



# What is a Brochure?

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# Defining what a brochure is

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- A brochure focuses on information about an event or organization, sell a product, to support a point of view or course of action. It's an informative paper document.

## When creating a brochure

- Determine who the audience is for your message
- Decide the purpose of the brochure : persuading, informing, entertaining, etc
- Think about the message you want to share to your readers
- Decide on what graphics are going to be used to strengthen the brochure

# Examples

Brochures are used for educational, businesses, sales, products and services purposes

- It can be seen in schools, hospitals, clinics, and business offices to educate/ inform people about something vital occurring in the world or to promote something that will benefit their business



# Traits of a brochure

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- Written in third person point of view
- They introduce/ inform a topic that is being discussed
- Can include charts/graphs that be easily be discussed without writing
- Appearance: headlines, visuals, text, brand elements, bright colors
- Tone: Formal
- Can be bi-folded (folded into two), a tri-fold (folded into threes), and double parallel field
- Short sentences
- Can help bring awareness to a certain topic you are discussing