

Building Your Business with Brochures

When planning to produce a brochure to market your business, here are a few key issues to keep in mind:

Paper Stock

The paper selection has a major influence on how readers view a printed piece. Color, weight and texture are all important. Choose a color that coordinates with your company logo and compliments the artwork in the brochure. Determine how heavy the stock should be based on how the piece will be used and your budget. (Heavier papers generally cost more.) You may want to use a textured paper to add dimension. Also, consider using recycled paper, both for the benefit of the environment and for the message it sends to your customers. To save costs, ask about our “house” paper stocks--these are ordered in bulk and are readily available without having to place a special order.

Photos

Photos can add greatly to the brochure, but only if they are professional looking and communicate a distinct message. You may want to include photos of a product, the officers of the company or a service you provide. Photos should be accompanied by a caption that describes the product, service or person featured.

Folds

The size and purpose of the brochure will dictate the number of folds. A tri-fold brochure is an 8 ½” x 11” piece of paper, printed on both sides and folded two times to make three panels. This size fits neatly into a standard business envelope.

Colors

The ink and paper colors you use are equally important in helping to convey your message. In many cases, a full-color brochure will look the best but it can be expensive. Often two or three colors will work just as well, as long as they are done properly. By adding just one color to a black and white piece, you can increase its readability by 35 percent.

Design

If you don't feel comfortable designing your own brochure, or simply don't have the time or resources, Insty-Prints offers graphic design services at very affordable rates. You certainly know a lot more about your business or product than we do, so to make the process go faster (and therefore save you money on design time) plan ahead and have your brochure's copy finalized ahead of time. If you need help with writing or editing, just give us the basics and we can expand upon that. Be sure to send us any text files you have prepared along with any photographs, logos, or images you would like to include.



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