

## LECTURE NOTES

### Professionalism & Corporate Ethics (303193304)

## **Brochure Making**

### **1. Content**

- o What is a brochure?
- o Why do you need a brochure?
- o Parts of a brochure
- o Types of brochures

### **2. Learning Objectives**

- ☐ To understand the concept and purpose of a brochure.
- ☐ To distinguish between brochures and other promotional print media.
- ☐ To identify the parts and structure of an effective brochure.
- ☐ To explore different types of brochures and their use cases.
- ☐ To apply tips and strategies for designing impactful brochures.

### **3. Introduction**

A brochure is an essential marketing tool designed to promote services, products, or events. Unlike flyers or posters, brochures offer more detailed information in a folded format, making them useful for serious customer engagement.

### **4. Key Concepts/Definitions**

- ☐ **Brochure:** A small book or folded document containing information and images about a product, service, or organization, designed to promote or inform.
- ☐ **Flyer:** A flat, single-page print used for mass distribution with brief information.
- ☐ **Leaflet:** Similar to a flyer but generally smaller and of higher print quality.
- ☐ **Booklet:** A multi-page printed document, usually bound, offering in-depth content.
- ☐ **Pamphlet:** Another term for a brochure, typically folded but not bound.

### **5. Detailed Explanation:**

#### **WHAT IS A BROCHURE?**

A brochure is a small book or magazine containing pictures and information about a product or service.

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A brochure is an informative paper document for advertising, which can be folded into a template, pamphlet, or leaflet. Brochures are promotional documents, primarily used to introduce a company, organization, products, or services and inform potential customers or members of the public of the benefits.

### WHAT'S THE DIFFERENCE BETWEEN FLYERS, LEAFLETS, BROCHURES, BOOKLETS, ...?

#### Flyers

Flyers, also known as handbills, are one of the most popular print marketing products because they are so cheap to produce and easy to distribute. They are usually flat, rectangular, and approximately the size of an adult hand making them perfect to pass out to passersby on the street. However, flyers come in all sizes and formats, ranging from small 2" x 3.5" papers to large squared flyers. What they have in common though is that they are typically double-sided so that they include more information and visuals. The small exception comes if you want to hang them somewhere, then of course it makes more financial sense to merely print on one side.

#### Leaflets

This print product is quite similar to flyers so it's only natural that most people struggle to tell the difference and some are convinced they're the same thing. While the terms leaflet and flyer are often used interchangeably, there are some minor differences. In general, leaflets tend to be a bit smaller and they are usually supposed to be of the better quality too. Of course, this makes them more expensive as well. The boundary between flyers and leaflets becomes clear when looking at how they are used.

#### Booklets (magazines)

Booklets are often confused with brochures, although they are quite different. Compared to brochures, booklets are flat and not folded. What makes them further stand out is that they usually consist of multiple pages (typically between 8 to 72 pages) which are brought together through a saddle stitch, spirals, staples, or other binding methods. As booklets consist of several pages, the choice of paper becomes more important too. Most booklets consist of text stock gloss, text stock matte, or even ultra-heavy cover stock paper. The optimal choice of binding method and paper type depends on the number of pages, budget, and the desired level of quality.

#### Brochures (Pamphlets)

Brochures, also known as pamphlets, can be differentiated quite easily from flyers and leaflets because they aren't flat, but folded. This third dimension makes them stand out a bit more as you can be more creative with the design. In regards to their format, brochures can be found in many different shapes and forms, from an 11" x 8.5" double-folded design to a single-fold square paper. What has to be noted, however, is that they are neither stapled nor bundled.

Whereas flyers are designed for large volume hand-outs and throw-aways, brochures are much more likely to be read. This is because they are usually distributed to people who show at least a minimum level of interest in the company, brand, product, or service. As a result, it's easier to justify a higher production cost and spend more resources on this print product. Brochures are often handed out at fairs, trade shows, exhibitions, and corporate meetings.

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Marketers love brochures because they're a great way to give potential customers more information about your offering and boost sales leads. However, that also means that brochures must be high-quality and look professional, after all, they are essentially the visual business card of your company. You want to ensure your brochures feature great design, are well-written, free of any grammar errors, and that they engage your target audience. Remember, the main goal of brochures is to boost sales, so include a strong call to action as well.

#### **WHY DO YOU NEED A BROCHURE?**

As hard as you may try, you can only be in one place at a time. Your brochure, however, can be in many places, helping you influence potential and existing clients. An effective brochure clearly and succinctly outlines what you want to talk about and what you want to offer. A poorly constructed brochure only confuses, frustrates, and chases potential clients into the welcoming arms of the competition.

#### **PARTS OF A BROCHURE**

A well-written brochure is a valuable marketing tool business owner can use to attract and inform new customers as well as attract potential investors. Printed brochures left in strategic locations or mailed to postal recipients inform those in your area about what you are offering and how to get it. Make sure your design includes the necessary basic elements to ensure your business grows.

##### **Name and Logo**

Your business's name and logo are the building blocks your brochure should be designed around. Your logo should be memorable, bright, and consistent across all of your marketing endeavors because this element is what your customers are most likely to remember and to look for when driving past your place of business. Your logo and name should be displayed on the brochure in a prominent position and on the front and back covers if possible.

##### **Brochure Cover**

The cover image should make people want to own a piece of the dream you are advertising. If the brochure is showcasing a vacation destination, choose an image that makes the destination look both exotic and inviting. If the brochure is selling a product, pair the product with high-dollar merchandise. For example, if you are selling table linens, pair the lines with fine crystal, china, and a full set of silver table service. Make sure your product is easily visible in the image -- it should be a bright color and at the center of the image's focus.

##### **Slogan**

Your slogan is a way to impart the basic philosophy of your company in a tagline. It can be displayed on the front cover, at the bottom of the cover image, at the top of the back cover, or in a slightly larger print inside the brochure. Whatever the case, select a quote that is representative of your product or service and that is short and catchy. The slogan should be a hook that is memorable or witty. If you are selling candles, you could use "We make perfect scents" or "Simply sensational". Another excellent slogan is a benefit line, such as "Save \$100 a month on your electrical bill," if you are selling an energy-efficient product for the home.

##### **Main Text**

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Your main text is found in the center of the brochure, and it contains all of the relevant product or service information. You should include pricing information and a product guide. If you are marketing a trip, list the destinations and outings. If you are marketing a product line, list the types of products you are selling, and give a synopsis of each. Make each product sound like an equally viable option that the consumer needs. List only the lowest price for products in each category, as “Starting at \$9.95” will draw more attention than “\$9.95 to 59.95.”

#### **Contact Information**

This is, perhaps, the single most important element to get right on your brochure. Without this piece, it will be impossible for consumers to reach you about your product or service. List your business's name, name, address, phone number, email, and website, if available. It is wise to put this information both on the back cover of the brochure and on the inside near the main text.

**The following tips explain how to design a brochure that will properly represent your mission, outline what you have to offer your target audience, and serve as an effective marketing and sales tool.**

**A good headline is key.** The headline on the front of your brochure should always include the interests and perceived problems of your targeted audience, and be followed by the solutions you can provide. Many business owners mistakenly lead with their company's basic information. It's imperative, however, to capture your audience's attention and prompt them to read the rest of the brochure. Why bother taking the time to create a great brochure if your audience only reads the front and then discards it?

**Remember the basics.** Don't ignore the basics when creating a brochure; it should include standard information, such as company name, at least two types of contact information, a logo, and a tagline. It should also include a headline on the front and two or three brief items outlining the benefits your organization can provide. All text should be in brief, easy-to-read blocks to provide clarity for the reader. Add graphic images and photos of your product, services, and/or key personnel for an eye-catching touch.

**Don't confuse the reader.** Avoid the temptation to list too much information on your brochure. Too many messages will confuse your audience and dilute your main points. Focus on what succinctly interests your target audience, and they'll come away with an accurate understanding of what you can offer them and how you'll do it. It's OK to be proud of your business, but not at the expense of cluttering your brochure with irrelevant information.

**Avoid big words.** There's no need to impress your target audience by using hard-to-understand words that will send the reader scrambling for a dictionary. Your goal is to provide the reader with information regarding your organization, and triple-word-score Scrabble words and lengthy acronyms are hardly the best way to accomplish this. Plain speaking is the best course of action.

**Include a call to action.** Don't assume your audience will be moved to contact you or purchase your product or services after they read your well-crafted brochure. An effective brochure should include a call to action, such as an offer for a free product sample or a free estimate or gift. This will entice readers and give them an incentive to act. Sometimes people need that extra motivation to contact you.

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**Don't be flimsy.** A firm brochure is the equivalent of a firm handshake; it promotes confidence and competence. The weight, texture, and overall feel are some of the first things someone will notice about your brochure. Use high-quality paper with a glossy finish to create a brochure that stands out. Handing out or mailing thin, flimsy brochures will signal that you put little thought and even less effort into developing your marketing materials.

Regardless of your business size or financial or design resources, the above tips will assist you in creating a brochure that will properly represent your organization, impress potential customers, and call them to action.

### TYPES OF BROCHURES

Type	Description	Size	Use Case
<b>Half Fold / Bi-Fold</b>	Folded once into two panels	8.5" x 11"	Simple product showcase
<b>Tri-Fold</b>	Folded into three panels	8.5" x 11"	General marketing, balanced layout
<b>Gate Fold</b>	Side panels fold inward	8.5" x 11"	Graphic-heavy or one product
<b>Z-Fold</b>	Accordion-style fold	8.5" x 11"	Step-by-step presentations
<b>French Fold</b>	Folded in half twice	8.5" x 14"	Maps, invitations, event info

#### Half Fold/ Bi-Fold Brochure

A half-fold brochure, also called a bi-fold brochure, is made up of a single sheet of paper folded into two. This divides the brochure into two panels. The standard brochure size for the half-fold is 8.5" x 11". This fold is best for simple product presentations, such as one or two product features.

#### Tri-Fold Brochure

The tri-fold brochure divides a single sheet of paper into three. The right panel folds underneath the left panel. The standard brochure size for the tri-fold brochure is 8.5" x 11". As the most common fold, the tri-fold is great for general purposes. It provides a perfect balance between design and content.

#### Gate Fold Brochure

The gatefold divides the paper into three unequal panels, with the side panels measuring one-half of the width of the central panel. As the name implies, the side panels fold like a gate. The standard brochure size for the gatefold is 8.5" x 11". The gatefold works great with single-product presentations or graphic-heavy designs.

#### Z-Fold Brochure

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The Z-fold brochure also divides a single sheet of paper into three. It got its name from its distinct Z-shape that folds each panel on top of the other. 8.5" x 11" is the standard brochure size for the Z-Fold. The Z-fold is also great for general product presentations.

#### French Fold Brochure

The French fold, also known as the right angle fold, is a unique fold that divides the brochure into four panels. The paper is folded in half, and then folded in half again, perpendicular to the first fold. The standard brochure size for the French fold is 8.5" x 14". Graphic-heavy designs, maps, and invitations to sales and events are great content choices for the French fold.

#### 6. Real-Life Applications/Case Examples

- Managers use active listening to resolve team conflicts.
- Teachers listen empathetically to students' concerns.
- Counselors build trust through reflective listening.

#### 7. Tips, Tricks, or Mnemonics:

**Mnemonic: B-CAMP-C**

Letter	Stands for	Description
B	Brand Identity	Include Name & Logo prominently
C	Cover Design	Eye-catching and relevant image
A	About Section	Clear explanation of offerings
M	Main Text	Features, pricing, benefits
P	Personal Touch	A slogan or tagline that connects
C	Call to Action	Direct and enticing action point

#### 8. Classroom Activity/Interaction:

- **Think & Share:** What makes a brochure memorable?
- **Group Activity:** Create a mock brochure for a new product or service.
- **Case Study Discussion:** Analyze a real-world brochure and evaluate its effectiveness.

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- **Role-play:** Present your brochure to the class as a sales pitch.

#### 9. Summary/Key Takeaways

- Brochures are folded print materials used to provide detailed promotional information.
- They differ from flyers and booklets in design, purpose, and quality.
- A brochure must include brand identity, engaging cover, main content, and contact details.
- High-quality design and clear messaging are crucial for brochure effectiveness.
- Various fold types suit different content needs—choose wisely.

#### 10. References/Resources

- <https://www.canva.com/learn/types-of-brochures/>
- Print marketing guidelines from [Vistaprint](#)
- Visual examples and brochure templates via [Adobe Express](#)

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#### Videos

1. [What is a Brochure \(YouTube\)](#)
2. [Different Brochure Folds Explained \(YouTube\)](#)