

Guide to Construction of a Brochure

Remember the word requirement

1. Who is your audience? (Identify the different constituencies that make up this audience.)

Citizens, local residents, adults, voters, environmentalists, politicians, business people

2. What is the exact purpose of your brochure?

Persuasion – convincing, gathering support, promoting activism

3. Considerations related to the cover page.

APPEARANCE attractive, appealing, engaging, professional, representative of issue, clear purpose, not too busy

TITLE – clarity of purpose, limited words, effective words

4. Considerations related to organization?

Logical, short paragraphs, white space, stand alone sections, fluidity from one section to another,

5. Considerations related to content?

Provide overview, then detail, facts, statistics, pictures. Cite pictures, charts, and/or unique information. No citations for common knowledge. Clear definitions and/or explanations. Present from one position. Provide details, reasons, evidence, etc.

6. Considerations related to language and tone?

Use formal, professional language and tone. No slang or conversational language. Use original words. Clarity – Explain terms. Make words count. No repetition.

7. Considerations related to format?

Pictures, graphs, bullets, etc., but only if appropriate. Consistency in font and size, colors, headings, margins, even columns. Stay within same column. Do not flow from one panel to another.

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