

Top Ten Tips for Improving Your Company's Brochures

1. Find the right people.

Seek a graphic designer who is well-connected with quality printers, binderies and copywriters. The quality of the finished piece depends largely upon the quality standards used during the entire process.

2. Be clear on deadlines.

If you need it tomorrow, tell your suppliers! No one likes to be late, and good people are eager to meet and beat deadlines. If they cannot service your request, good people will decline a project.

3. Be their favourite client.

Make it your goal to be pleasant and willing to pitch in when the project needs your assistance. Your project will get the extra attention when that last minute emergency change rolls in!

4. Ask questions.

Look at the steps you may not understand and ask why something is unclear. This is a team project and good team members ensure they are on the same page at all times.

5. Ensure you know your budget and tell your suppliers what it is.

2-colour, 4-colour, 4-colour with metallic ink plus varnish... these are all decisions based on costing. Smart clients design brochures that can be printed within their budgets.

6. Understand the proofing process.

Know what you will be asked to proof and why. Yes, proofs are the final sign off before the brochure hits the press and your signature does bind you to accept the final project, as is. No questions.

7. Pay attention to the details

Designing, writing and printing a new brochure is a time consuming project. The addition of a comma, semi colon or new drawing does make a huge difference in many cases, especially with complicated technical details. Make sure you see the small stuff as well as the big picture.

8. Define your target audience and share that information.

Your designer and copywriter can do their best job when they know who will be using the finished piece. Help them out by describing your ideal brochure reader.

9. Give the artist and copywriter as much information as possible.

Any other details such as your audience's preference for size, colour and paper type is valuable information. Share it!

10. If there are delays on your end then let them know.

Good people accommodate schedule changes; this is what makes them successful in business. Going the extra mile is much easier when the speed bump is seen up ahead in the road rather than when directly underneath the car.

Please forward this to a friend or work colleague!

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