

The expressive edge

On a vertical brochure cover, the edge separating photo from text is normally horizontal. But some photos and topics suggest expressive variations:

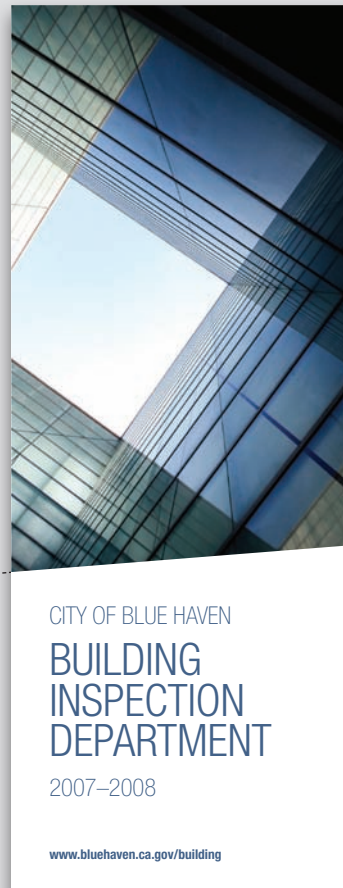


Design like a lazy person (article 0671) showed that two simple zones—photo and text—are all it takes to make a handsome, easy-to-repeat brochure cover.

Horizontal



Angled



Curvy



Creative cropping

As a rule, you want to use a straight, horizontal edge between photo and text. Why? Because it's invisible; it stays off stage and lets the photo do the talking. It's also easy. But some subjects suggest a variation. Here, the angled and curvy edges convey both the character of the images and the theme of the brochures. Key is to add meaning; don't just do this gratuitously.

For more, [see article 0671](#).