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10 (a) BMW of North America LLC

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