

Few Secrets to Make Your Brochure Look Amazing

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By Vipin PG | Published July 9, 2022 | Updated July 14, 2022 | Format: Article | 4 min read

In brief

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1. Make sure there's enough contrast between the background and any images or text

The easiest way to do this is to make the experience a solid color. However, if that's not possible, you must ensure enough elements on the page to help your audience easily distinguish between any text or images on the brochure and the background.

2. Limit yourself to three fonts for brochure examples

If you want four headlines, you need to use one or two for each headline. If you don't do this, it will look like a spammy ad rather than a brochure.

3. Make sure there is no overly complicated brochure design

It's effortless to mistake using too many different shapes, forms, images, and colors on a brochure. If you do this, it will look jam-packed, which is the opposite of what you want.

Suppose you're using shapes to separate headlines from subheads. But don't use multiple forms on one page because it will look messy and complicated. So do yourself a favor, and don't do this!

4. Use the rule of thirds whenever you're creating a brochure

This is one of those rules that can improve your overall design as long as you follow it. What you need to do is imagine splitting your brochure into three different sections, both vertically and horizontally, like a tic tac toe board. Then put the most critical elements on your brochure on or near these lines.

5. Try to use a grid in a brochure paper whenever possible

All this means is that you should make sure that there's some order throughout your brochure and one way to do this is by using a grid in Photoshop or Venngage. It has a preset grid you can use; all you need to do is enable it!

6. Use one font family and stick with it in the business brochure

If your font changes throughout the brochure, your readers will think you didn't put much effort into your design, which isn't the impression you want to give them. Moreover, your plan will look better if you use one font family.

7. Use Venngage as your brochure maker tool

Venngage is a brochure maker that makes it so easy to design because we have hundreds of templates with pre-made designs, and Venngage's Venngage Slides allow you to add all sorts of elements on top of these presets. For free!

8. Don't use more than three colors in your brochure

This is another one of those rules that can help you make your brochure look beautiful and professional. In addition, Venngage has a color palette feature for when you're building Venngage Slides. Venngage's Slides allow you to add more than three colors if the preset colors don't work with what you're trying to do, but we suggest you add only three colors.

9. Create a unique design for your brochure that no one else is doing

Venngage has tons of great templates, and its slides allow you to add all sorts of different elements, but you must ensure that the result looks like nothing else. Venngage Slides has a feature that will enable you to customize any existing preset. Still, we recommend you customize the elements on top of a preset or start from scratch and turn it into something unique!

10. Make sure you have a layout for your brochure

It's effortless to make the mistake of not having a set layout for your brochure, but it will look amateurish and won't be nearly as effective if you don't do this. The easiest way to do this is to use Venngage's many presets or download a template from our templates section.

11. Don't rely on images for your whole brochure

A good rule of thumb is that you shouldn't have any solid background colors, and there shouldn't be more than one image per page if possible. Unfortunately, this is a widespread mistake!

12. Make sure that your number one goal is to get people interested in what you're selling

If the person looking at your brochure isn't immediately interested in what you're selling, it won't work no matter how good of a design you have, so make sure this is always considered when designing one.

Conclusion

Knowing These 12 Secrets to Make Your Brochure Look Amazing is very important if you want to create a brochure that looks amazing and impresses the person looking at it. So why go through all this trouble? The main reason is that your initial impression is one of the essential parts of getting new business, so make sure you know what you're doing.

By using these techniques, your brochures will look great. The best part is that you can use any of these techniques in Venngage to create a slide-based presentation with no design skills required. So what are you waiting for? Try one of our free templates and start designing a brochure using Venngage's slides!