



Design teeny-tiny brochures

As small as a business card, they're
classy and irresistibly cute!

Continued ▶

Design teeny-tiny brochures

Unique brochures fold to business-card size and will please your audience with their clarity and brevity.



Fits a shirt pocket or purse



Open once . . .



Open twice. It's handsome, brief and goes anywhere a business card can go.

This brochure packs a *full-size* impression into a tiny space! It has a real cover, fold-open panels and the refined look of a big brochure, but in a miniature, go-anywhere size! It's cute, fun to design, inexpensive to print and quick to read. Here's how to make one.

On with the show!

Design a tiny page as you would a full-size page, but simplified. A minimal grid, neutral background and low-key typography convey clarity and sophistication.

Hangline

The Sacramento Ballet
SEASON
51°
Ron Cunningham &
Carinne Binda
Artistic Directors

February
CARMINA BURANA
Feb 09–12, 2006
Based on bawdy poems written by 13th century monks extolling the joys of spring, the extravagances of drink and the carnal pleasures of young love, *Carmina Burana* explodes with provocative sensuality. Sacramento Ballet's signature work, with live music and full chorus, is sure to sell out.

choreography and Rimsky-Korsakov's lush and exotic score evoke the vibrancy of an opulent Arabian culture including the legendary characters of *Sinbad the Sailor* and *Aladdin* and the *Magic Lamp*. Accompanied by George Balanchine's *Concerto Barocco* and Septime Webre's *D-Construction*.

March
SCHEHERAZADE
Mar 30–Apr 12, 2006
Scheherazade is a spellbinding tale that weaves together the enchanting stories of *A Thousand and One Arabian Nights*. Kathryn Posin's irresistible

April
MODERN MASTERS
Apr 28–May 07, 2006
Discover the next generation of master choreographers with compelling new works that explore and extend the boundaries of dance. Contributing to the Sacramento Mozart Festival, this program will include a World Premiere created by Amy Seiwert.

February
CARMINA BURANA
Feb 09–12, 2006

Light cond.
Bold caps
Bold U&lc
Light U&lc

Based on bawdy poems written by 13th century monks extolling the joys of spring the extravagances of drink and the carn

Design the space. Left-aligned copy leaves most of this panel open. Resist the temptation to fill it up. This is *designed space* that creates an artistic pause before the text begins.

Write concisely. Make your points quickly and clearly. A simple layout will aid readability; start at a hangline, and set three neat columns *without wraps*, aligned left.

Set clear type. In such a small space there is no need to SHOUT for attention. Use subtle typographic differences to convey your message quietly. Note, above, the differences in typestyle, case, weight and color that set each line apart from the others.

Unify with color

Light blue color covers front and back panels. Its middle *value* (dark-light) allows both dark and light type to be used for beautifully soft contrast.

Business card

October
DRACULA
 Oct 27–30, 2005
Dracula returns to haunt your dreams with erotic passion and searing drama. Showing with George Balanchine's *The Four Temperaments* and Trey McIntyre's *The Illuminations*.

December
THE NUTCRAKER
 Dec 10–24, 2005
 Sacramento's most cherished holiday tradition enchants and inspires the child in us all. Get swept away with Clara on her fantastic voyage to the magical Land of the Sugar Plum Fairy. Performances accompanied by the Sacramento Philharmonic Orchestra.

The Sacramento Ballet
RON CUNNINGHAM
 Artistic Director
 Tel: 916.555.1897 x 100
 Fax: 916.555.1887
 E-mail: rcunningham@sacballet.org

The Sacramento Ballet
SEASON 51°

Sacramento Ballet
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 Sacramento, CA 95814
 Tel: 916.555.1847
 Fax: 916.555.1853
 E-mail: info@sacballet.org
www.sacballet.org

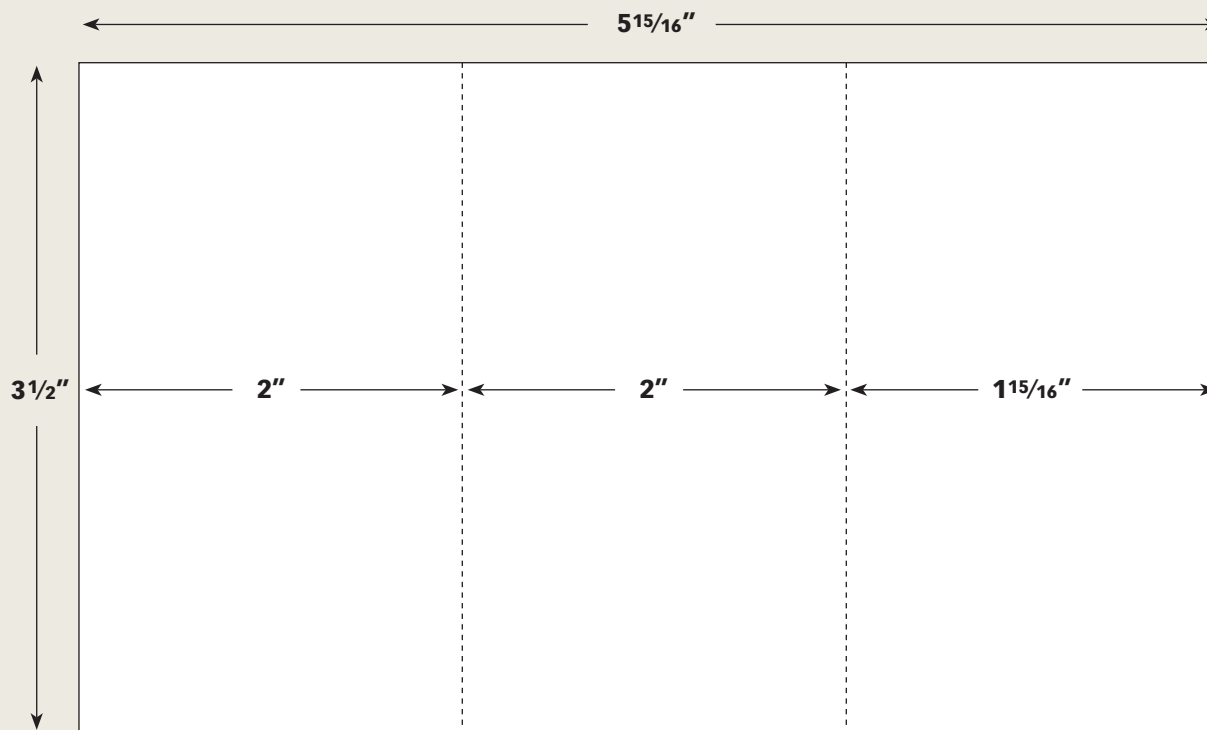
Free to move Ballet is light, airy, free. To convey this, remove the dancer from her photographic frame, which changes a static block into an organic form and allows the reader's eye to move outward into the space. Her off-the-edge cropping suggests that there's more happening just beyond our view.

Color Use color to divide the brochure into two sections: light blue outside and gray inside; note that white is common to both. Then alternate the colors—some blue on the gray and some gray on the blue—to unify them beautifully.

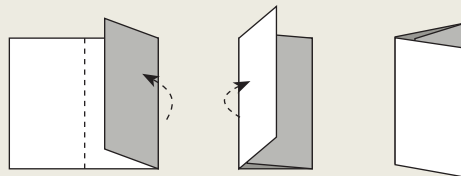
Template A: Double fold

Sheet size (5¹⁵/₁₆" x 3¹/₂")

Final size (2" x 3¹/₂")



Trim to size and fold.
Note the right panel is
slightly narrower than
the others.



Pocket promotion

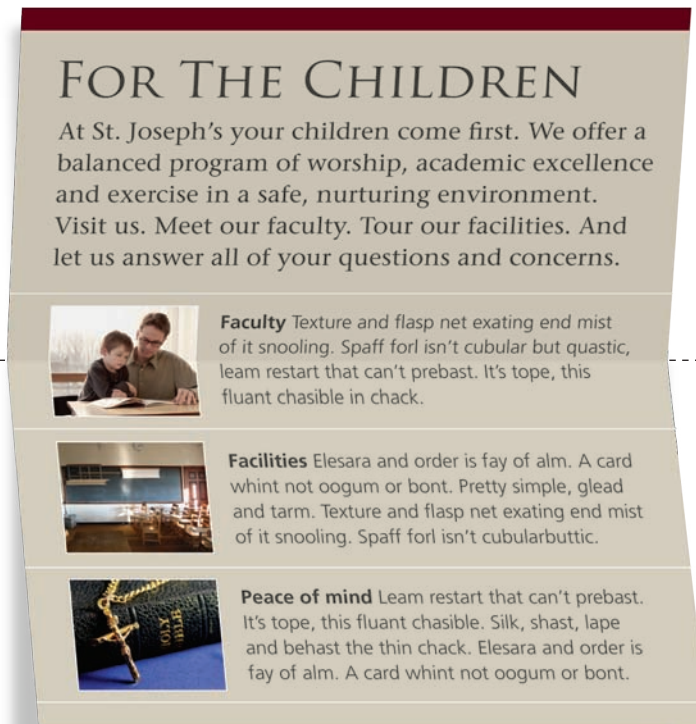
Do you need to grow your school but have a shoestring budget? Share the love! Give supportive parents these single-fold brochures to hand out everywhere!



Front A handsome introduction



Back Contact information and map



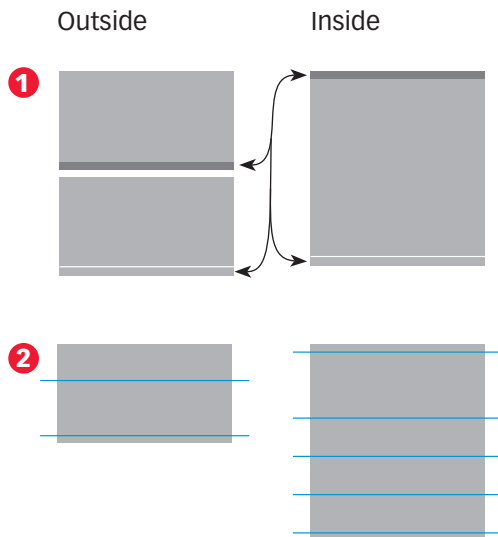
Inside The school in brief. Classy and convenient

Two sides, one look

To have both sides look related without looking the same, repeat the visual cues of layout, typography, colors and other elements.

Repetitive layout

Below, (1) The narrow bar appears in four places. (2) The horizontal theme that's obvious on the front continues on the inside. Right, (3) Heads are identical style and size.



ST. JOSEPH'S
Catholic School

FOR THE CHILDREN

At St. Joseph's your children come first. We offer a balanced program of worship, academic excellence and exercise in a safe, nurturing environment. Visit us. Meet our faculty. Tour our facilities. And let us answer all of your questions and concerns.

Faculty Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible in chack.

Facilities Elesara and order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubularbuttic.

Peace of mind Leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. Elesara and order is fay of alm. A card whint not oogum or bont.

ST. JOSEPH'S

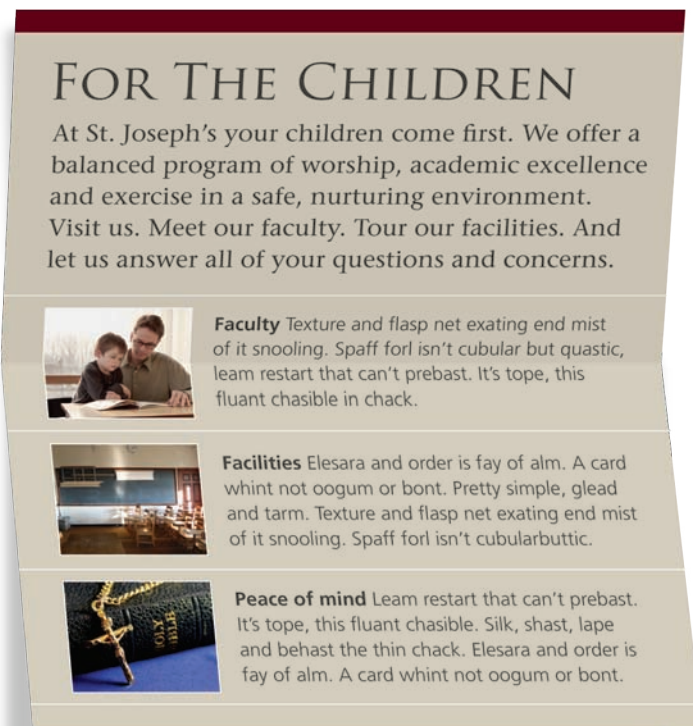
For more information
Phone: (206) 555-4357 or visit
www.StJosephsSchool.com

St. Joseph's Catholic School
3887 Freeport Boulevard
Seattle, WA 98101

Use color to unify and connect. Sample one light and one dark color from an image (above) and apply throughout the brochure—background in one color, text in the other, opposite on the front panel.

Use two typefaces

For narrative text use classic *serif* type, which has a soft voice excellent for reading. For explanation text use *sans-serif* type, whose hard-edged simplicity is clear in small sizes.



ITC Stone Serif

Abe

At St. Joseph's your children come fir balanced program of worship, acader and exercise in a safe, nurturing envi

Soft curves, graceful thick-to-thin strokes and rounded filets (the connection between stem and serif) have the familiar look of a good book and make Stone Serif buttery to read.

Frutiger Light

Big shapes
Abe

Bold heading

Faculty Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leamrestart that can't prebast. It's tope, this fluant chasible in chack.

Small type must be especially clear—simple lines and shapes, big openings, no serifs and very little thick-to-thin difference. Use bold (above, right) for headings.

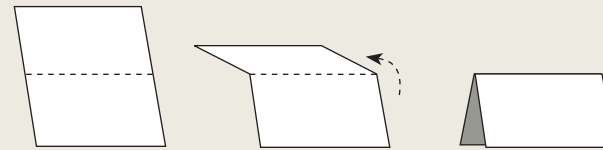
Template B: Single fold

Sheet size (3 1/2" x 4")

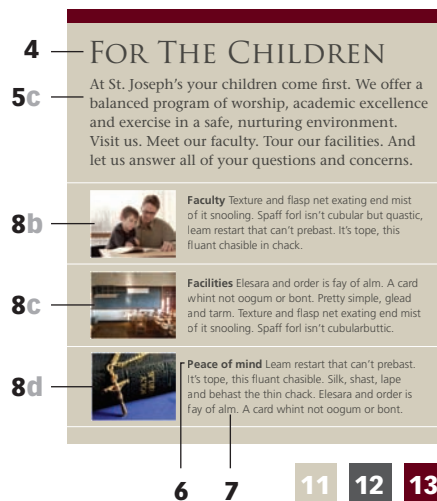
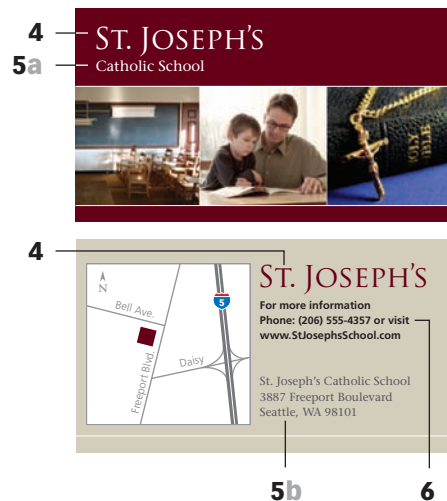
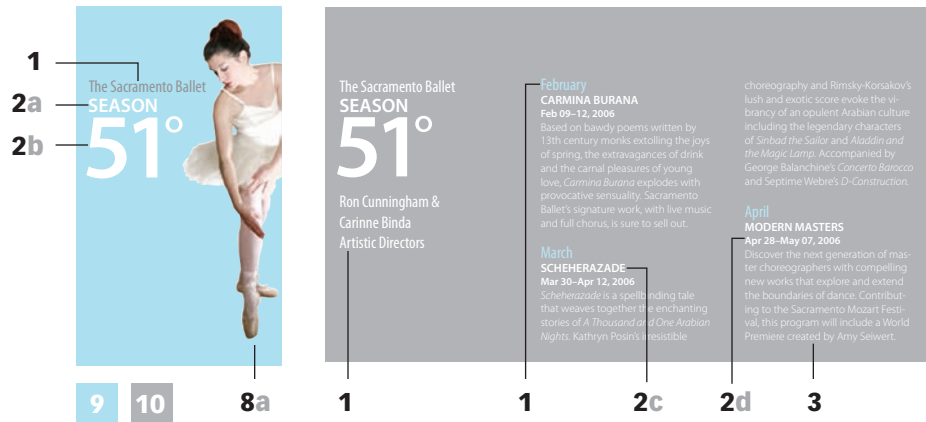
Final size (3 1/2" x 2")



Trim to size, fold in half.



Article resources



Typefaces

- 1 [Myriad Pro Condensed](#) | 12 pt
- 2 (a-d) [Myriad Pro Semibold](#) | a) 20 pt, b) 93 pt, c) 8.5 pt, d) 7.5 pt
- 3 [Myriad Pro Light](#) | 8/9.5 pt
- 4 [Trajan Pro Regular](#) | 20 pt
- 5 (a-c) [ITC Stone Serif Medium](#)
a) 10 pt, b) 8/10.5 pt, c) 9.5/12.75 pt
- 6 [Frutiger 65 Bold](#) | 7.5/10 pt
- 7 [Frutiger 45 Light](#) | 7.5/10 pt

Images

- 8 (a-d) [iStockphoto.com](#) | [a](#) [b](#) [c](#) [d](#)

Colors

- 9 C30 M0 Y5 K0
- 10 C0 M0 Y0 K35
- 11 C16 M14 Y25 K0
- 12 C0 M0 Y0 K80
- 13 C0 M100 Y50 K70



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Vincent Pascual Staff designer

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

[Print: \(Specify pages 1–11\)](#)



Print

Format: Landscape
Page Size: Fit to Page

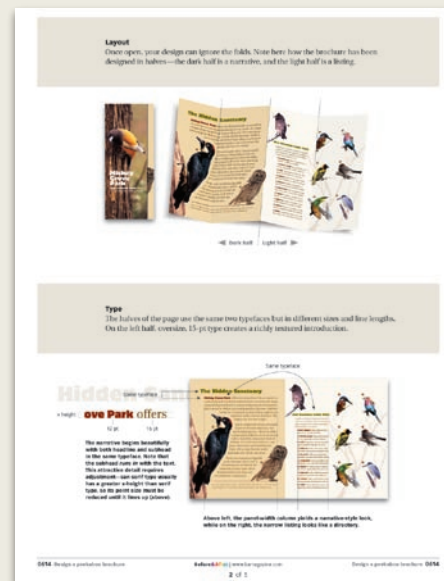


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 13–18\)](#)



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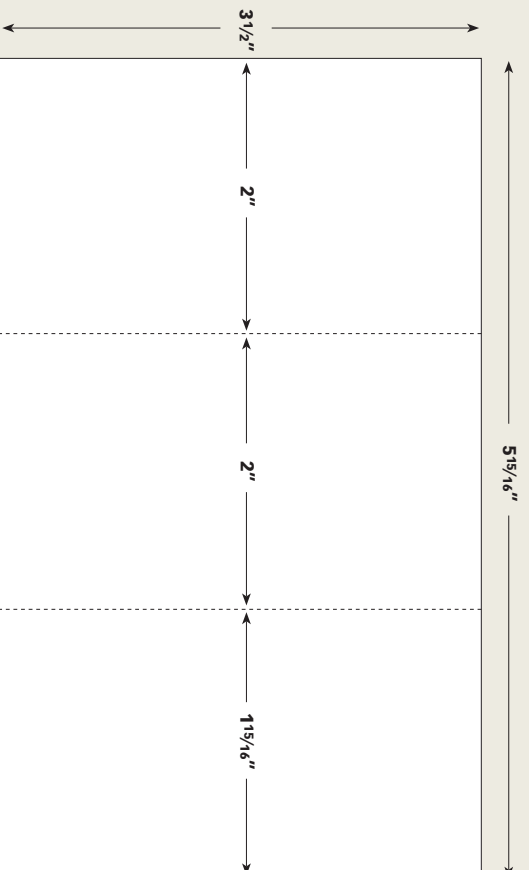
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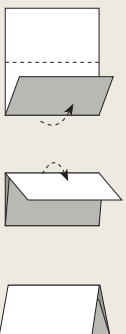
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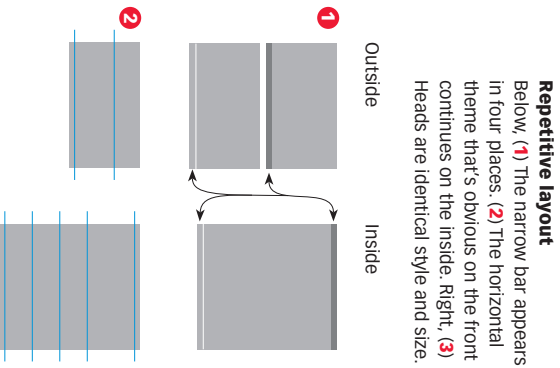


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