

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

