

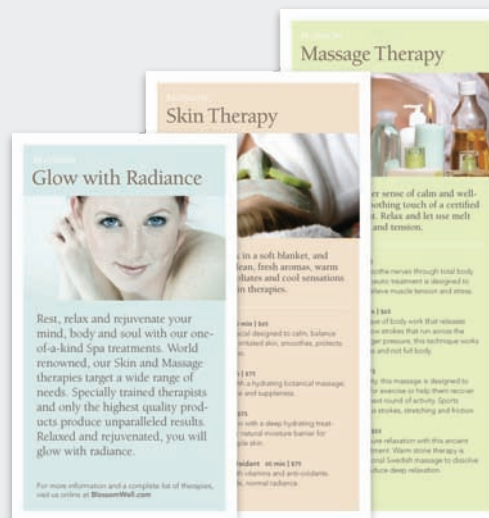
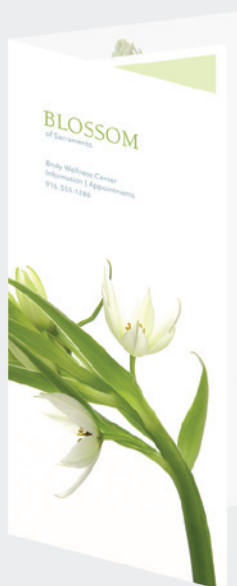
Design a step-up brochure

A compact brochure of loose cards
is easy to customize. *Continued* ▶



Design a step-up brochure

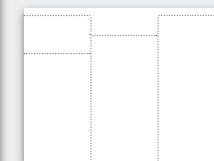
A compact brochure of loose cards is easy to customize for different clients. Here's how to design one from a template.



The pattern **Step-Up Brochure™ template from Paper Direct** has a blank jacket (cover) with inner pocket, three insert cards and a business card. It comes flat on two, 38-lb. letter-size sheets perforated and scored, ready for desktop printing. Packaged 50 sets to a box. Ask for model #BJP104 (white) or #BJP107 (cream). www.paperdirect.com



Jacket with pocket



Inserts and business card



The step-up brochure is a jacket with three (or more) information cards stacked inside and a business card on the pocket. It fits a standard, #10 envelope. Its popularity is in its versatility; you can mix and match cards without reprinting the cover. If you need only a few, you can work from a blank, pre-cut template, as we have here.

Unite the parts

Beauty starts with continuity. To design a beautiful brochure, you must visually connect its many parts. Do this by repeating the image, layout, type and colors throughout.



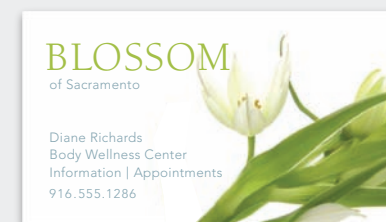
Place the photo across panels . . .

The photo crosses outside panels, which ties front to back. It's sized so the blossoms are on the front. Note how the back-panel text aligns neatly to the right beneath the leaf tips.



. . . on the inside . . .

Inside, the photo is flipped so the blossoms remain visible when the cards are in place. Because it's here for continuity and is not the focal point, lighter opacity makes it recede and not steal attention from the cards.



. . . and on the business card

Careful cropping isolates a single blossom and sustains the theme.

(Note that the photo has been scaled, flipped and cropped to make the best use of each space, yet the result is a unified whole. This isn't possible with photos on which transformations will be apparent [mirrored type, inexplicable jumps in size, etc.]. It works best with organic images like this one, which in nature vary a lot anyway.)

Layout


Lay out each card alike. Work down from the top—head, then photo, then text—then carry the sizes and dimensions to the other cards.



Layout and alignment are the same on every card.

BLOSSOM

Glow with Radiance




Rest, relax and rejuvenate your mind, body and soul with our one-of-a-kind Spa treatments. World renowned, our Skin and Massage therapies target a wide range of needs. Specially trained therapists and only the highest quality products produce unparalleled results. Relaxed and rejuvenated, you will glow with radiance.

For more information and a complete list of therapies, visit us online at BlossomWell.com

BLOSSOM

Skin Therapy



Recline and relax in a soft blanket, and experience the clean, fresh aromas, warm mists, gentle exfoliates and cool sensations of our unique skin therapies.

Lighten-up Facial 40 min | \$65
A gentle, 40 minute facial designed to calm, balance and lighten sensitive, irritated skin; smoothes, protects and diminishes redness.

Skin Renewal 60 min | \$75
Treat maturing skin with a hydrating botanical massage; restore clarity, radiance and suppleness.

Anti-Aging 60 min | \$75
Strengthen mature skin with a deep hydrating treatment, enhancing your natural moisture barrier for smooth, cool and supple skin.

Multi-Vitamin Anti-Oxidant 60 min | \$75
Minimize fine lines with vitamins and anti-oxidants. Detox skin for a supple, normal radiance.

BLOSSOM

Massage Therapy



Restore an all-over sense of calm and well-being with the soothing touch of a certified massage therapist. Relax and let use melt away your stress and tension.

Swedish 40 min | \$65
Relieve tension and soothe the nerves through total body relaxation. This therapeutic treatment is designed to improve circulation, relieve muscle tension and stress.

Deep Muscle 60 min | \$85
A therapeutic technique of body work that releases chronic pain. Using slow strokes that run across the muscles and deep finger pressure, this technique works best on targeted areas and not full body.

Athletes 40 min | \$75
For pre- or post-activity, this massage is designed to prepare the muscles for exercise or help them recover more quickly for the next round of activity. Sports massage uses vigorous strokes, stretching and friction.

Hot Stone 40 min | \$55
Escape to a state of pure relaxation with this ancient Native American treatment. Warm stone therapy is combined with traditional Swedish massage to dissolve muscle tension and induce deep relaxation.

Note the photographic continuity: Three close-ups, similar color palettes, same size, proportions and position.

Start at the top

Be kind to your reader; put section heads on top! The photo on only the front card is visible and makes the first impression. The front card is the obvious place for an introduction, which is set here in oversize text type.

Type

Use only one or two typestyles—typically, one for heads and another for text. Alter style or size only when the message changes, not arbitrarily.



Practically, type must be readable, and it must fit the space. Aesthetically, it must convey a mood or impression. **A Berkeley Oldstyle** is an easy-to-read serif style with flower-like detailing. **B Avenir Light** is a complementary san-serif; its clean lines are especially readable at small sizes and convey a somewhat clinical look appropriate for a health spa.



BLOSSOM Massage Therapy

Restore an all-over sense of calm and well-being with the soothing touch of a certified massage therapist. Relax and let us melt away your stress and tension.

Swedish 40 min | \$65

Relieve tension and soothe nerves through total body relaxation. This therapeutic treatment is designed to improve circulation, relieve muscle tension and stress.

Massage Therapy

Restore an all-over sense of calm and well-being with the soothing touch of a certified massage therapist. Relax and let us melt away your stress and tension.

Swedish 40 min | \$65

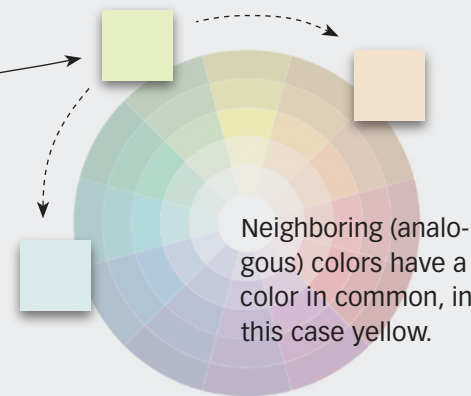
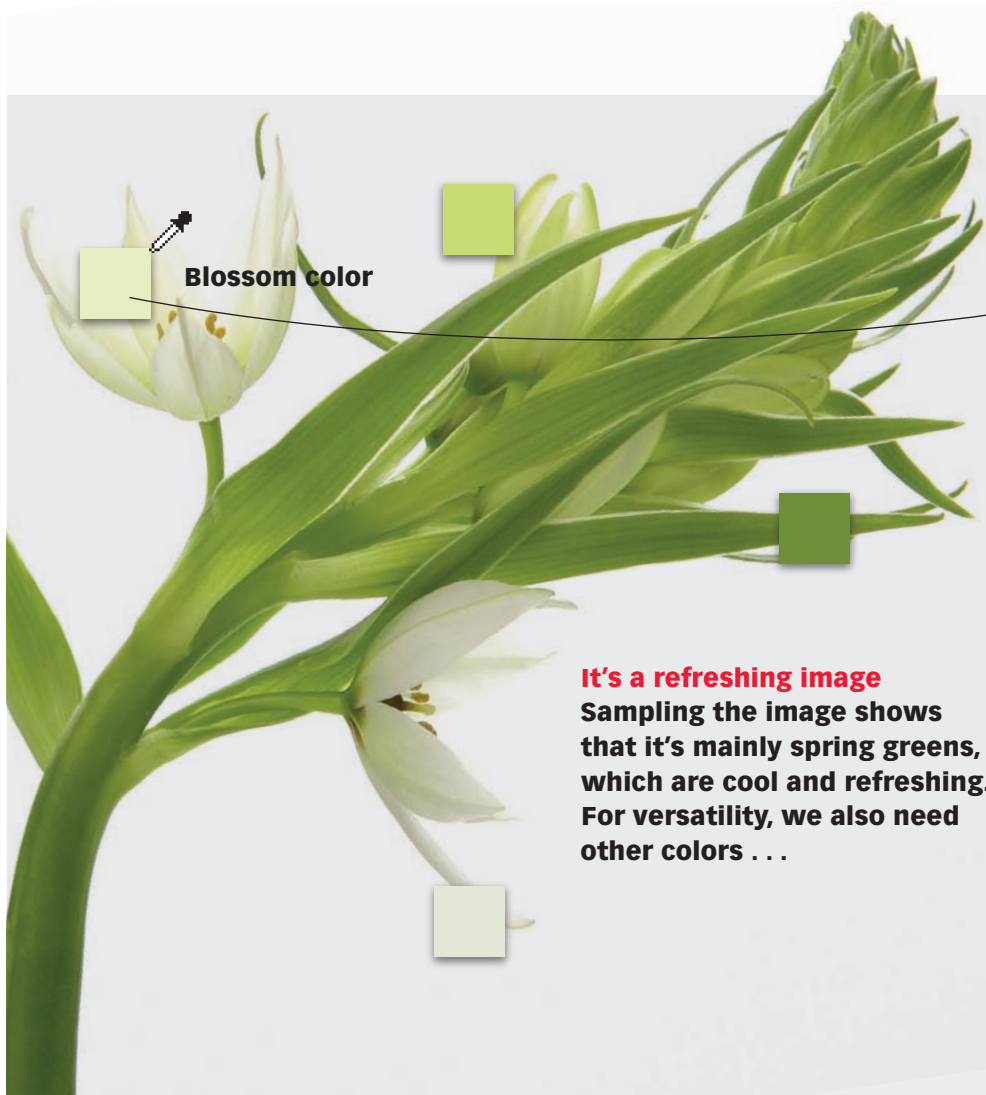
Relieve tension and soothe nerves through total body relaxation. This therapeutic treatment is designed to improve circulation, relieve muscle tension and stress.

Big, medium, small

When two typestyles have similar *weight*, as they have here, it's a good idea to use *size* to differentiate kinds of information. Select big, medium and small. Above, big and medium sizes convey headline and narrative; small handles the data.

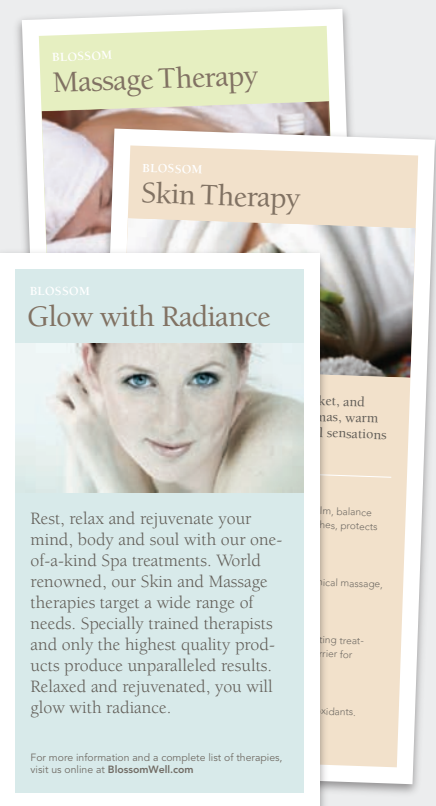
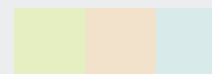
Color

Color expresses emotion, mood, feel. Identify your key *feel* words—in this case *calm* and *refreshing*—then sample a color from the image and build your color palette from that.



Add calm

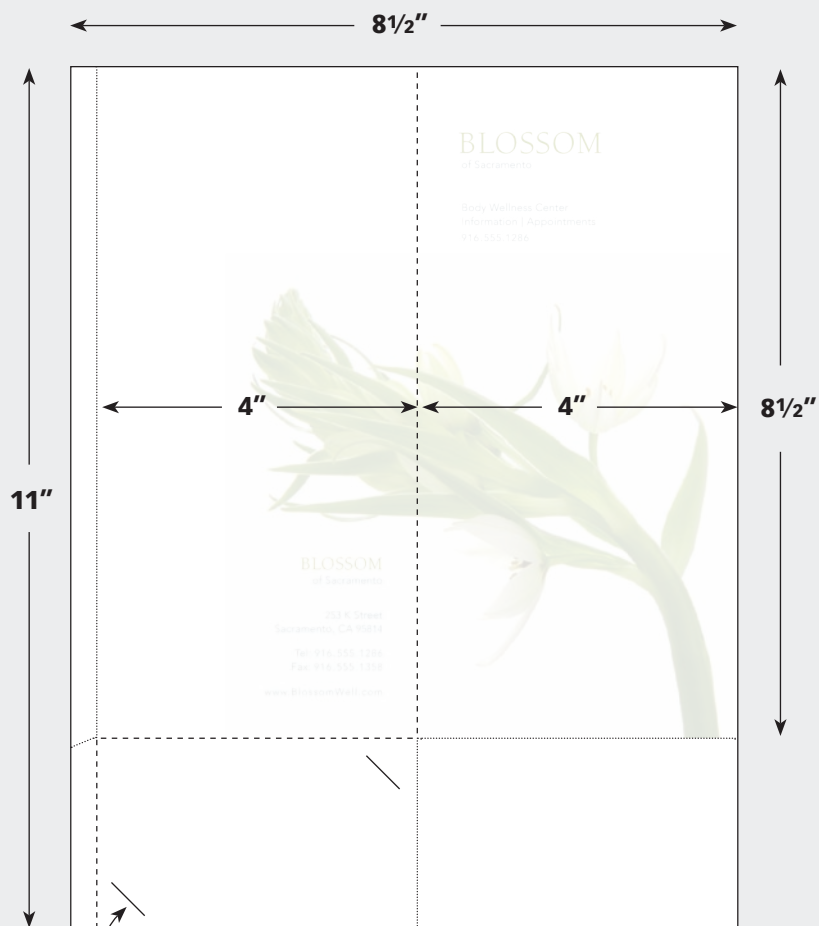
You create *calm* with lightness, softness, an absence of contrast and *edge*, which is what we see in very light colors, which are mostly white. Neighboring colors on the wheel provide a bit of *difference*, yet because they share a common color are similarly compatible. Note below the absence of *edge*—that's peaceful!



Note above that the warm card separates the two cool ones.

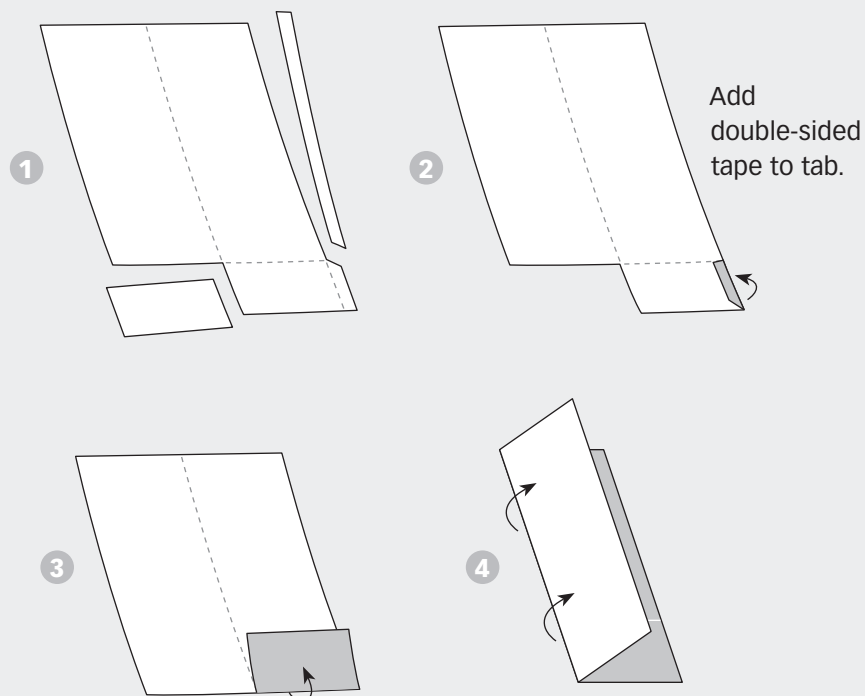
Template A: Brochure jacket

Letter-size page (8½" x 11")



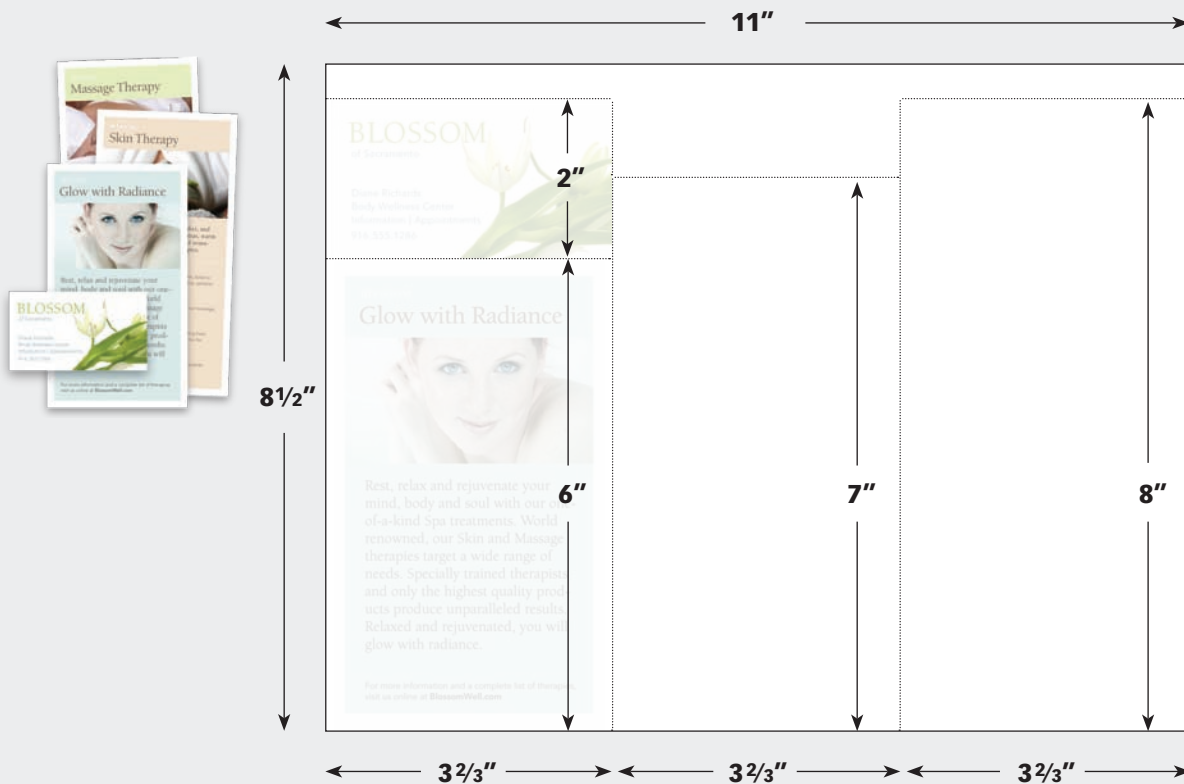
Add card slits when printing commercially.

Start with the inside up

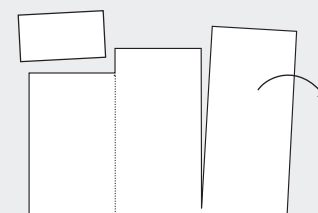
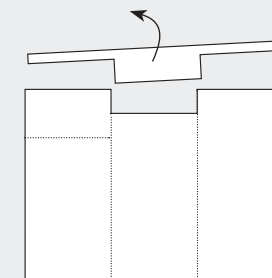


Template B: Inserts and business card

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



Remove the excess paper then separate the cards



Article resources



Typefaces

- 1 [ITC Berkeley Oldstyle Book](#) | 26 pt, -10 letterspacing
- 2 (a-b) [Avenir 35 Light](#) | a) 9/12 pt, +25 letterspacing, b) 8/11 pt
- 3 [ITC Berkeley Oldstyle Bold](#) | 10 pt, +25 letterspacing
- 4 (a-c) [ITC Berkeley Oldstyle Medium](#)
a) 24 pt, -25 letterspacing,
b) 14/16.5 pt, c) 11/12.5 pt
- 5 (a-b) [Avenir 85 Heavy](#) | a) 8/11 pt,
b) 6.5/11 pt

Colors

- 8 C40 M10 Y90 K0
- 9 C40 M15 Y15 K15
- 10 C30 M29 Y35 K55
- 11 C14 M2 Y7 K0
- 12 C0 M8 Y16 K5
- 13 C10 M0 Y30 K0

Images

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

Template

- 7 [paperdirect.com](#)

Subscribe to Before & After

Did you learn from this article? Subscribe, and become a more capable, confident designer for pennies per article. To learn more, go to <http://www.bamagazine.com/Subscribe>

E-mail this article

To pass along a free copy of this article to others, [click here](#).

Join our e-list

To be notified by e-mail of new articles as they become available, go to <http://www.bamagazine.com/email>

Before & After magazine

Before & After has been sharing its practical approach to graphic design since 1990. Because our modern world has made designers of us all (ready or not), Before & After is dedicated to making graphic design understandable, useful and even fun for everyone.

John McWade Publisher and creative director

Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

Before & After magazine

323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

Fax 916-784-3995

E-mail mailbox@bamagazine.com

www <http://www.bamagazine.com>

Copyright ©2005 Before & After magazine, ISSN 1049-0035. All rights reserved

You may pass this article around, but you may not alter it, and you may not charge for it. You may quote brief sections for review. If you do this, please credit Before & After magazine, and [let us know](#). To feature free Before & After articles on your Web site, [please contact us](#). For permission to include all or part of this article in another work, [please contact us](#).

Before & After is made to fit your binder

Before & After articles are intended for permanent reference. All are titled and numbered.

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: \(Specify pages 1–10\)](#)



Print

Format: Landscape
Page Size: Fit to Page

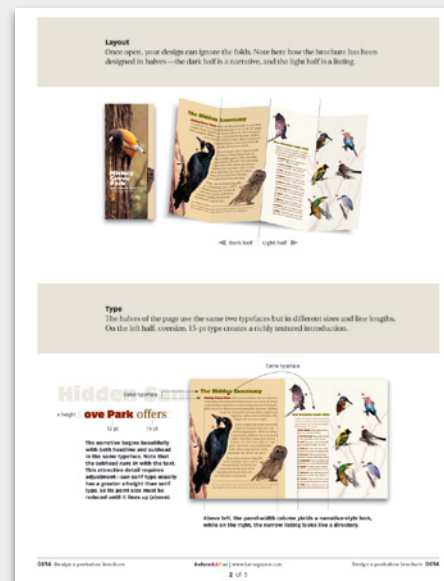


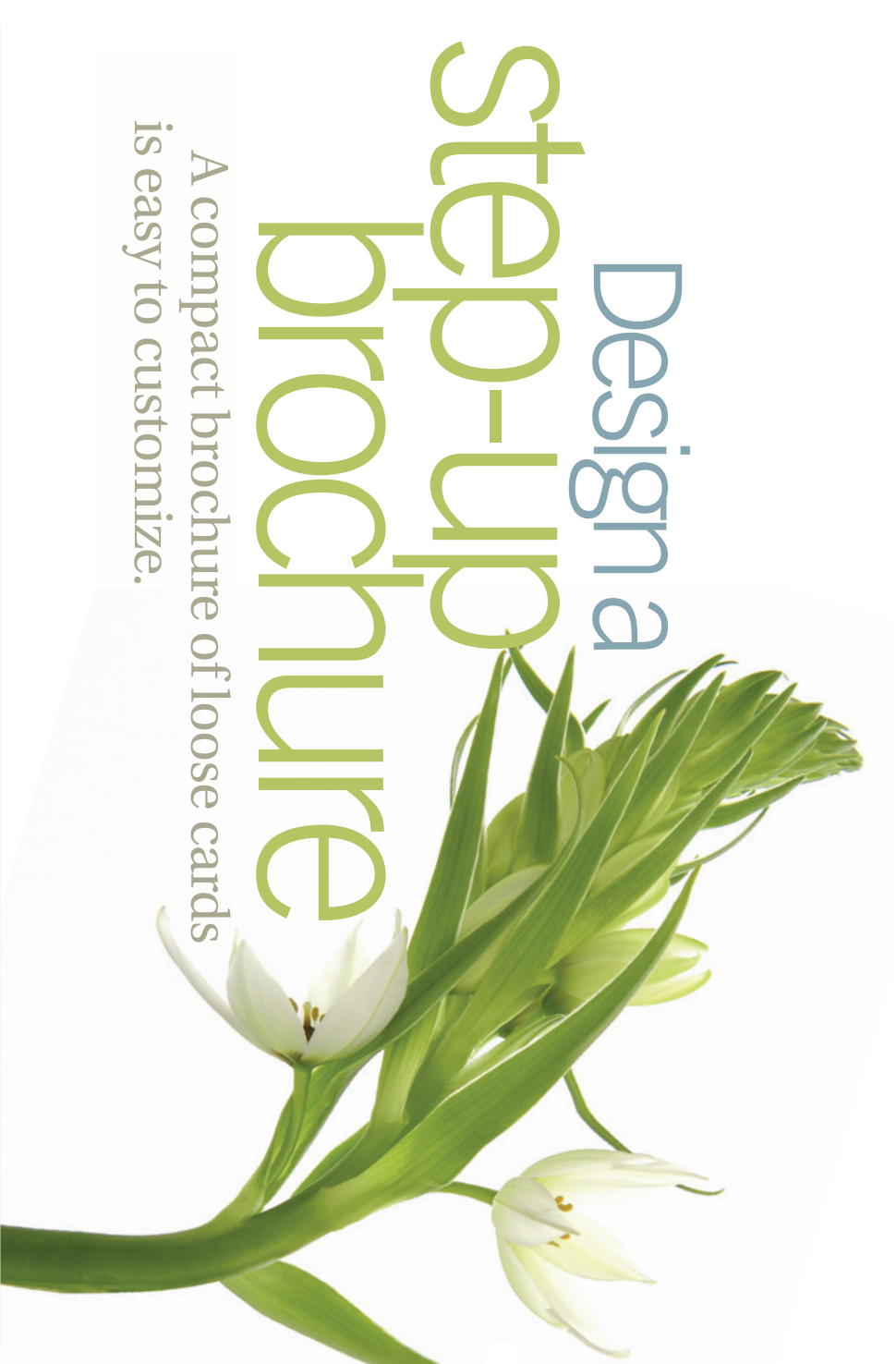
Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 12–16\)](#)





Design a step-up brochure

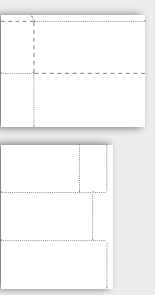
A compact brochure of loose cards
is easy to customize.



The step-up brochure is a jacket with three (or more) information cards stacked inside and a business card on the pocket. It fits a standard, #10 envelope. Its popularity is in its versatility; you can mix and match cards without reprinting the cover. If you need only a few, you can work from a blank, pre-cut template, as we have here.

The pattern

Step-Up Brochure™ #4 template from Paper Direct™ has a blank jacket (cover) with inner pocket, three insert cards and a business card. It comes flat on two, 38-lb. letter-size sheets perforated and scored, ready for desktop printing. Packaged 50 sets to a box. Ask for model #BJP104 (white) or #BJP107 (cream). www.paperdirect.com



jacket with pocket



inserts and business card

Unite the parts

Beauty starts with continuity. To design a beautiful brochure, you must visually connect its many parts. Do this by repeating the image, layout, type and colors throughout.



Place the photo across panels . . .
The photo crosses outside panels, which ties front to back. It's sized so the blossoms are on the front. Note how the back-panel text aligns neatly to the right beneath the leaf tips.



. . . on the inside . . .
Inside, the photo is flipped so the blossoms remain visible when the cards are in place. Because it's here for continuity and is not the focal point, lighter opacity makes it recede and not steal attention from the cards.



. . . and on the business card
Careful cropping isolates a single blossom and sustains the theme.

(Note that the photo has been scaled, flipped and cropped to make the best use of each space, yet the result is a unified whole. This isn't possible with photos on which transformations will be apparent [mirrored type, inexplicable jumps in size, etc.]. It works best with organic images like this one, which in nature vary a lot anyway.)

Layout

Lay out each card alike. Work down from the top—head, then photo, then text—then carry the sizes and dimensions to the other cards.



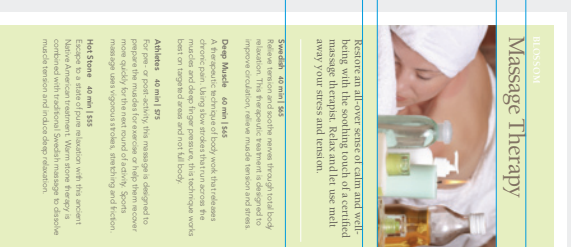
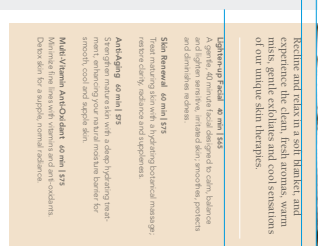
Start at the top

Be kind to your reader: put section heads on top! The photo on only the front card is visible and makes the first impression. The front card is the obvious place for an Introduction, which is set here in oversize text type.

Layout and alignment are the same on every card.



Note the photographic continuity: Three close-ups, similar color palettes, same size, proportions and position.



Type

Use only one or two typestyles—typically, one for heads and another for text. Alter style or size only when the message changes, not arbitrarily.

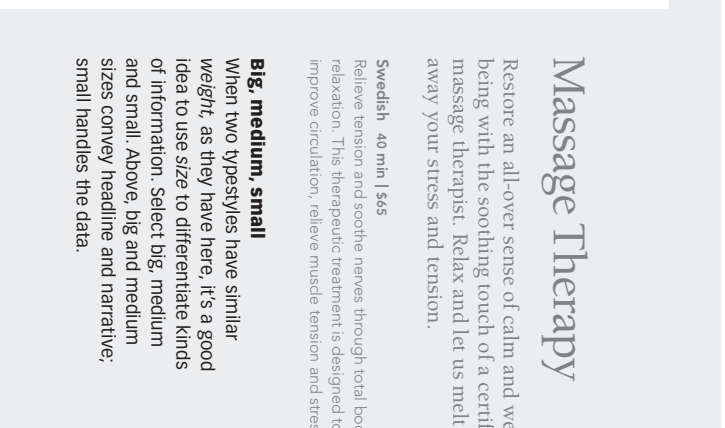


Practically, type must be readable, and it must fit the space. Aesthetically, it must convey a mood or impression. **A Berkeley Oldstyle** is an easy-to-read serif style with flower-like detailing. **B Avenir Light** is a complementary san-serif. Its clean lines are especially readable at small sizes and convey a somewhat clinical look appropriate for a health spa.



Restore an all-over sense of calm and well-being with the soothing touch of a certified massage therapist. Relax and let us melt away your stress and tension.

Swedish 40 min | \$65
Relieve tension and soothe nerves through total body relaxation. This therapeutic treatment is designed to improve circulation, relieve muscle tension and stress.



Massage Therapy

Restore an all-over sense of calm and we being with the soothing touch of a certified massage therapist. Relax and let us melt away your stress and tension.

Swedish 40 min | \$65
Relieve tension and soothe nerves through total body relaxation. This therapeutic treatment is designed to improve circulation, relieve muscle tension and stress.

Big, medium, small

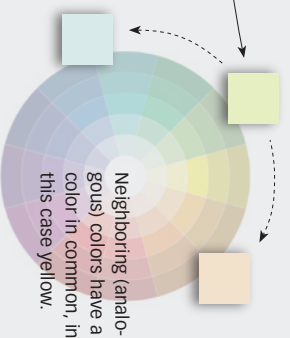
When two typestyles have similar *weight*, as they have here, it's a good idea to use *size* to differentiate kinds of information. Select big, medium and small. Above, big and medium sizes convey headline and narrative; small handles the data.

Color

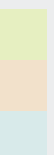
Color expresses emotion, mood, feel. Identify your *key feel* words—in this case *calm* and *refreshing*—then sample a color from the image and build your color palette from that.



It's a refreshing image
Sampling the image shows that it's mainly spring greens, which are cool and refreshing. For versatility, we also need other colors . . .



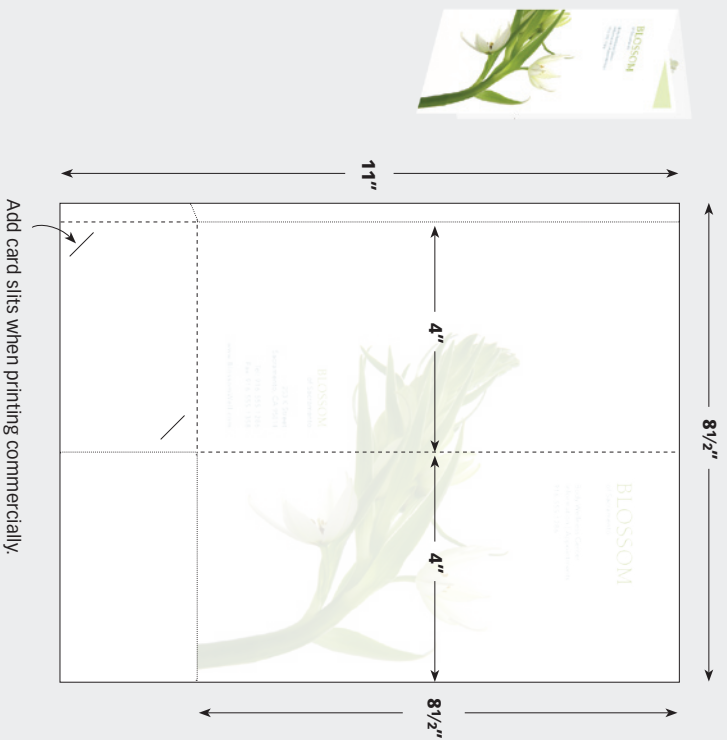
Add calm
You create *calm* with lightness, softness, an absence of contrast and *edge*, which is what we see in very light colors, which are mostly white. Neighboring colors on the wheel provide a bit of *difference*, yet because they share a common color are similarly compatible. Note below the absence of *edge*—that's peaceful!



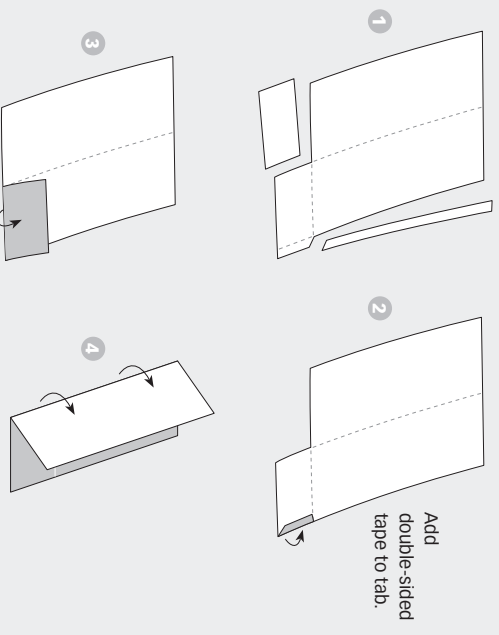
Note above that the warm card separates the two cool ones.

Template A: Brochure jacket

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

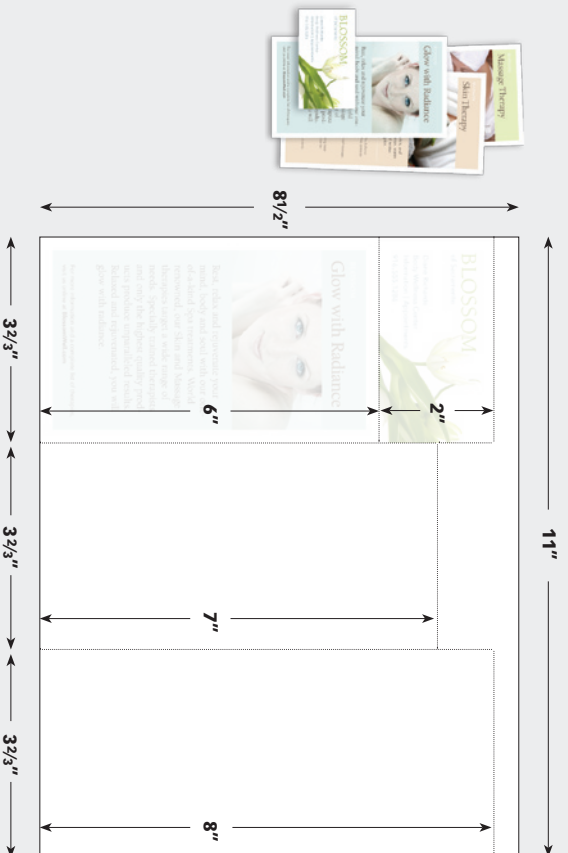


Start with the inside up

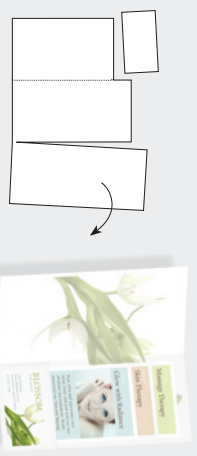


Template B: Inserts and business card

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



Remove the excess paper
then separate the cards





Typefaces

- 1 **ITC Berkeley Oldstyle Book** | 26 pt, -10 letterspacing
- 2 **(a-b) Avenir 35 Light** | a) 9/12 pt, +25 letterspacing, b) 8/11 pt
- 3 **ITC Berkeley Oldstyle Bold** | 10 pt, +25 letterspacing
- 4 **(a-c) ITC Berkeley Oldstyle Medium** | a) 24 pt, -25 letterspacing, b) 14/16.5 pt, c) 11/12.5 pt
- 5 **(a-b) Avenir 85 Heavy** | a) 8/11 pt, b) 6.5/11 pt

Colors

- 8 C40 M10 Y90 K0
- 9 C40 M15 Y15 K15
- 10 C30 M29 Y35 K55
- 11 C14 M2 Y7 K0
- 12 C0 M8 Y16 K5
- 13 C10 M0 Y30 K0

Images

- 6 **(a-d) iStockphoto.com**

a b c d

Template

- 7 paperdirect.com

Subscribe to Before & After

Did you learn from this article? Subscribe, and become a more capable, confident designer for pennies per article. To learn more, go to <http://www.bamagazine.com/Subscribe>

E-mail this article

To pass along a free copy of this article to others, [click here](#).

Join our e-list

To be notified by e-mail of new articles as they become available, go to <http://www.bamagazine.com/email>

Before & After magazine

Before & After has been sharing its practical approach to graphic design since 1990. Because our modern world has made designers of us all (ready or not), Before & After is dedicated to making graphic design understandable, useful and even fun for everyone.

John McWade Publisher and creative director

Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

Before & After magazine

323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

Fax 916-784-3995

E-mail mailbox@bamagazine.com

www <http://www.bamagazine.com>

Copyright ©2005 Before & After magazine. ISSN 1049-0035. All rights reserved

You may pass this article around, but you may not alter it, and you may not charge for it. You may quote brief sections for review. If you do this, please credit Before & After magazine, and [let us know](#). To feature free Before & After articles on your Web site, [please contact us](#). For permission to include all or part of this article in another work, [please contact us](#).