Lichthart Solutions

Export Marketing, Global Sourcing, Quality and Logistics

Starting points for developing professional brochures (update 2011)

General:
- Use a good set of interesting and professional digital pictures of your products, and facilities.
- Pictures of the core business, products as well as technical details and close ups.
- Pictures need to provide the correct view about the company, its products and capabilities.
- Prevent using pictures with employers.
- Standard format brochure should be as A4. This is important to file the brochure.
- Decide on language. Do not use more than one languages in a brochure.
- Colors used in the brochure must provide professional and attractive appearance. Color must fit to the products. Avoid using black. Blue is very technical color for metal parts.
- Prevent using different colors on the text letters except for the company name and logo.
- Number of pages preferable minimal 6 pages (6 pages can be as a foldable design).
- Paper thickness minimal 150 gr./m2, glossy paper can improve the attractiveness.
- Text and pictures should not be on spots where 2 or 4 holes can be punched.
- Use a header text for each text block as it will improve obtaining information faster and easier.
- Text should be informative and organized in a logical sequence.
- Pages should be well mixed and balanced with text and pictures.
- Brochure needs to be based on overall promotion and in line with other promotion tools like website, PowerPoint presentations, business cards, letters, etc.....)
- A benchmarking on brochures from competitors and to check brochures of professional and international companies should be considered.

Front page:
- Needs to attract the attention and also for the interest to read the inside.
- An eyes catching picture needs to tell about the main activity and specialization. Two to four small picture of core products on bottom of the page can be a good addition.
- The use of text should be avoided except for company name, activities and slogan.
- Slogan needs to tell why a (potential) customer would get benefit or why the company differentiates from the competitors.
- Text of name and slogan needs to be readable on 2 meter distance.

Inner pages:
- Needs to show the business and companies specialization. Do not expect that all readers have same background. Use short sentences.
- Tell clearly about the company, the products and capabilities so that it will become clear for readers on which activity and products the company specializes.
- Text should be logical and informative. Focus needs to be on specialization without exaggerating. Highlights can be on about us, your strengths, your products, your facilities, your capabilities and quality of organization and products.
- Balance text with attractive pictures.
- If possible combine in one picture a product along with machine or quality inspection equipment or testing unit.
- The reader needs to get confidence and enthusiastic on the company being able to fulfill his requirements.

Backpage:
- Company address and contact details at bottom of the page.
- Picture of company building to show the size but only if the building is very modern.
- Country map (covering maximum half of the page) with location of the company and easiness of reaching it from one of the nearby bigger size and well know city by foreigners.