

# Flyers and Brochures

Full page flyers, bi-fold, tri-fold brochures and larger marketing catalogs

## Phase Breakdown and Deliverables

### 1. Discovery & Content Planning

*Review content and goals, and discuss target audience*

### 2. Layout Planning & Rough Mockups

*Quick mockups or style tile to confirm direction: typography, layout, mood*

### 3. Design & Build

*Full design in InDesign/Illustrator, including imagery, layout, type hierarchy*

### 4. Client Review & Revisions

*Revisions to layout, copy, or graphics based on client feedback*

### 5. Final Prep & Delivery

*Export for print (CMYK, bleed) and/or digital (RGB, web-optimized PDF)*

#### Design tools



# Multi-Page Catalogs

Multi-page marketing catalogs

## Phase Breakdown and Deliverables

### 1. Project Intake & Specs Planning

*Define page count, size, binding (saddle stitch), bleed specs, audience, and purpose*

### 2. Content Mapping & Page Planning

*Plan sections, create content outline, determine flow (intro, sections, back matter)*

### 3. Initial Style Guide & Cover Concepts

*Define typography, colors, grids; design 1–2 cover directions*

### 4. Page Template Design

*Design master page templates: headers, footers, page numbers, photo grids, layout logic*

### 5. Catalog Layout & Design

*Full design of internal pages using templates and brand visuals*

### 6. Client Review & Revisions

*Proofing rounds for structure, layout, and content accuracy*

### 7. Print Prep & Export

*Final print-ready PDF (CMYK, bleeds, spreads), prepress checklist*

### 8. Web-Optimized PDF Version

*Reduced file size, RGB color space, hyperlinks, and screen readability tweaks*

#### Design tools

