

### Creating a Brochure

Brochures are used as a marketing tool to advertise services or products.

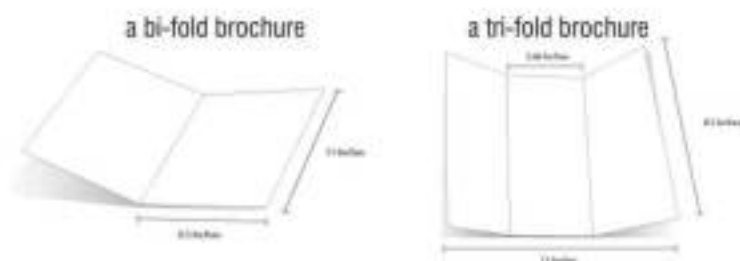
**Brochure** it is a kind of advertisement which is also called as Pamphlet, Booklet or a Leaflet which contains summarised or introductory information. Brochures may advertise locations, events, hotels, products, services, about workshops, trainings etc.

Whenever you want to introduce about a product or service the brochure serves as an information providing tool. Direct mail, trade shows and in workshops & training programs are common ways to distribute the brochures.

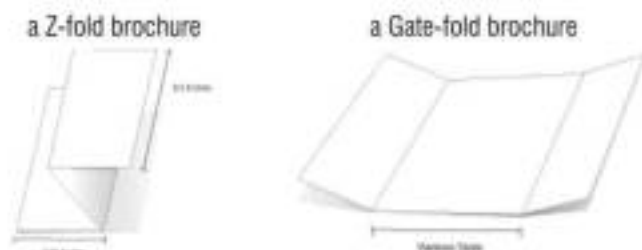
In banks, hotels, libraries and other places you can see the brochures are advertised in brochure racks and stands.

There are two most common types of brochure and they are the single sheet brochures and the booklet form.

The first one the single sheet brochures are again available in different types of arrangements. The most common are the Bi-fold (single sheet brochure printed on both sides and folded into two, resulting into four panels or four pages) and the other one is the Tri-fold (single sheet brochure printed on both sides folded into thirds, resulting into six panels or six pages)



Other possible arrangements of the brochure are Z-fold and Gate-fold.



Depending on the requirement and the amount of information the brochure can be printed and folded into many folds. For ex: when you want show the detailed maps or expansive photo spreads etc. the brochure can be folded to four, five six panels.

## Part 2

When you design a brochure it is very important that your brochure is carrying the perfect message intended to the target users.

Designing a brochure on how many folds you want to have depends on the amount of information and the target audience.

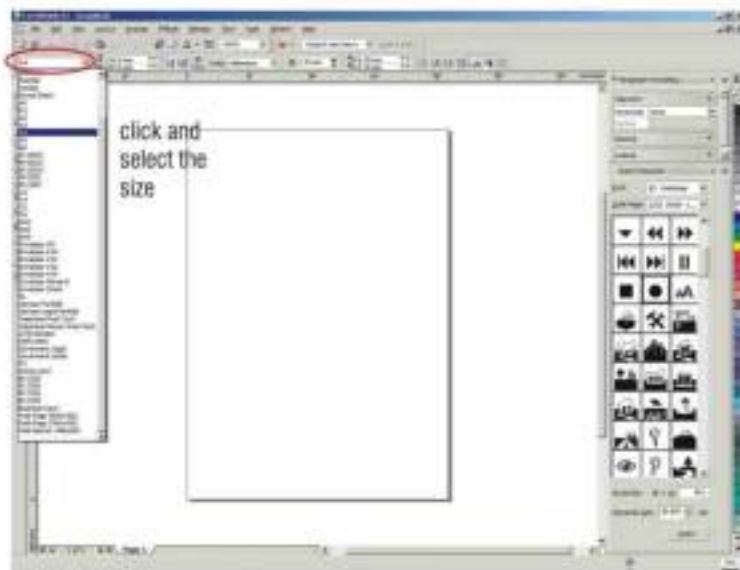
So lets start a tri-fold brochure for a coffee shop which explains on how many flavours of coffee are available at the shop.

Before starting a brochure design there are important rules to keep in mind. They are:

- Cleaner is better. Try to use minimum elements and maintain white space. Because it clutters the design and focus on important details is lost
- Increase the margins and leading between the lines of text. It increases the readability
- Keep font changes to minimum. Use bold text to draw the attention of the reader on important points. Avoid using all upper case to the text you use.
- Use colour effectively. Making use of colour will help to draw the attention of the viewer. At the same time be careful on using too many colours. It will make the brochure appear cluttered.

So start preparing a simple brochure. Before you start the actual design ensure that you are ready with the things that you use in the design. Like, the text, images etc.

First take a new document and mention the size you would like to give to the brochure in the property bar

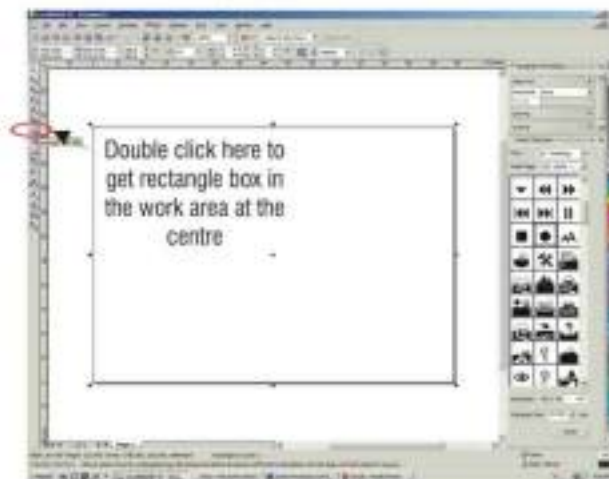


## Part 2

Select landscape since the document has to be divided into 3 panels. Divide the document to 3 panels in the property bar and select snap to objects and snap to guidelines and put guidelines.



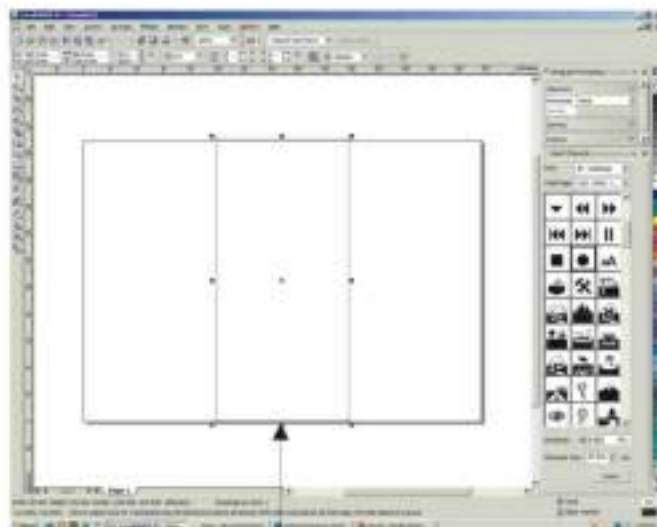
click here to change  
the document to  
landscape mode



divide the width of the box by typing  
/3 in the width area mentioned



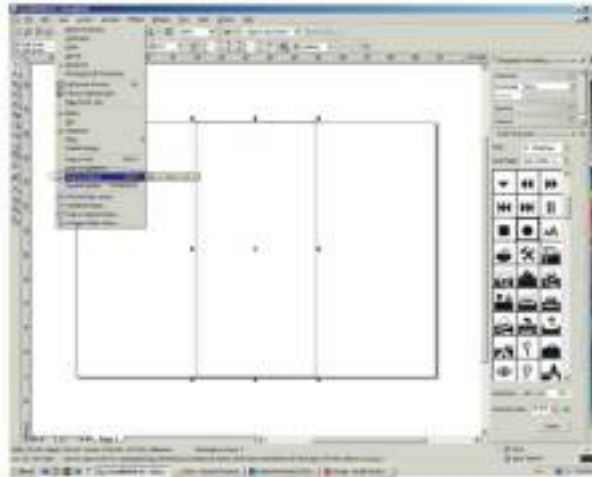
ensure that lock is open before you  
give the dimension



you will get the box divided into  
thirds

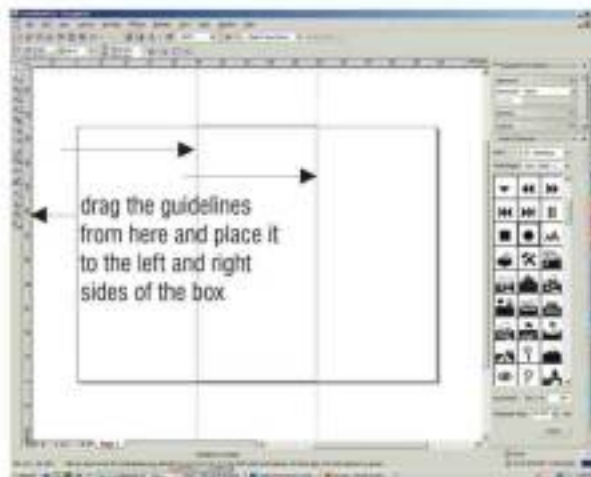
## Part 2

Now put the guidelines to the left of the box and to the right of the box so that the document is divided into three panels



select the box and go to the view option in the menu bar. select the Snap to Objects option from the list as shown above. Or you can simply press the "Alt & Z" shortcut keys to snap to objects

This is necessary because the guidelines will fix in the exact positions that you want to place on any objects



After you place the guidelines, delete the box. So now the document is divided into 3 panels.

## Part 2

As mentioned before a trifold brochure has six panels ie 3 panels printed front & back.

So now the new document is divided into 3 panels say the front part is done. And to get other 3 panels click on the + sign in the document navigator which is just above the status bar as shown below.



After you get a new page ensure that the new page is in landscape mode, if it is not just click the landscape button from the property bar



click here to change  
the document to  
landscape mode

So now you got the new document with all the 6 panels from 2 pages 3 in 1st page and other 3 in 2nd page.

Now again double click on the rectangle tool box in the toolbar to start the actual design and start putting all the elements into the design.



## Part 2

First concentrate on the 1st panel or the page ie the right hand side panel. This panel becomes the coverpage or main page which introduces to the reader of what exactly the brochure is about. So the design should be simple with minimum elements avoiding clutter. A logo, headline, a supporting image and any watermark or background image if necessary.

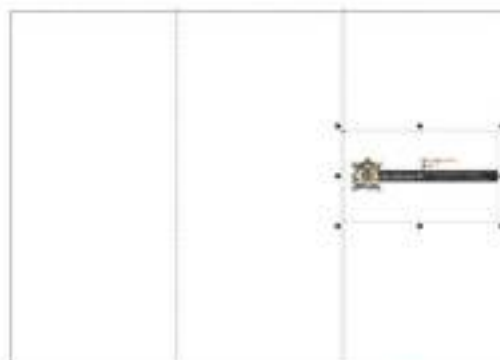
Its always a best practice that you put all the images, logo and the matter that you are using for the brochure at a place in one folder.

So start import the logo and the image into the page. In this case lets import a visiting card design which has the logo and the address. Since we are preparing a brochure for the Coffee shop let us use the previously designed visiting card.

Go to the file menu and select import or press ctrl & i keys in the keyboard or click import icon from the toolbar to import the things you want.



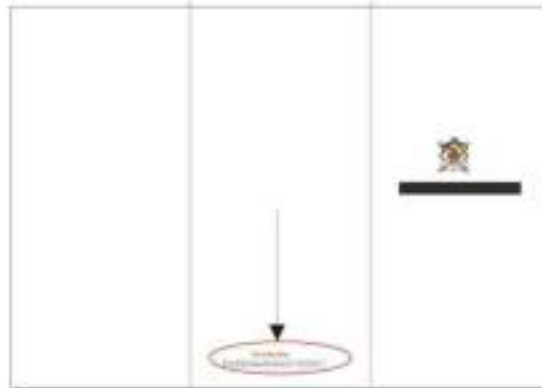
Following the steps above let us import the visiting card. Once you import the card onto the work area just ungroup the card so that you can delete the unwanted elements. In this case just delete the card owners name in the card and also delete the box.



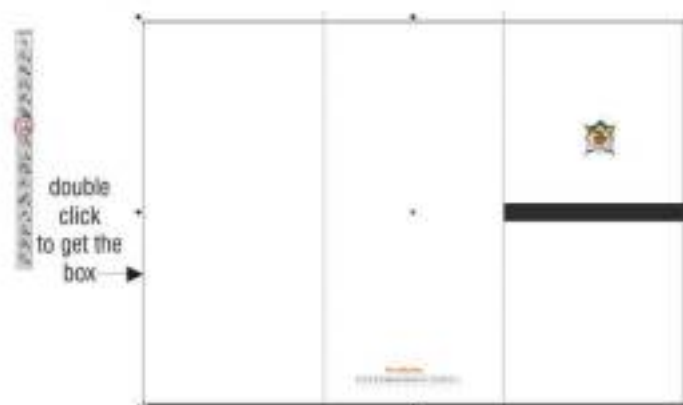
click here to ungroup the selected object in the work area

## Part 2

Once you have done that separate the Title and address text from the black box and give the address text colour black colour and place it at the bottom of the centre panel as shown below



Now double click on the rectangle box and keep it as it is so that you will get the outline of the actual brochure. Select the black box and mention the width as 99mm in the property bar and also increase slightly the height of the box say around 10 - 15mm and now vertical align centre to the actual brochure as shown below



select the black box  
and give the width  
an height

Holding shift key now select the black box and the main box (outline of the brochure) and press the 'R' key in the keyboard to right align, press 'E' key to vertically centre align to the box

After the box is aligned get the logo aligned to the box. For this holding the shift key select the logo first and then select the black box and press 'C' key to centre align and press 'E' to vertically centre align to box.

Now select the logo and slightly increase the size of the logo holding shift key and scaling

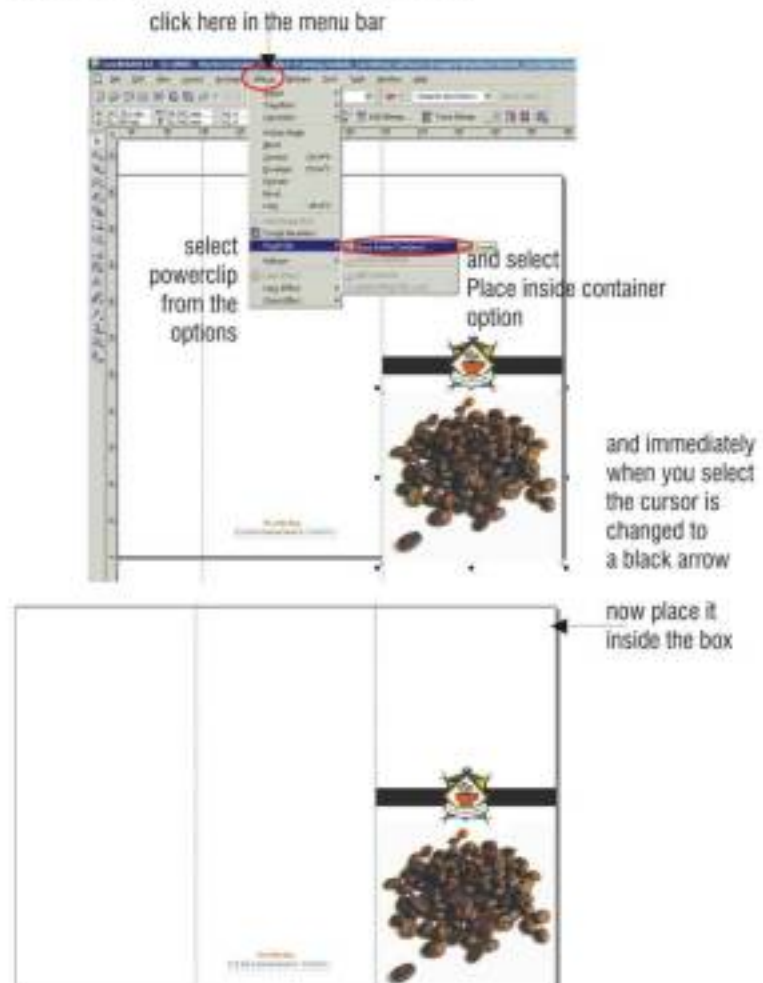
## Part 2

So you got the logo placed at the centre, dividing the panel into 1/2. Now let us bring some look to the coverpage by placing elements like image, watermark and a headline.

First import the image and powerclip it to the main box (i.e. placing the image inside an object)



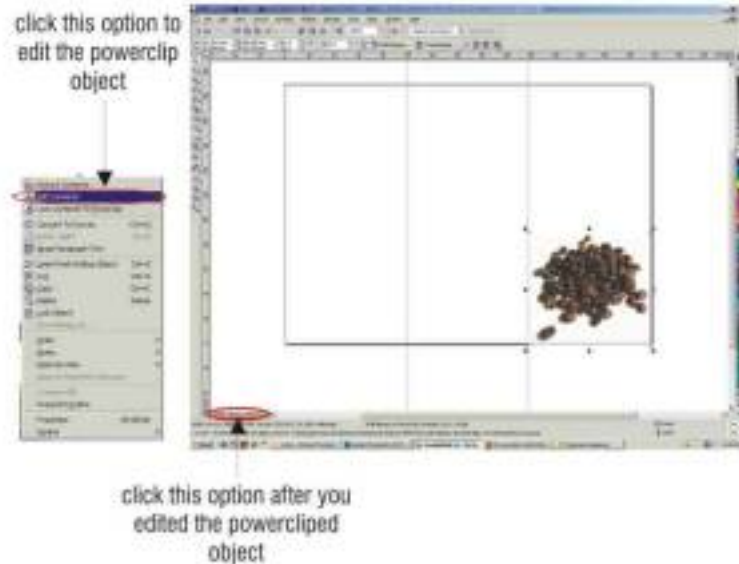
If the imported image is larger than the size what you want, just scale it to the size you want and place it at the place you want and powerclip it inside the box as shown below





## Part 2

if you want to edit the powerclipped image when you want, holding the ctrl key in the keyboard select the box in which you placed the image twice so that you will get inside the box to edit the image or right click on the box and select Edit Contents option and after you finish that click on the "Finish Editing Object" button which is at the bottom left hand corner above the status bar or click once outside the work area holding ctrl key.



So now you got the image placed. Now lets work on the watermark and headline part. First select the logo and press + key in the keyboard to get another logo and place it at other place. Now ungroup all the elements and keep the strokes which are just coming from the cup. Now make them bigger and powerclip to place them inside the box.



click here to ungroup all



delete all the things and keep only these strokes. after that group them and increase



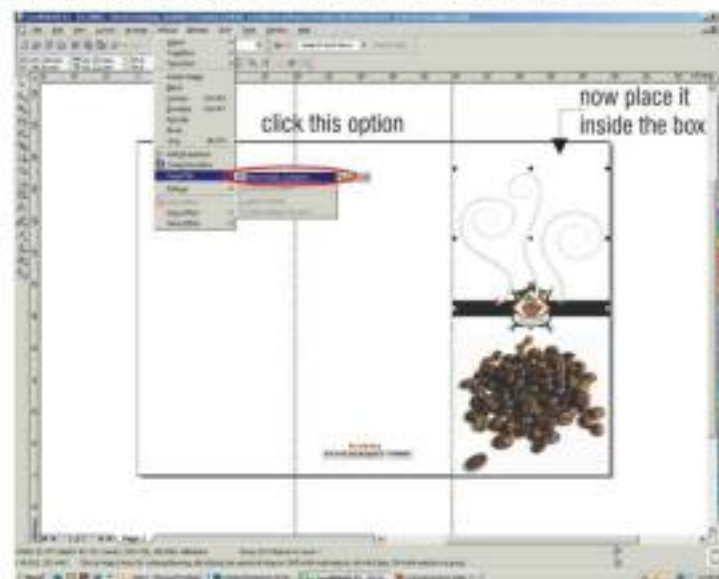
click here to group all

## Part 2

After you get the strokes and grouped them together, increase to the size you want and give a light shade (light gray) and powerclip it to the box.

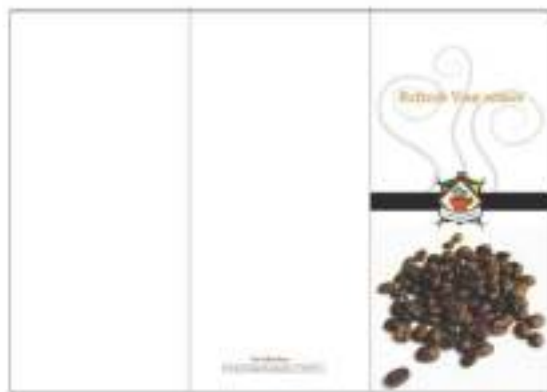
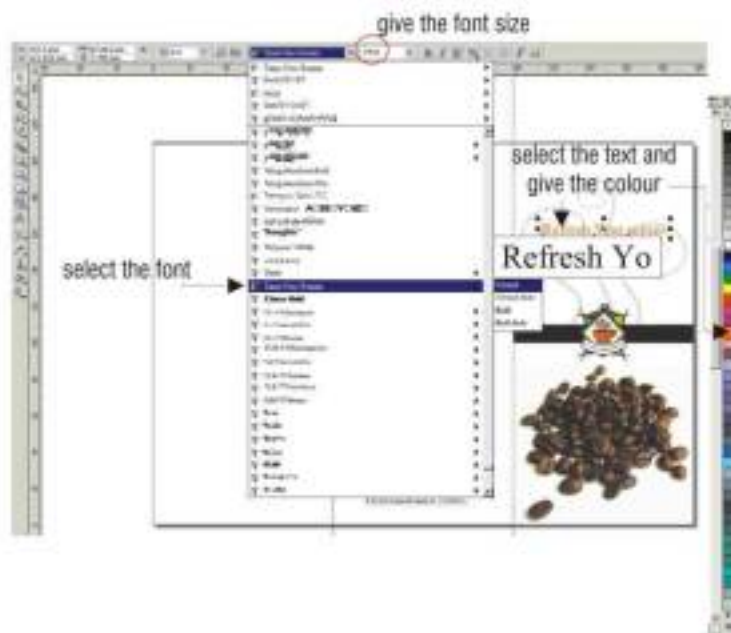


After you removed the outline just powerclip it to the main box.

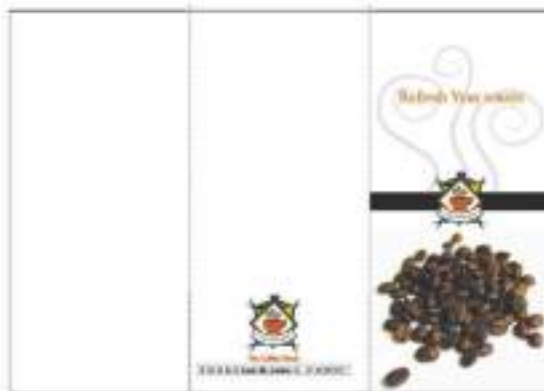


Now type the headline and select a font and give the colour you want.

## Part 2



Now the first panel is done. Lets move to the centre panel which will be the back page when folded. Backpage consists mainly the logo, address, telephone numbers etc fro communication. So already you have placed the address and the title when you have exported the visiting card first. So just increase the font sizes of the text. 14 pt for title and 11 or 12pt for address. Now get the logo to this panel by clicking + key and place it above the title and the address.





## Part 2



After you place the image inside the box just right click on the box and select the 'Edit Contents' option to adjust the image exactly to the box. And now select Interactive transparency tool and give uniform effect (watermark) to the image and click on Finish Editing Tool at the bottom left hand side of the window as shown below



select the option


and adjust the image to the size of the box



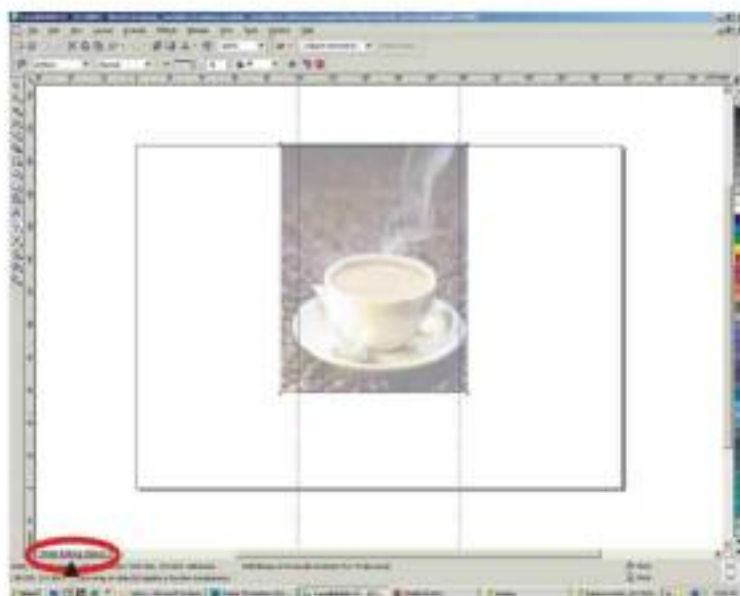
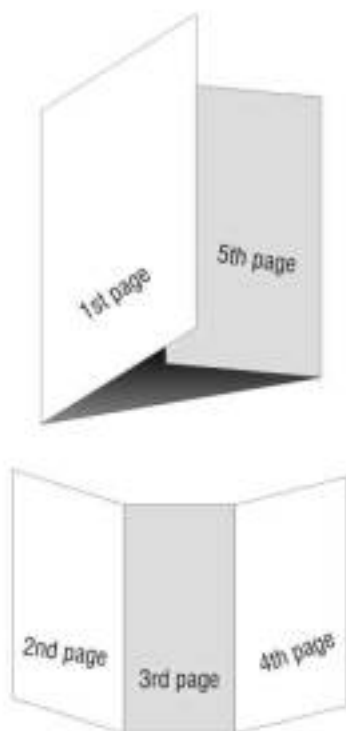
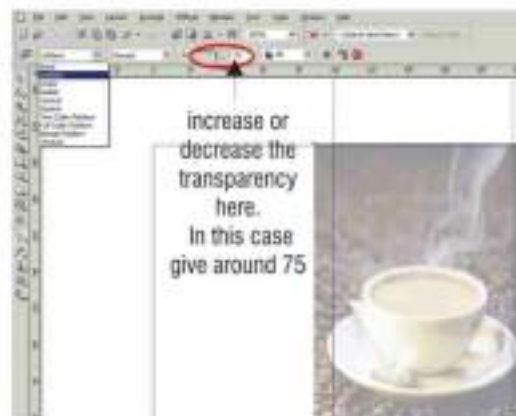
## Part 2

click and hold for sometime to get the other tools from the same tool

and click on the last tool which is "Interactive Transparency Tool"



after you click the tool, select the uniform option from the list. after you select the uniform option you can notice that the image has become transparent.



and after you completed the transparency effect click here to come to the work space.

So now the centre panel (backpage of the brochure) is completed. Now lets move to the left hand side panel which will be the 5th page of the brochure

## Part 2



Since the panel is seen immediately when you open the 1st panel (coverpage) its better to have the information which tells about the coffee shop. Some matter which explains about the coffee shop and a supporting image.

First import the image and place at the bottom of the panel and powerclip it to the main box. Place the logo and the text in the remaining space above the image.



after importing if the image is large,  
scale it or reduce it to the size you  
want

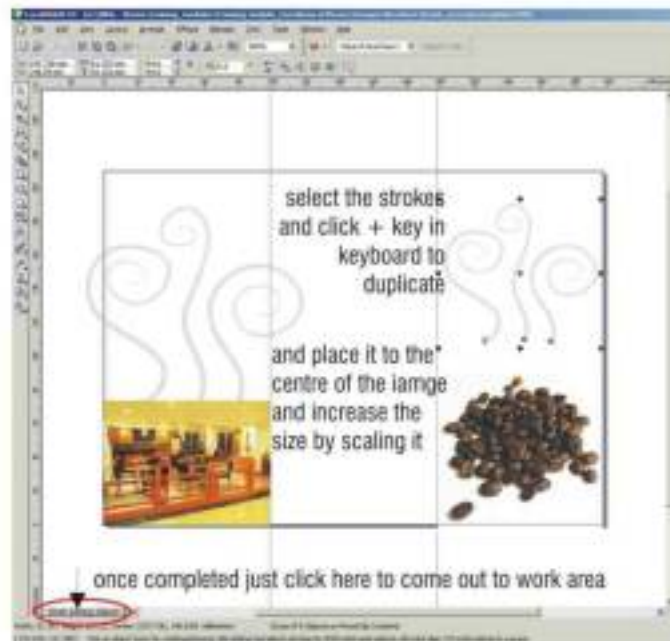


## Part 2



Now place the remaining elements. Bring the same gray strokes again as same in 1st panel to place them behind the logo and the text as a watermark.

Right click on the 1st panel on the strokes and select the 'Edit contents' option and get into the powerclip box and select the strokes and click + key to duplicate the strokes and place it behind the image in the third panel.





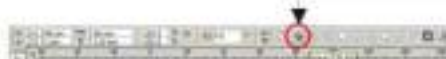
## Part 2



Now get the logo and the name from the centre panel by duplicating and place some text below the logo.



select them and group them



and press + key to duplicate

after  
duplicating  
place it here



Now place some text below the logo and above the image. The text which gives some introduction to the coffee shop. If the text is already typed in MsWord you can import it directly from the location you saved.

In this case we are placing some dummy text assuming it as final text.

Import the word document and click the cursor on the place you want to put the text. You will observe that the text imported has a string. Adjust the string to the width you want and drag the text box down if there is more text inside the string as shown

## Part 2



click here to import  
or press 'ctrl' and i button  
simultaneously

click here and browse the folder  
where you had saved your files



and click here to get the file

you will observe that  
the text is imported  
with a string and the  
default width of the  
string is wider. so  
adjust it by dragging  
holding in the centre  
from the left



and when you do that  
you will observe that  
the width is changed  
but the text needs to  
be appear down. for  
this if you observe  
the bottom of the  
string at he centre  
there is an arrow  
pointing downwards  
which indicates there  
is some more text.  
drag this to appear  
the remaining text in  
the string.



so now entire text in  
the string is seen.



## Part 2

If you see the text is left aligned by default, so change it to centre align and also increase the paragraph spacing and line spacing as shown.

first select the text box and click here



Now increase the paragraph spacing and line spacing for the text box.

click on the text menu and click on paragraph formatting from the options



## Part 2

and when you click on the paragraph formatting option a paragraph formatting docket will be added just beside to the colour box.

From this select the spacing option to give the line spacing and paragraph spacing



- ▶ Increase here for increasing the paragraph space
- ▶ Increase here for increasing the line space

When the text is imported it will keep all the formattings, fonts sizes etc. what you have used in MsWord. So if you want you can change the font and size of it. In this choose any gothic font like Arial, Humnst, Gillsans, Swis, Bellgothic etc with a 10pt size. In this case select the 'Bell Gothic Std Light' font from the list and keep the size to 10pts and colour for the text - Black.

mention the point size here

click here to select the font from the list



select the font and give black colour from the colour box

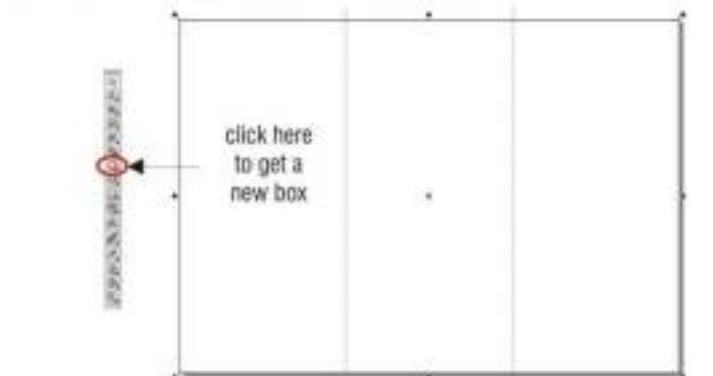


## Part 2

So now all the panels in the first page are completed and now start putting the elements into the 2nd page ie inside pages which explains about the different flavours available in the coffee shop and their price and some photographs.

Start with importing an image to the 1st panel at the left side. And put some text which contains the different titles of the flavours, their price and a small line explaining the flavour. If the text is already typed and saved you can import the document directly. In this case dummy text is used.

First go to the 2nd page you already created and double click on the rectangle box to get a box in the work area.



click here to import  
or press 'ctrl' and 'I' button  
simultaneously



click here and browse the folder  
where you had saved your files



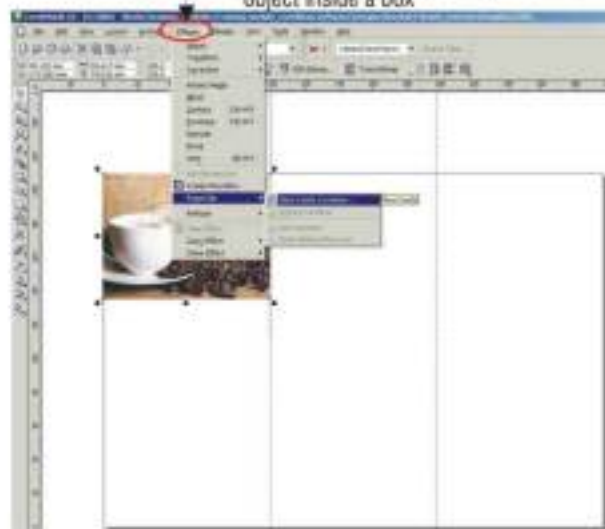
and click here to get the file

now you click on  
the work area to get  
the imported image.  
If the image is small  
increase it by  
scaling till the size  
you want and  
powerclip it to the  
main box.



## Part 2

click here and select the powerclip option to place the object inside a box

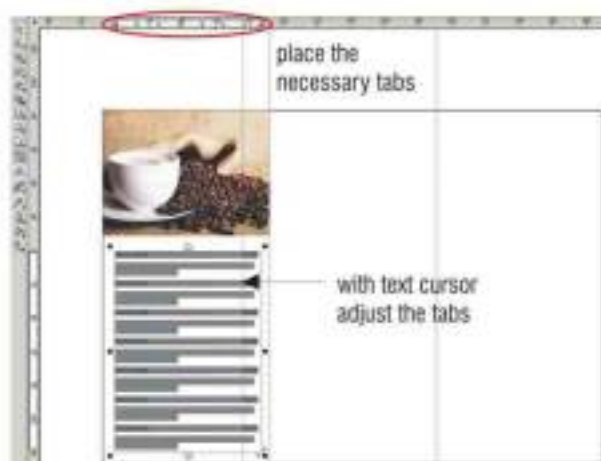


Now put the text containing coffee flavours, price etc. In this case the dummy text is used.

Draw a string with text tool from the toolbar or import the text typed in word document



place the necessary tabs



## Part 2



So now in the same manner the centre panel can be filled but to show some variation the image can be placed at the bottom of the centre panel and the text above and a colour can be filled to this panel.

First import an image and place it from the bottom.



Place the image in the work area and increase the size if required, in this case the image width is less so it need to be increased and the image need to be cropped from top with the help of the shape tool as the top portion above the cup is unwanted.

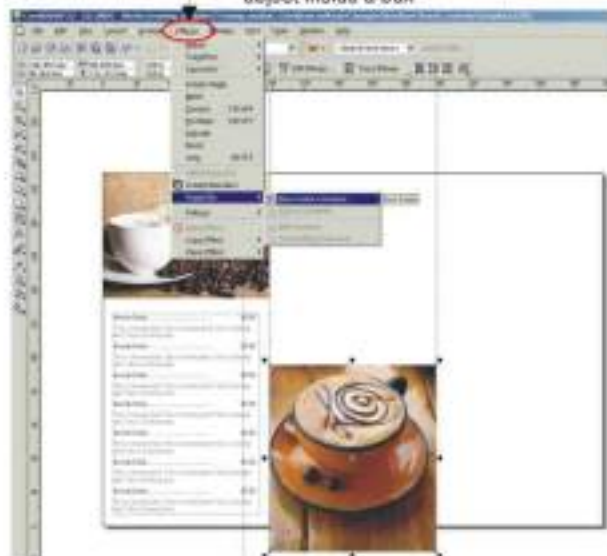
So first select the image with the 2nd tool ie. shape tool and select the top corners of the image with the same shape tool and drag down till you feel its sufficient.

## Part 2



Once you cropped the image powerclip it to the box. And right click and click 'Edit Contents' and add a new box to fill a colour.

click here and select the powerclip option to place the object inside a box







## Part 2



Now place the text in this panel. In this case duplicate the same text used for the panel just done before. Select the text and click + key to duplicate and place this duplicated content in the centre panel. If the text is more delete some text.



So now inside two panels are completed and move on to the 3rd panel. In this panel the arrangements of the elements can be same as the 1st left panel.

First import the image and place it at the top and inside the box and place the text in the remaining white space below the image.

click here to import  
or press 'ctrl' and i button  
simultaneously



## Part 2

click here and browse the folder  
where you had saved your files

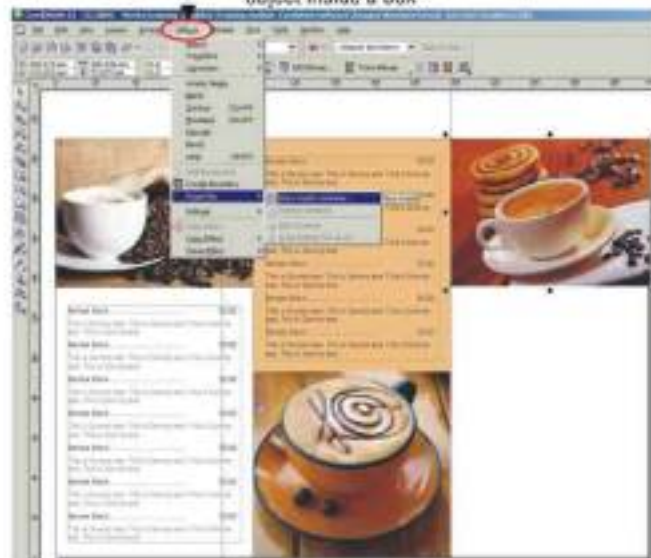


and click here to get the file



now you click  
on the work  
area to get  
the imported  
image.  
If the image  
is large  
decrease it by  
scaling till the  
size you want  
and powerclip  
it to the main  
box.

click here and select the powerclip option to place the  
object inside a box



## Part 2

Now put the text containing coffee flavours, price etc. In this case the dummy text is used. For this just duplicate the text from the 1st panel by pressing + key in the keyboard and place it in the 3rd panel where you want to place the text so that all the properties remains same.



So now all the pages are completed. This is how the brochure is designed. For more clarity on this brochure design watch the video of this exercise. Also watch out for more exercises on Brochures, Leaflets, Fliers and Booklet.