

## **INSTRUCTIONS for the DESIGNING of INDUSTRIAL BROCHURES**

### **SIZE**

For the majority of brochures and catalogues the standard dimension is DIN A4 (210x297mm) For other publications sizes A5 or A6 are preferred following the same German standard.

All administrative archiving systems in Europe are based on the same standard. It may be annoying if dimensions do not conform to the same standard because it cannot be classified or filed properly.

*Printers sometimes have their own interpretations of DIN standards, the variations may be as much as 25 mm.*

### **FORMAT**

A brochure is mainly intended to give primary information about the company or the product range or both at the same time. It should be concise and clearly readable but above all appealing. Its colours should be attractive and professionally designed. The cover should attract to read the inside. A brochure can have 4, 6 (foldable) or 8 or 10 sides. Pages should be numbered.

The paper weight should be more than 150 g./m<sup>2</sup> and could have a glossy appearance, but not necessarily.

Text should not run through the margin, which is reserved for punch holes.

*A recognizable layout is to be preferred neath and well. Balanced brochures give a serious and professional impression of the company.*

### **COLOURS**

Too bright colours are not preferred for industrial presentations nor pastel colours. A black colour should be avoided.

Except for full colour photographs, the number of colours for the rest of the brochure should be restricted to only a few.

Try to avoid different colours for text or headings. Colours should match with the colours of your products and not give a too much different impression.

Too many different colours are not common and give an amateuristic impression. Give your preferred but leave the final make-up to the art director.

## **LAYOUT**

Use headings or titles for each text box so that information can easily be found by the reader. Try to build-up an informative story in a logical way.

Avoid photographs or a raster as a background for text or worst; other text. this makes reading more difficult for an aging public.

Balance, structure and a logical layout are the most important here and will be appreciated more by the other technical person you want to convey the message to

## **TEXT**

Tell explicitly in which business you are in and do not expect readers to have the same background as you. Mention the products you manufacture very clearly in such a way that your activities become clear, also for readers who are not so familiar with your business.

Don't forget that there are more buyers outside than inside your sector.

Be informative and arouse curiosity at the same time. Give concise information, which is valuable for the reader. Refrain from posing your pride too much on to them. Write the text with the desires and wishes of the reader in mind and forget about what you want to ventilate.

Make each text box short and to the point.

Close the last page with a co-ordinates box, giving all the address parameters and preferably one telephone and fax number. Do not mention the address or communication numbers of your plant or factory if that is on another location, it will cause confusion and finally irritate the potential customer.

*Use no spiritual text or mentioning of military activities. Many ?? don't appreciated that*

## **FONTS**

Restrict the number of different fonts and do not use artistic lettering other than in your logo. Use regular and common fonts for large texts

Een bonte verzameling van maten en soorten is onrustig, hier moeten limieten aan worden gesteld. Wij zouden voorkeurs lettertypen moeten geven

## **LOGO**

Treat your logo with respect. Be strict not to allow deviations from colour and size. Try to create recognition through your logo, which is a process on a long term.

De bedrijfsnaam kan ook een logo vormen, dan geldt bovenstaande ook daarvoor. Vertellen hoe strikt de multinationals met hun logo omgaan. Op een goede dag is dat het enige dat ze nog bezitten. Hier misschien ook iets over de bescherming van

Trade Marks. Vooral voor bedrijven uit India geldt nog dat ze eerst moeten onderzoeken of in Europa hun naam niet al bestaat.

### **PHOTOS**

If at all possible have photos made in a studio or by a professional photographer.

Avoid retouches. Make captions with every photo.

Don't mix photos with a complete different background, lighting or from another age and certainly don't mix photos with graphics.

Try to mix photos, which customers will recognise with photos of a high attraction value because of the

Men moet zo min mogelijk fotos met mensen er op maken, liefst helemaal niet. Er moet meer met close-ups worden gewerkt, echte klanten zien toch wel wat het is, maar dat is veel professioneler.

### **PRESENTATION**

The presentation with a brochure should reflect who you are or better who you want to be.

Een brochure zou niet op zichzelf moeten staan, die is onderdeel van hun gehele promotie. De sfeer die het oproept, elementen en componenten, moeten terug te vinden zijn in andere uitingen zoals visitekaartjes, website, briefpapier etc.

Creativiteit in de uitingen wordt door diezelfde droge technuten hoog gewaardeerd. Zij krijgen veel van hetzelfde toegestuurd en zullen zich iets dat afwijkt door creativiteit beter herinneren.

### **IMAGE**

Create your own image by presenting a high quality document, which is valuable for readers to file and keep at a findable place.

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