



TIPS ON THE FRONT PANEL

HEADERS



As your heading is the only part of your brochure which is seen, until it is taken, it must provide enough information or make a call to action to the reader to help them make the decision to reach out and take the brochure. For this reason, your heading should always be large enough to read, at the top of your page and describe your location, business description or both.

LOGO







Your logo should be clear and easy to absorb and must capture some of essence of your business. With some businesses it is essential that the logo is represented for branding purposes while with others the logo is less important than the name of the business in clear type. In either event, a poor copy of the logo is worse than no logo at all.

ENTICEMENT



Probably more important than the logo is a short message or combination of five words or less that provides one of the following:

-  A promise to the public :: With us you'll save!
-  A short mission statement :: Simpler, Better, Faster
-  An enticement :: Welcome to the republic of paradise
-  A short description :: Providers of quality print products

FOCUS SHOT



The main visual image of your brochure should be absolutely crystal clear and fill at least one third of the cover area or run edge to edge. This is the first or second piece of data that will be noticed by the client and in an instant and from a distance may be the single most determining factor in selection. The image should give an instant overview of your product or service or region.

WEB ADDRESS



Fast becoming one of the most essential components of your marketing, the web address should be clear enough that it can be read in passing and simple enough that it can be remembered. It is sufficient to simply place the address, preferably as a component of your design or focus shot, without putting a prefix such as [web address] or protocol details such as [http://www.] etc.

CONTACT NUMBER






The most crucial information component is a phone number that can be instantly read and mentally recorded. Like the web address it must be bold and clear and include dialing details such as [+27 (0)21]. Unlike the web address, it should be in the bottom third of the page and completely unhindered by the design, preferably in a colour that is in high contrast to the background.

VITAL INFORMATION



If there is any space left on your front panel, which should be left as uncluttered as possible, it is not a bad idea to include some additional information in a text clear enough that it can be read at arms length and may contain some of the following:

-  Expansion on the enticement :: Renowned the world over not only for its beauty but ...
-  Bulleted components :: Close to the city, luxury rustic style, en-suite bedrooms
-  Highlights of Region :: Nestled in a valley, close to the famous ...

Most importantly, this is essential but secondary information and should be kept separate from the enticement in the lower two-thirds of the brochure and in a smaller font size.





TIPS ON THE BACK PANEL

IMAGES



Here is the space to showcase more images of your products, services or attractions and like the rest they should be crystal clear and not overly cluttered. It is advisable to use of maximum of four images for every available brochure panel. Try not to use repetitions but rather cover your essential qualities such as [exterior, bedroom, dining room, local landmark] with a separate and un-obscured shot for each.

Include at least one cameo such as [a stunning vase, table setting, embroidered cloth] to capture the originality and creativity of the owner. Also try to present your images in creative ways by the use of frames or staggered arrangements. Avoid using frames which are thick and heavy and create the impression that the image is a prisoner of the frame.

TEXT



All of your information will be presented in the space available here and so should be short and to the point, even while being embellished by some clever or beautiful language. Don't be fooled into thinking that the reader is remotely interested in reading a book with volumes on history and local flora and fauna etc. A fraction too much text and the attention will snap shut altogether, not taking anything in at all!

Try to keep the tone conversational but professional and make absolutely certain that you have included no grammatical oversights as for many this is an immediate attention blocker. The same applies for words which are too complicated and descriptions which are cliché. Before you lump together, copy and paraphrase the wording on your three favourite brochures, take the time out to try and manage your own original thoughts and descriptions, even if this is not your skill.

The safest way to present your essential qualities, services or facilities is to provide a bulleted summary that is straight to the point such as [3 bedrooms, secure parking, email and internet access, coffee and tea facilities] rather than try to describe them in your body text. For the reader who wishes to skip the flowery intro, they must be able to quickly absorb your essential elements. The body text as a rule should occupy the top half of the brochure while the bullets the lower half.

- Local attractions and highlights
- Encouragement to make the stay an extended one
- Relative distances to highlights or other essential services [banks, shopping, restaurants]
- Your qualifications if they are relevant [registered tour guide]
- Your rating as defined by the relevant tourism grading councils
- Your knowledge of foreign languages if necessary

CONTACT



By this stage, the reader is already committed and you can provide more detailed contact information in a clear, unobscured manner on the lower third of the page. The following at least should be included:

- | | |
|--|---|
| <input type="checkbox"/> telephone number in full (office hours) | <input type="checkbox"/> telephone number in full (after hours) |
| <input type="checkbox"/> web address in full | <input type="checkbox"/> fax number in full |
| <input type="checkbox"/> email address | <input type="checkbox"/> cell number |

MAP



It's a toss up as to whether to include a map and it depends very much on the available space. For a complicated address it may be vital while for others, a simple paragraph with directions from the nearest well-known landmark will suffice. The map can often be an expensive and lengthy process and if done should be done properly. Avoid using official street maps scanned from map books because they don't reproduce well and can get you into hot water. Ideally, use a line map that is light and elegant with arrows and a target and don't try to recreate a schematic of the entire province or state! Many people prefer to indicate that a clear map can be faxed to the committed visitor.

