

4-Design the Brochure.

- Your organization's mission statement
- Purpose and audience for the brochure
- Size of the brochure (for example, three sections)
- Black and white or color.
- Use visuals that help illustrate your message.
- Leave lots of white spaces in the margins and between paragraphs.
- Use at least a 12 -point font.

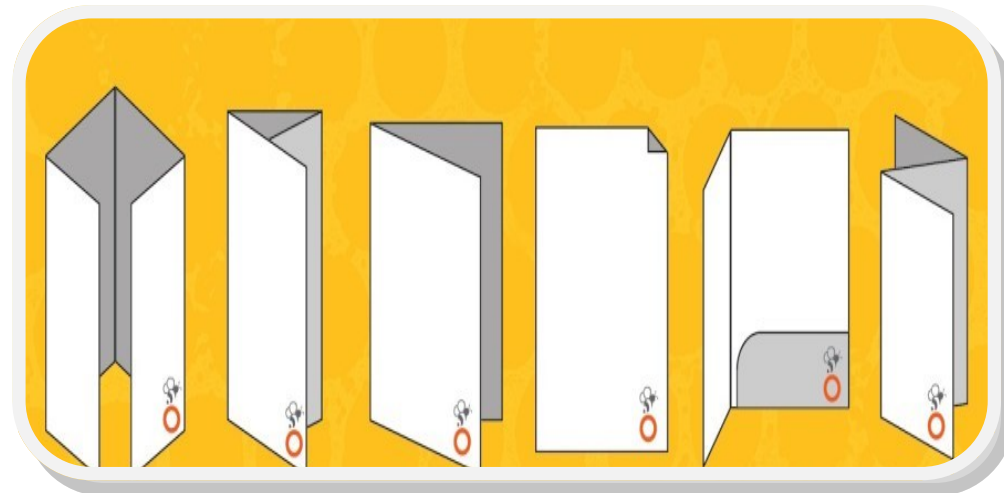
5-Print the Brochure .

- Number of copies you need.
- Size of brochure.
- Publishing.

References :

- ◆ [Creating Effective Brochures - Genetic Alliance](#)
- ◆ [How to Create an Effective Brochure - University of Nebraska .](#)

Brochure Preparation Guide



Faculty of Pharmacy

Libyan International Medical University

What's a Brochure?

A brochure is a printed document, used to advertise a product or service, or to convey information through a combination of text and images. Typically, a brochure design is made up of only one folded sheet, although it could be two or more, taking the form of a booklet or magazine. If a brochure is not folded, it is considered a flyer. The brochure should be clear, attractive and brief.

Types of brochures:

Brochures are usually classified by the number of sections or “faces” resulting from the folding.

For example:

- Bi-fold brochures (folded in two parts(having two sections))
- Tri-fold brochures (having three sections)
- Four-fold brochures (having four sections)



How to create a brochure:

Five basic steps to creating an effective brochure :

1-Identify Your Audience.

- Be sure that your messages clear to the that you means. Public, healthcare professionals, or other.

2-Consider Your Audience's Reading Level.

- Organize the information so the most important points come first.
- Keep sentences and words short.
- Use graphics or visuals to illustrate difficult concepts.
- Use the active voice.
- Use headings and bullets to break up the text.

3-Write the Text.

- Begin by listing the key points covered in your brochure.
- Write your first draft and share it with supervisor to make sure that the material is easy to understand.
- You don't need to include information on every text, too much will clutter the brochure and may not interesting to your reader.