



TF-PR HOW TO . . .

How to... make a corporate brochure

Why is a brochure important?

A brochure is a first impression of your organisation. It may also be your first contact with a potential 'client/user'. You need to be sure it's not only professional, but also interesting and effective.

Writing plan

- Determine the purpose of the brochure
- Decide the global content and design
- Start to write
- Controle

Purpose of the brochure

- What do we want to achieve - to inform, to motivate, to convince...?
- Who is the target group(s)?
- What is the message?
 - What kind of information does the target group want to know (think for the target group)
 - What kind of information does the target group need to know (think for the organisation)
- Choose a project group for feedback (so that a few people give their opinion about the content). Before you start to write, make sure that the project group knows about the fixed targets and the message. It is very important that they support this brochure.

Global content and design

- **Content:** determine the general message
- **Design:**
 - Select pictures or graphics that tell a story
 - Be sure the images you use are good quality
 - Be sure the font size is right for your reader (too-small print is frustrating)
 - Too much 'grey space' should be avoided. Use bullets, headers and white space to effectively showcase your text.



TF-PR HOW TO . . .

Start to write

- **Title:** communicate the general theme (name of product / service / organisation)
- **Subtitle:** a trigger which gives extra information (a product name or short title doesn't usually give enough information)
- **Intro:** try to attract attention in the first lines, summary of the content (so people will read further)
- **Sender:** Logo + name, address etc. (it's important that brochures / flyers have one style, so people can recognise it's a brochure from your organisation.)

Start to write: body

- Select three or four major points.
- Use examples to make difficult material simple
- Avoid difficult (technical) words (so that everyone will understand)
- Get to the point with easy short sentences.
- Use catchy (sub)headers
- Use catchy phrases that appeal to your target audience. (motivate the readers to read further)
- Be concrete for an effective result!

Control

- Ask the project group for feedback on the concept text
- Rewrite the text
- Ask for a 'go' from all members of the project group
- Start with the design once everyone is ok with the text (if you change text during the design process, it costs more time / money!)

Tips

- Try not to overwhelm your reader with too much information
- Use photos instead of drawings
- Stop writing after a few hours. The next day you can start fresh again and you will have more good ideas.