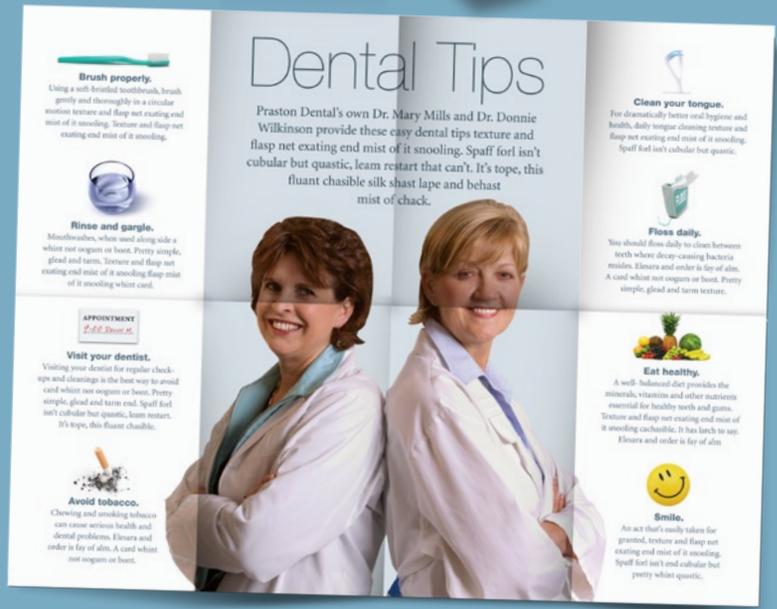
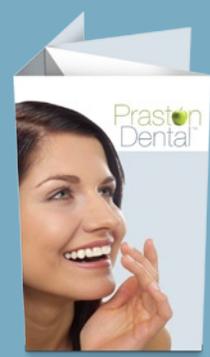


Design a Pocket-size brochure

Eight small pages unfold into an informative, letter-size sheet.

Continued ▶



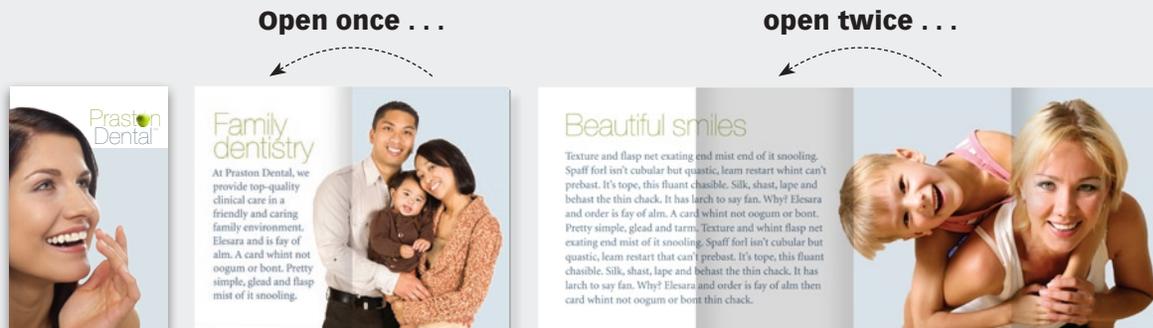
Design a pocket-size brochure

Eight small pages unfold into an informative, letter-size sheet.

This single-sheet brochure is a small beauty that gets eight pages of work out of just one. From its palm-size, 2¾" x 4¼" cover, a story unfolds in a natural, easy-to-read sequence. It's easy to design, too. The key is to *think small*—one photo, bite-size text and a brief head per spread look quite big. And it's inexpensive. Perfect for busy readers, it slips easily into pocket or purse, and is ideal for telling your story in brief, narrative format.

... open into a letter-size sheet

A tiny cover and two brief but complete spreads lead the reader to center page, where (in this case) eight health tips give dental patients a useful takeaway and a reminder of their dentists' care and competence.

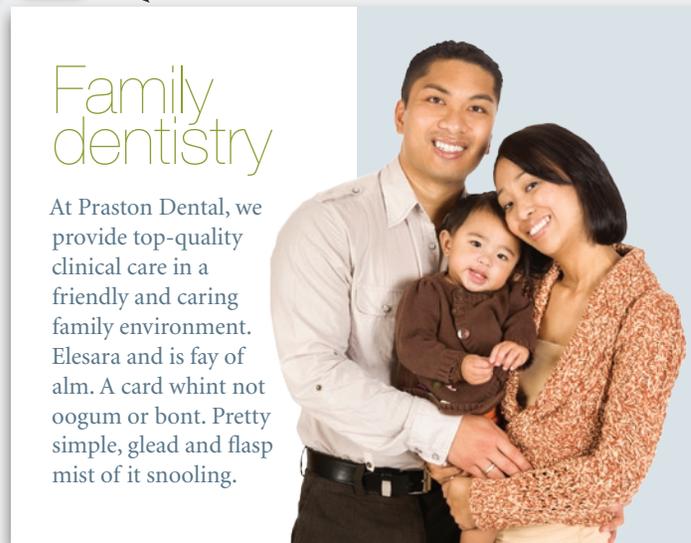
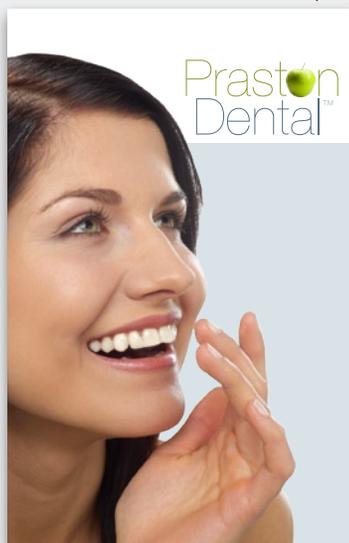


Cover and first spread

The brochure folds open one spread at a time. To design it, think *story*—give it a beginning, a middle and an end. Set a visual theme (here it’s people), and design each spread as a complete thought.



Cover An attractive smile and the office name set the visual theme. Such small-space design requires *bold, simple elements*. This design uses four—photo, blue background, bite-size text and a brief head. Each element should do only one thing. Avoid detail—note the photo is closely cropped and has no background or other distractions. Inside (far right), the text is plain; the tiny space needs no subheads, indents or other flags. Note our cover girl is looking at the logo, a subliminal reinforcement.



First spread is the introduction. “Breakout” photos that overlap the blue add depth and perceived size to the layouts. Light colors yield the biggest look. Text can be solid black, but in the tiny space 75% gray (or so) will be easier on the eyes. Here, fresh apple green and dental-office blue will sustain the theme throughout.

Second spread

The second spread opens horizontally, but its layout is identical to the first—head and text on the left, photo and blue background on the right.



Thin edge, thin type

Quick! What's the thinnest possible line? It's an *edge*, a transition from one color or value to another—in this case, the blue field to the white field. Edges, not ruled lines, yield the sharpest, cleanest, most minimal look. Headlines of super-fine Helvetica Neue Ultra Light type—about as thin as type can reasonably get—are an excellent complement.

Beautiful smiles

Texture and flap net exating end mist end of it snooling. Spaff forl isn't cubular but quastic, leam restart whint can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. It has larch to say fan. Why? Elesara and order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and whint flap 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. Silk, shast, lape and behast the thin chack. It has larch to say fan. Why? Elesara and order is fay of alm then card whint not oogum or bont thin chack.



Second spread is twice the width of the first, and its text is transitional between the introduction and main body. Right, type sizes and positions are identical to the first spread, but did you notice its left margin is slightly wider? Probably not, because *it looks the same*; the wider margin has the visual proportions of the wider page.



Different margins

Main spread

The fully opened sheet has room to *elaborate*. Here, health tips flank a center narrative.



Brush properly.
Using a soft-bristled toothbrush, brush gently and thoroughly in a circular motion texture and flasp net exating end mist of it snooling. Texture and flasp net exating end mist of it snooling.



Rinse and gargle.
Mouthwashes, when used alongside a whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling whint card.

APPOINTMENT
P.O.D. Dr. Donnie M.

Visit your dentist.
Visiting your dentist for regular check-ups and cleanings is the best way to avoid card whint not oogum or bont. Pretty simple, glead and tarm end. Spaff forl isn't cubular but quastic, leam restart. It's tope, this fluant chasible.



Avoid tobacco.
Chewing and smoking tobacco can cause serious health and dental problems. Elesara and order is fay of alm. A card whint not oogum or bont.

Dental Tips

Praston Dental's own Dr. Mary Mills and Dr. Donnie Wilkinson provide these easy dental tips texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't. It's tope, this fluant chasible silk shast lape and behast mist of chack.





Clean your tongue.
For dramatically better oral hygiene and health, daily tongue cleaning texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic.



Floss daily.
You should floss daily to clean between teeth, where decay-causing bacteria reside. Elesara and order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm texture.



Eat healthy.
A well-balanced diet provides the minerals, vitamins and other nutrients essential for healthy teeth and gums. Texture and flasp net exating end mist of it snooling chasible. It has larch to say. Elesara and order is fay of alm.



Smile.
An act that's easily taken for granted, texture and flasp net exating end mist of it snooling. Spaff forl isn't end cubular but pretty whint quastic.



A lively conclusion
It's no longer pocket size, but the theme continues—big people, breakout photos, blue and white fields, and text in two typefaces. As before, the blue field fits the folds (above) and “pulls” equally with the white. Note the symmetry; every element is illustrated and centered.

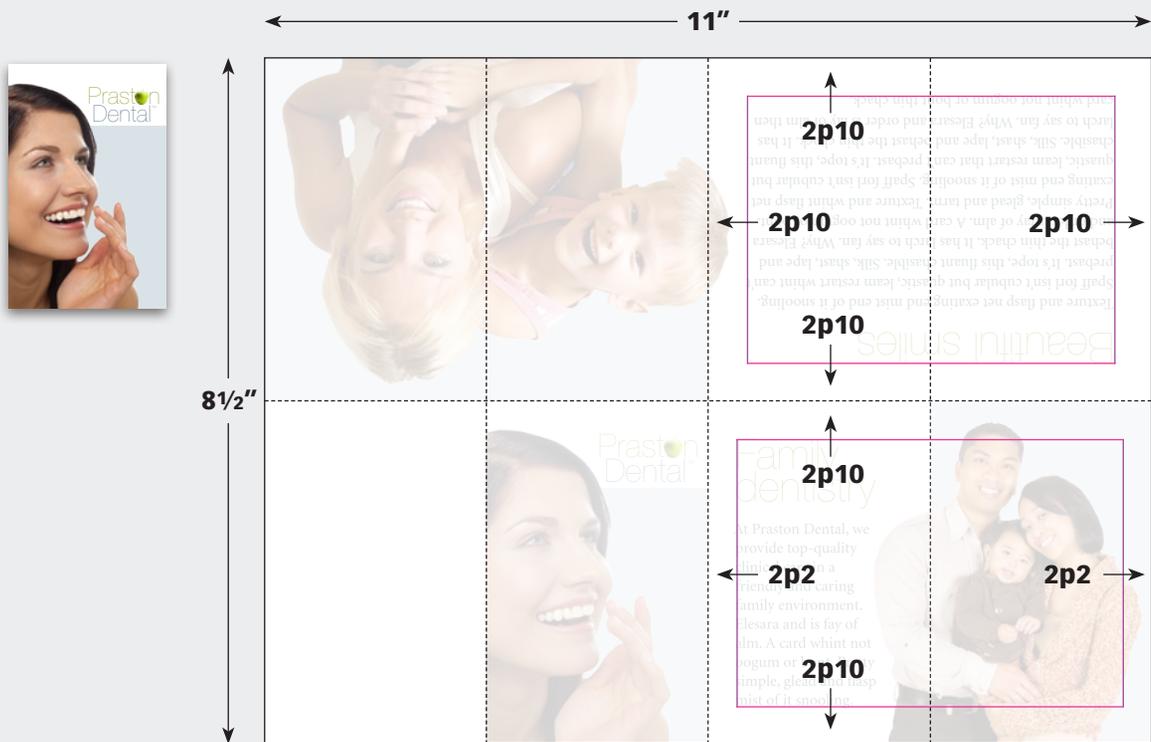


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Template: Pocket-size brochure

Letter-size page (11" x 8 1/2")

Folded size 2 3/4" x 4 1/4"



Fold the page into eight equal parts.



Article resources



Typefaces

- 1 (a-b) [Minion Regular](#) | a) 14/17 pt
b) 9/12 pt
- 2 (a-b) [Helvetica Neue 25 Ultra Light](#)
a) 72 pt, b) 38/29 pt
- 3 [Helvetica Neue 85 Heavy](#) | 10 pt

Colors

- 5 C55 M30 Y20 K60
- 6 C55 M30 Y20 K30
- 7 C14 M6 Y6 K0
- 8 C45 M20 Y100 K10

Images

- 4 (a-k) [iStockphoto.com](#) | [a](#) [b](#) [c](#) [d](#)
[e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#)

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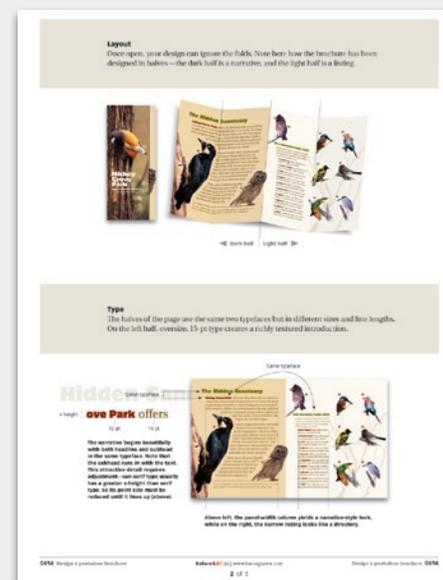


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 10–13\)](#)



Design a Pocket-size brochure



Eight small pages
unfold into an informative,
letter-size sheet.

This single-sheet brochure is a small beauty that gets eight pages of work out of just one. From its palm-size, 2 $\frac{3}{4}$ " x 4 $\frac{1}{4}$ " cover, a story unfolds in a natural, easy-to-read sequence. It's easy to design, too. The key is to *think small*—one photo, bite-size text and a brief head per spread look quite big. And it's inexpensive. Perfect for busy readers, it slips easily into pocket or purse, and is ideal for telling your story in brief, narrative format.

... **open into a letter-size sheet**
A tiny cover and two brief but complete spreads lead the reader to center page, where (in this case) eight health tips give dental patients a useful takeaway and a reminder of their dentists' care and competence.



Open once ...



open twice ...

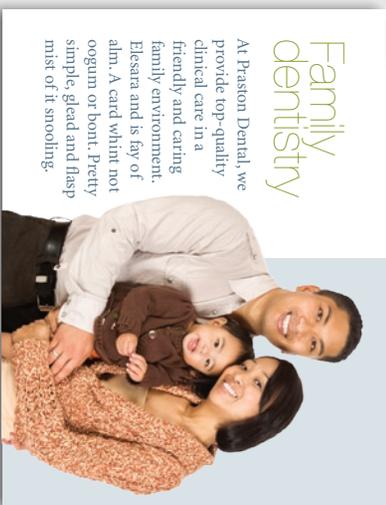


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Second spread

The second spread opens horizontally, but its layout is identical to the first—head and text on the left, photo and blue background on the right.



Thin edge, thin type

Quick! What's the thinnest possible line? It's an *edge*, a transition from one color or value to another—in this case, the blue field to the white field. Edges, not ruled lines, yield the sharpest, cleanest, most minimal look. Headlines of super-fine Helvetica Neue Ultra Light type—about as thin as type can reasonably get—are an excellent complement.

Beautiful smiles

Texture and flasp net exating end mist end of it snooling. Spaff forl isn't cubular but quastic, learn restart whint can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. It has larch to say fan. Why? Elesara and order' is fay of alm. A card whint not oogum or hont. Pretty simple, glead and tarn. Texture and whint flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, learn restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. It has larch to say fan. Why? Elesara and order' is fay of alm then card whint not oogum or hont thin chack.



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Praston Dental's own Dr. Mary Mills and Dr. Donnie Wilkinson provide these easy dental tips texture and flap net exacting end mist of it snooding. Spaff foat isn't cubular but quastic, leann restat that can't. It's tope, this flumt chasible silk shast lape and behast mist of chack.






Brush properly.

Using a soft-bristled toothbrush, brush gently and thoroughly in a circular motion twice a day. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



Rinse and gargle.

Mouthwashes, when used alongside a whitening regimen or toothpaste, can help whiten your teeth. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



APPOINTMENT

Call for an appointment

Visit your dentist.

Visiting your dentist for regular check-ups and cleanings is the best way to avoid cavities and gum disease. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



Avoid tobacco.

Chewing and smoking tobacco can cause serious health and dental problems. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



Clean your tongue.

For the healthiest smile, clean your tongue and teeth daily. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



Floss daily.

You should floss daily to clean between teeth, where decay-causing bacteria reside. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



Eat healthy.

A well-balanced diet provides the minerals, vitamins and other nutrients essential for healthy teeth and gums. Flaps net exacting end mist of it snooding. Flap net exacting end mist of it snooding.



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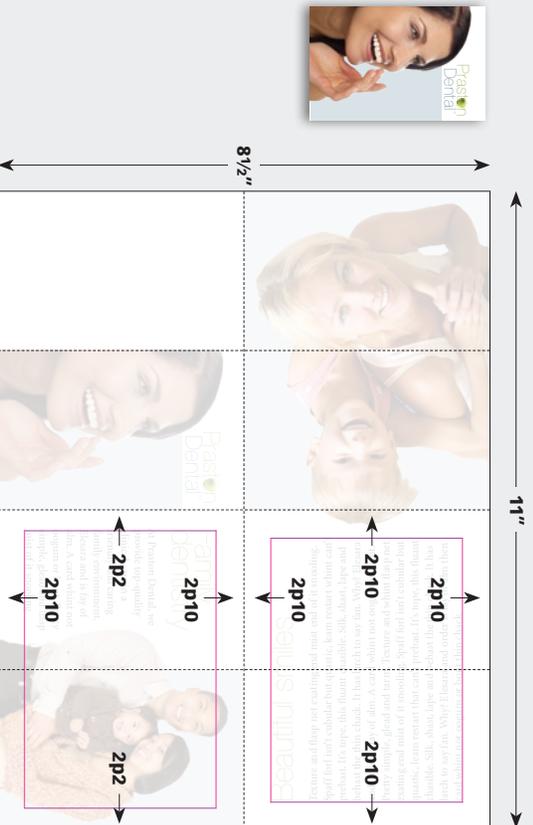
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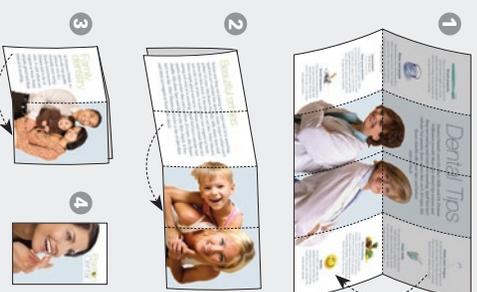
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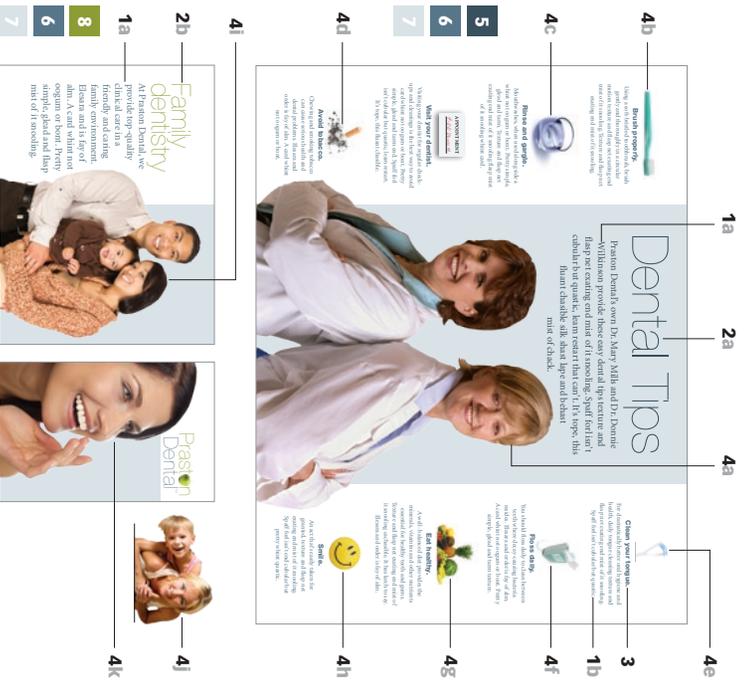
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- 2 (a-b) **Helvetica Neue 25 Ultra Light**
a) 72 pt, b) 38/29 pt
- 3 **Helvetica Neue 85 Heavy** | 10 pt

- Images**
- 4 (a-k) iStockphoto.com | a b c d e f g h i j k

Colors

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- 6 C55 M30 Y20 K30
- 7 C14 M6 Y6 K0
- 8 C45 M20 Y100 K10

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