

Brochures/Leaflets Notes

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Text Features

- Bold words (titles/subheadings)
- Images
- Call to action
- Short paragraphs
- Second/third person
- Folded document: Brochures are folded documents that come in different folding styles—half-fold, tri-fold, and Z-fold. This is a characteristic difference between a brochure and a leaflet.
- Detailed content: Brochures contain detailed information about the company, product, or service. This is because brochures are not meant for quick reads. They are created so that the target audience can take their time to read and understand the content.
- Branded design: Brochures follow brand identity guidelines. This means that the brochure's overall design, color scheme, and typography match the company's other marketing materials.
- Single focus: Brochures usually only feature one main message along with sub-points. This allows the reader to digest the information fully without feeling overwhelmed.