

50+ Brochure Designs, Format & Examples 2022

For years, marketing specialists have devised various strategies to bring in customers and increase sales. With the emergence of technology and changing trends, traditional marketing tactics remain to be effective; take handing out [company brochures](#).

To create a brochure design of your very own, follow the following steps:

- Browse through several brochure designs, formats, and examples for your own business.
- Customize Online or Download in your preferred File format and Print As Required

Marketing strategies evolve, and each one has its advantages and disadvantages moving forward. Despite the rise of new marketing approaches, keeping familiarity alive is still an effective way to attract customers. Utilize all [marketing tools](#), including the 50 brochure designs, format, and examples presented in this article.

1. Business Brochure Design

For [startup businesses](#), it is advantageous to create a brochure that gives sufficient information about your company, its products, and its services. Retain the cleanliness and detail.



2. Marketing Brochure Design

Brochures are a form of [marketing approach](#) that enables companies to sell their product or service. Utilize elements like icons and various shapes to enhance the look of your brochure.



3. Sales Brochure Design

Either it is a conventional or [online sale](#), it is still considered a profit for the company. In creating a sale brochure, it is best to showcase your product and include the retail prices.



4. Bi-fold Brochure Example

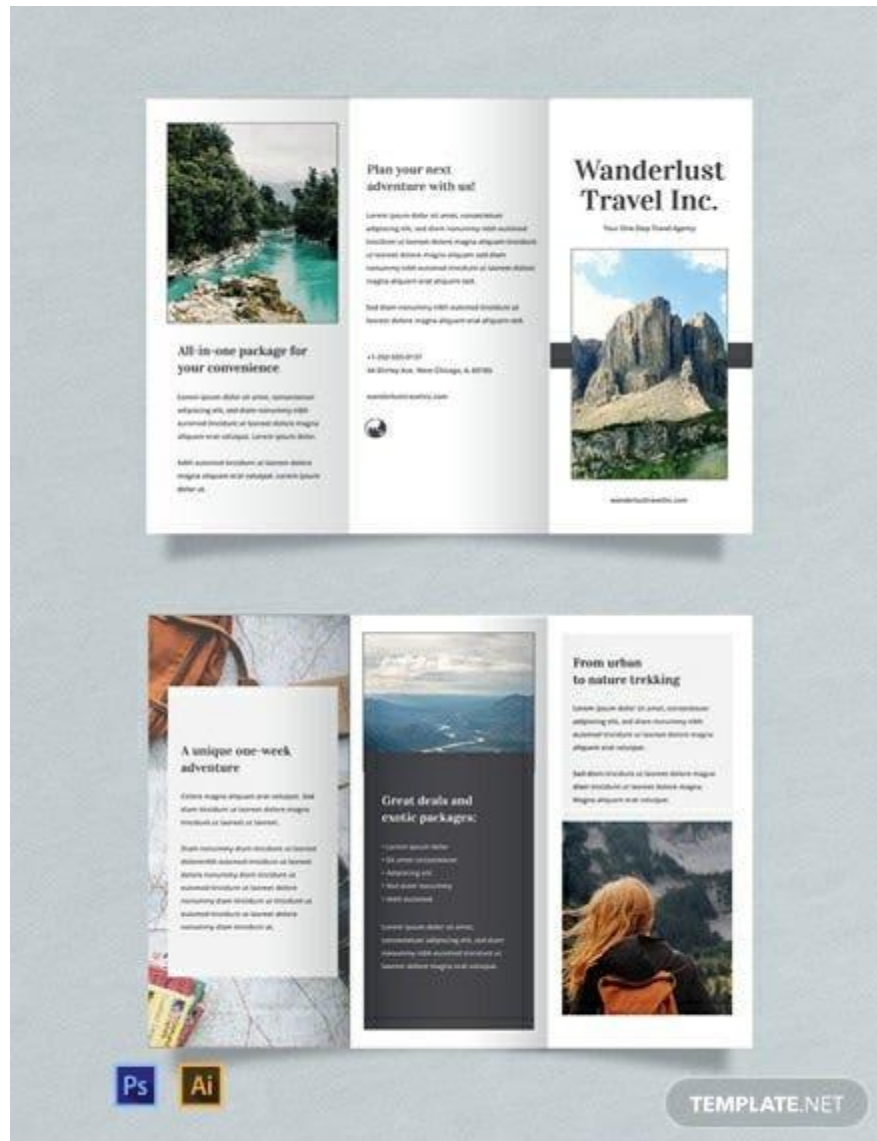
[Bi-fold brochures](#) consist of a middle fold on the paper and have four fronts where you include your information.



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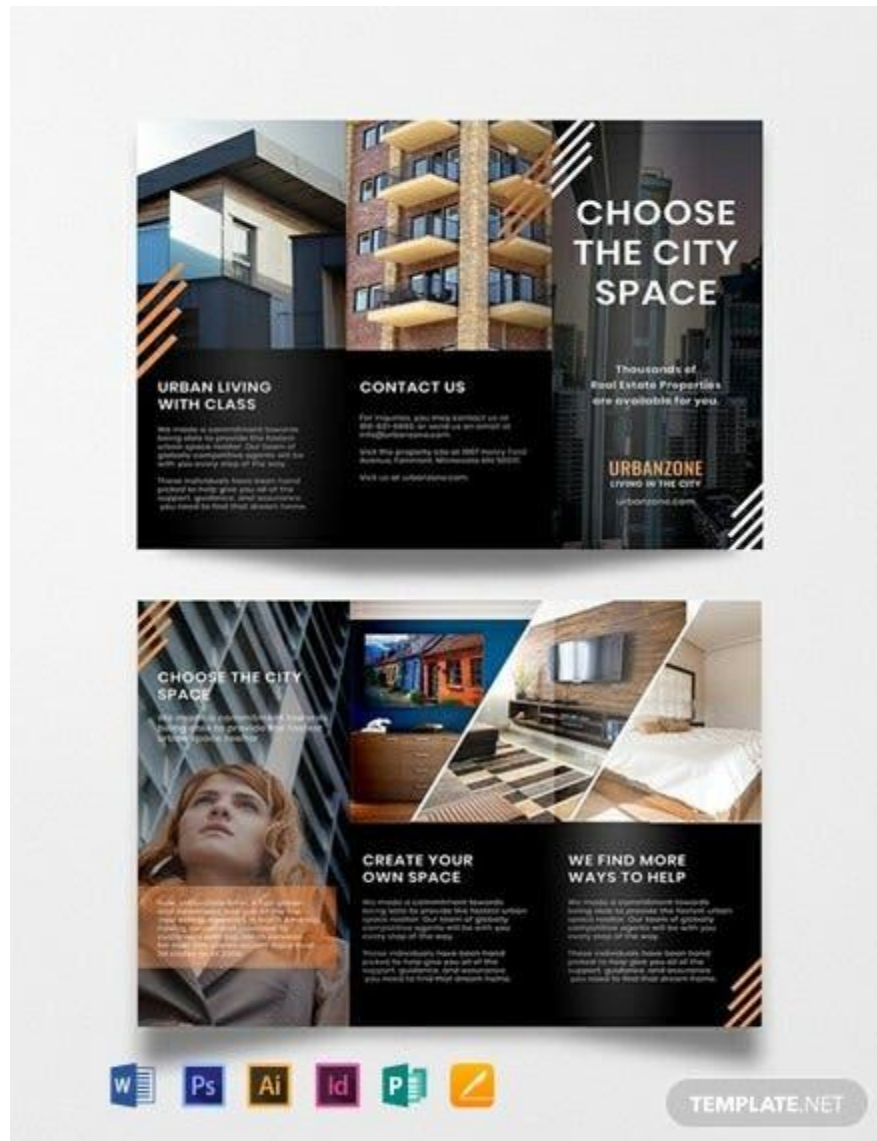
5. Travel Brochure Design

If you are aiming at creating a [travel brochure](#), make sure to incorporate elegant travel destination photos. Also, indicate possible packages consumers can avail of from your business.



6. Real Estate Brochure Design

Selling property and [real estate](#) is a tough job. However, with the help of brochures, clients can visualize a property, along with relevant information about them. Use various photos for your brochure, and don't forget to include contact information.



7. Medical Brochure Design

[Medical brochures](#) provide information about the services offered by medical institutions. Accompany medical terms with helpful visual guides like icons or photos to make your information apparent.



8. Advertising Agency Brochure Design

If you are an [advertising agency](#) handing out brochures to customers, the design must be eye-catching and creative. Incorporate color variations, shapes, and other elements that help make it visually appealing.



9. Agency Brochure Design

Small or large, old or new an agency is, let your clients know your presence and identity. Using an [agency brochure](#) containing your history, the story of success brings much more impact.



10. Product Brochure Design

Marketing your [company's product](#) through a brochure helps for a more direct and detailed approach to consumers. Ensure it highlights the process, and most importantly, a photo of the product itself.



11. Cleaning Services Brochure Design

For [cleaning services](#), it's always handy to have a copy of the company's brochure. Include all features, service areas, materials, and other relevant information. Also, incorporate calm and clean tones into the design.



12. Menu Brochure Design

[Menu brochures](#) are ideal for food establishments, especially for people waiting in line to order or passing by. Indicate the name of the products and a little description of ingredients, plus the prices.



13. Freelancer Brochure Design

If you are a [full-time freelancer](#), chances are you need to market your service or product to the public. Keep in mind to include what you do, accompanied by photos and reviews from past clients. Use colorful designs and photos to liven it up.



14. Wedding Planner Trifold Brochure Example

People consider weddings to be memorable occasions, and having a [wedding planner](#) is essential for getting everyone on board. Use details like flowers and wedding photos to enhance the look of the brochure.



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15. Furniture Brochure Design

A [furniture brochure](#) must contain all possible product listings you provide to consumers. Utilize various colors to highlight your content.



16. Nursing Brochure Design

It is easy to find [nursing brochures](#) in medical institutions or universities that offer nursing courses. It is essential to elaborate on the role of nurses and the impact they have in a medical setting.



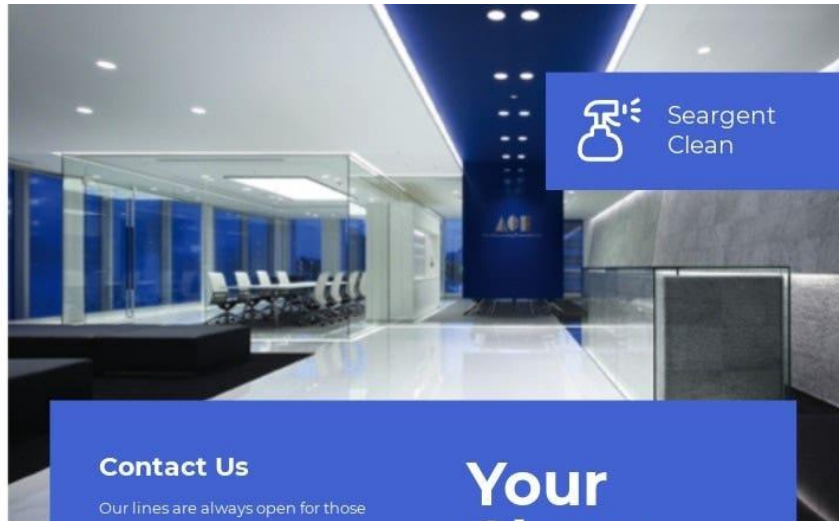
17. Office Brochure Design

Every business and organization has offices, whether they are satellite or main offices. An [office interior](#) brochure handles internal decoration and must show the services they offer and end products.

About Us

Seargent Cleaner is a personalized on-call housekeeping service catering to homes and offices. We are a social enterprise and an inclusive business providing quality service towards our valued customers.

We have created a community of Executive Cleaners armed with the skill, grit, integrity and passion for service. We are fast and professional, thorough and excellent cleaning services whether it be for home or business.



Contact Us

Our lines are always open for those who wish to inquire about our services and other things we can do for you and your companions. We would love to hear from you.

1193 Hardesty Street, Albany, NY
12206, USA518-438-
8820@Yourwebsite.com

Your Clean Office is Our Business

@yourwebsite.com

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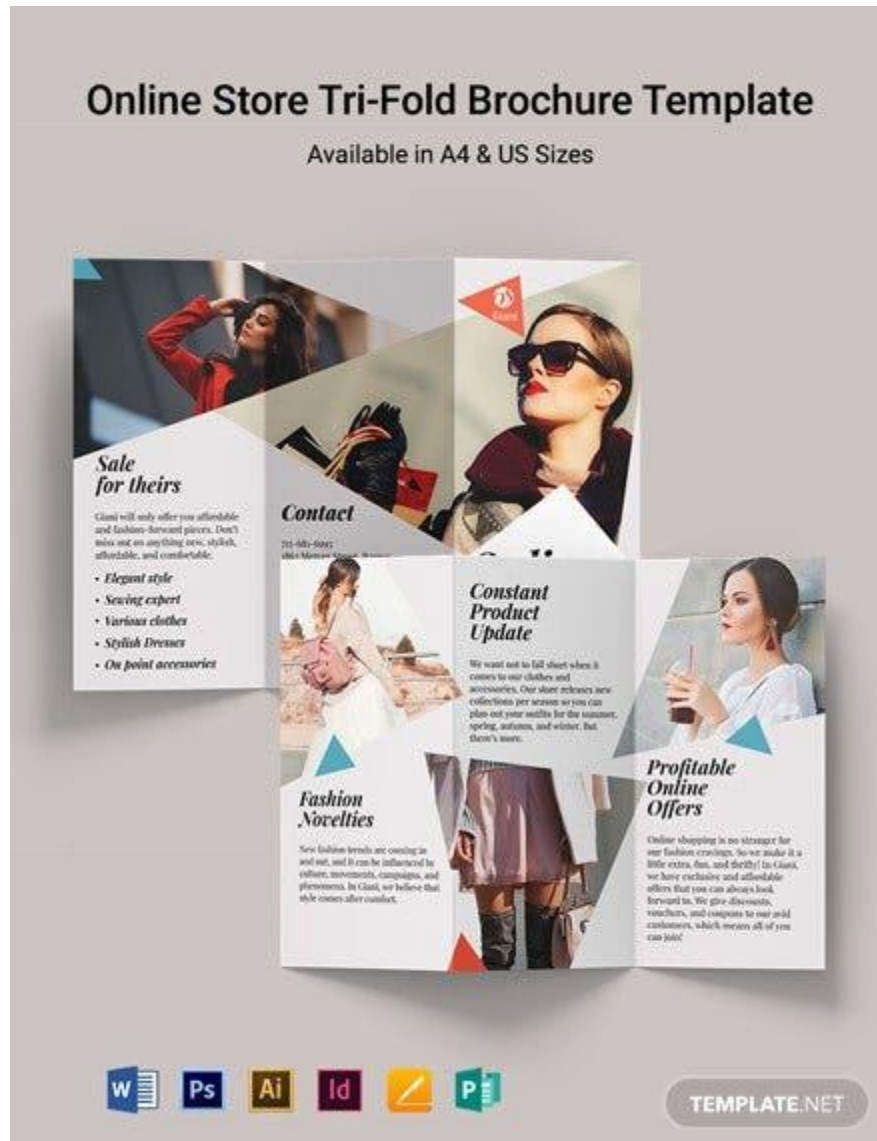
18. Healthcare Brochure Design

Healthcare is one of the main priorities of people at the moment. The brochure details the various services a [healthcare institution](#) offers its clients.



19. Online Brochure Design

It may seem a bit odd to have an [online brochure](#); however, it is still one of the many ways to inform your customers of products or services you have. Also, show creativity by using multiple elements and colors.



20. Security Brochure Design

For any business, it is necessary to have a strong [security system](#) for your physical and online stores. Include symbols related to security and top performers in their particular fields.



21. Fast Food Brochure Example

For plenty of [food establishments](#), they produce brochures to sell their products. Bring the best-selling item front and center and include more items from the menu.



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22. Investment Brochure Design

Individuals continue to increase their earnings through [proper investment](#). Having a brochure that details proper investment techniques and trends helps with calling more investors.



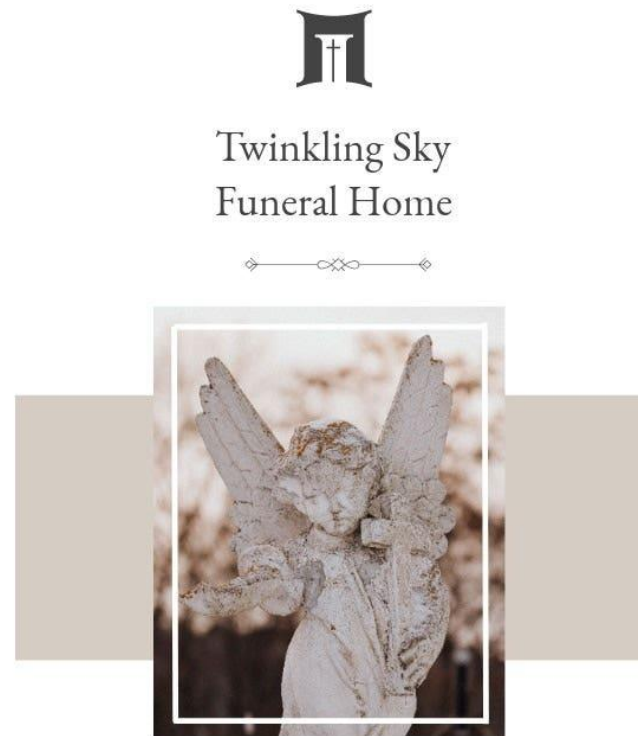
23. Jewelry Brochure Design

As a popular saying goes, diamonds are a girl's best friend. Typically anyone that is into [shimmering jewelry](#) will agree. Ensure you have the right kinds of accessories present in your brochure.



24. Funeral Brochure Design

Funerals are sacred events to honor people and loved ones that passed. A [funeral brochure](#) holds information about all the good deeds and words of remembering a person.



25. Architecture Brochure Design

When it comes to building [architectural marvels](#), past projects are a must. Include all past projects in your brochure and photos of these to market your service.



26. Annual Report Brochure Design

Making [annual reports](#) is a fundamental skill in the industry. The brochures must state the services you offer to help with creating these documents.



27. Apartment Brochure Design

New York City is one of the biggest places for [apartment sales](#). If you are an agent, include the interior and exterior appearances of the units. Also, incorporate elements and various colors to enhance the look.



28. Automotive Brochure Design

An [automotive shop](#) gives both products and services to its clients. Indicate the types of services the shop offers, detailing, customization, and the like. It's helpful to include the product photo front and center.



29. Bakery Brochure Design

Local bakeries can increase their sales by marketing to the public through brochures. Highlight various products on each page with the retail prices next to the photos.



30. Vacation Brochure Design

If you're advertising luxurious [vacation destinations](#), then the brochure must speak of luxury. Incorporate soft tones of colors and photos of potential travel destinations.



31. Yoga Studio Brochure Design

[Yoga studios](#) are popular places to get fit. Loyal customers can make use of your studio's brochure to invite their friends to join. List down the services you offer and contact information for potential new clients.



32. School Admission Trifold Brochure Example

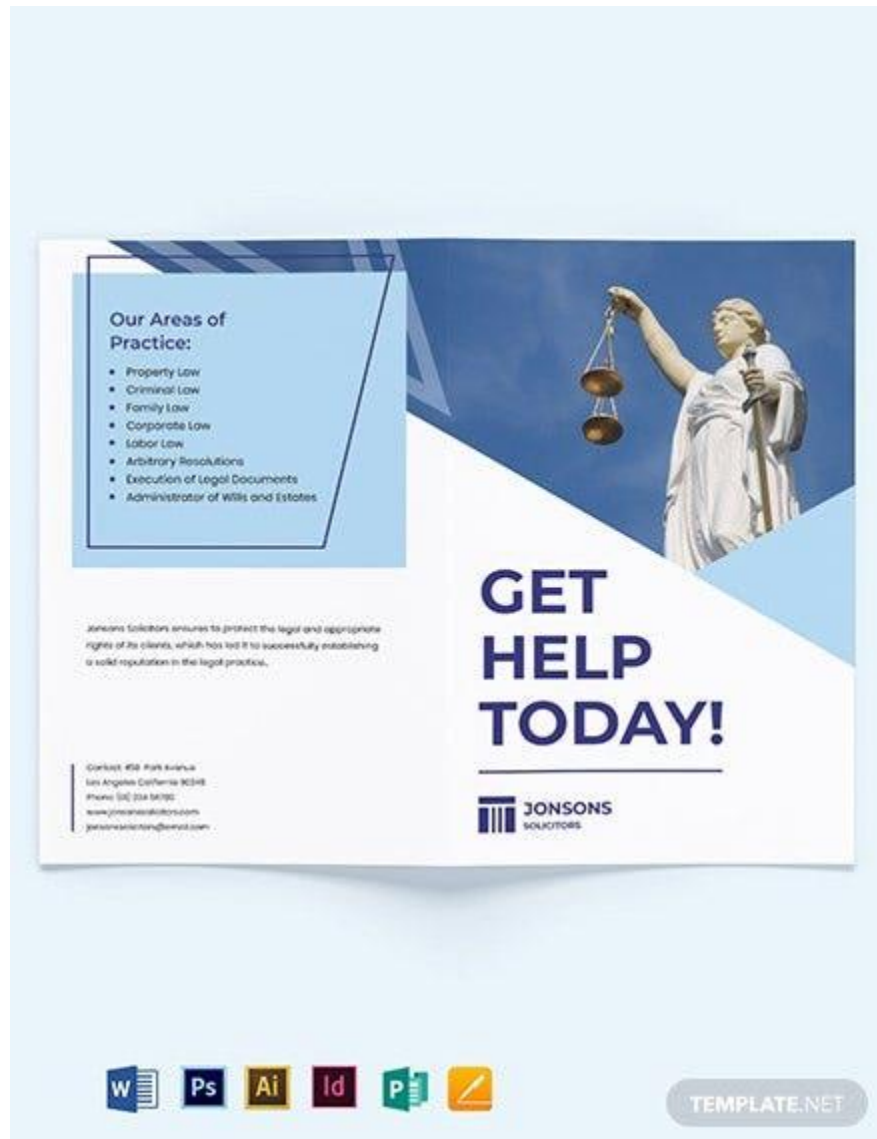
It is advisable to have [school brochures](#) handy, especially during open house visits and enrollment season. Highlight what makes the school unique and use school colors too.



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33. Law Firm Brochure Design

Law services are necessary for any legal disputes. In the brochure, indicate the specialty your [law firm](#) offers. It also helps to incorporate familiar symbols into the brochure and various shapes and colors.



34. Fitness Brochure Design

A [fitness center](#) helps with the health and well-being of its clients. It helps to include the benefits of a fit lifestyle and the types of exercises you offer.



35. Recruitment Brochure Design

If your company is looking to recruit more people to join, [recruitment brochures](#) will be useful. Include a list of job openings the company has, contact information, and steps of the recruitment process.



36. IT Company Brochure Design

In the age of new technology, [IT companies](#) are dominating markets, and it is necessary to introduce your brand. Indicate how the company started and the services you can offer your customers, keeping it brief yet informative.



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37. Music Brochure Design

It is best to introduce your music instructors and the curriculum you offer to students in the [music brochure](#).



38. Photography Brochure Design

A [photography brochure](#) is where you can showcase your photography services. Include photos of past projects and further services you offer.



39. Retro Brochure Design

Ever wonder why [retro designs](#) are still in? The combination of colors is still effective because of its familiarity. Utilize this to your advantage.



40. Program Brochure Design

There are [various programs](#) available in universities, and listing them in brochures will help incoming students to familiarize themselves in each field.



41. Contemporary and Modern Real Estate Brochure Example

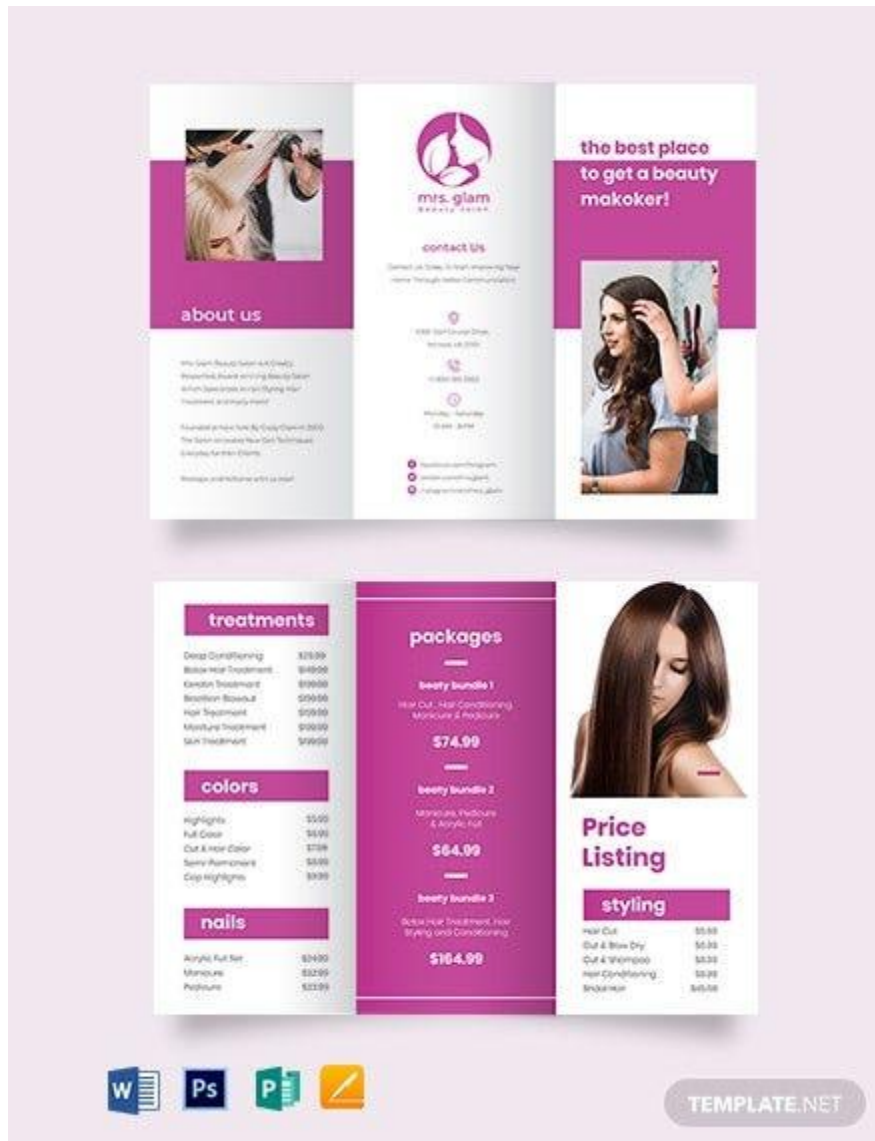
[Real estate](#) utilizes brochures commonly in any other industry. Make sure to use simple yet stylish designs by incorporating various shapes into the brochure.



source

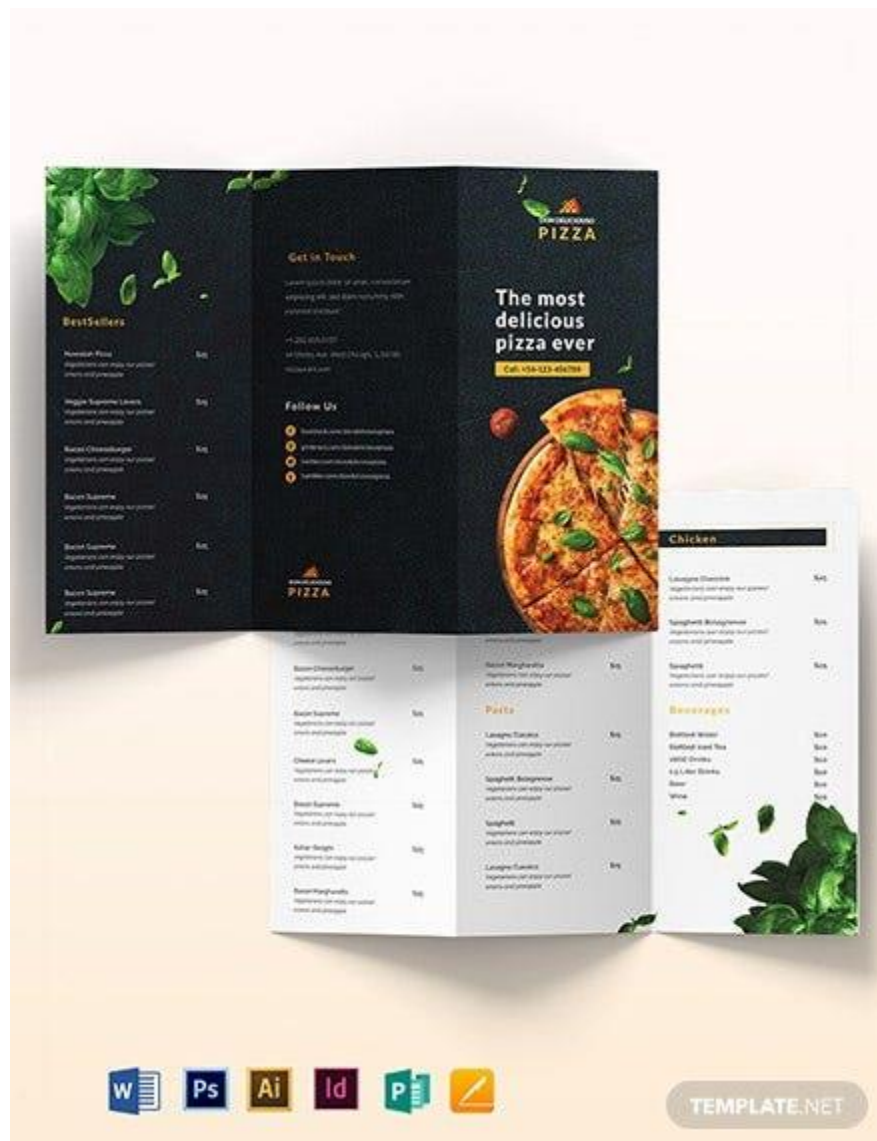
42. Salon Brochure Design

Most [beauty salons](#) give out brochures right outside their vicinity to invite customers in. Include offered services and the accompanying prices to these services.



43. Take Out Brochure Design

Offering [take-out brochures](#) accompanying take-out services is one of the most common uses of brochures, similar to a smaller version of the product menu for your restaurant.



44. Management Brochure Design

A [property management](#) brochure must indicate services, reviews, and the company's mission and vision to inform of their work standards.



45. Resort Brochure Design

Get creative in using a [resort brochure](#). Incorporate waves to get a unique effect similar to ocean waves and use cool colors for the design.



46. Floral Brochure Design

Incorporating [floral elements](#) in the brochure makes it feel refined and delicate. It is best to use the design for sacred events like funerals or weddings.



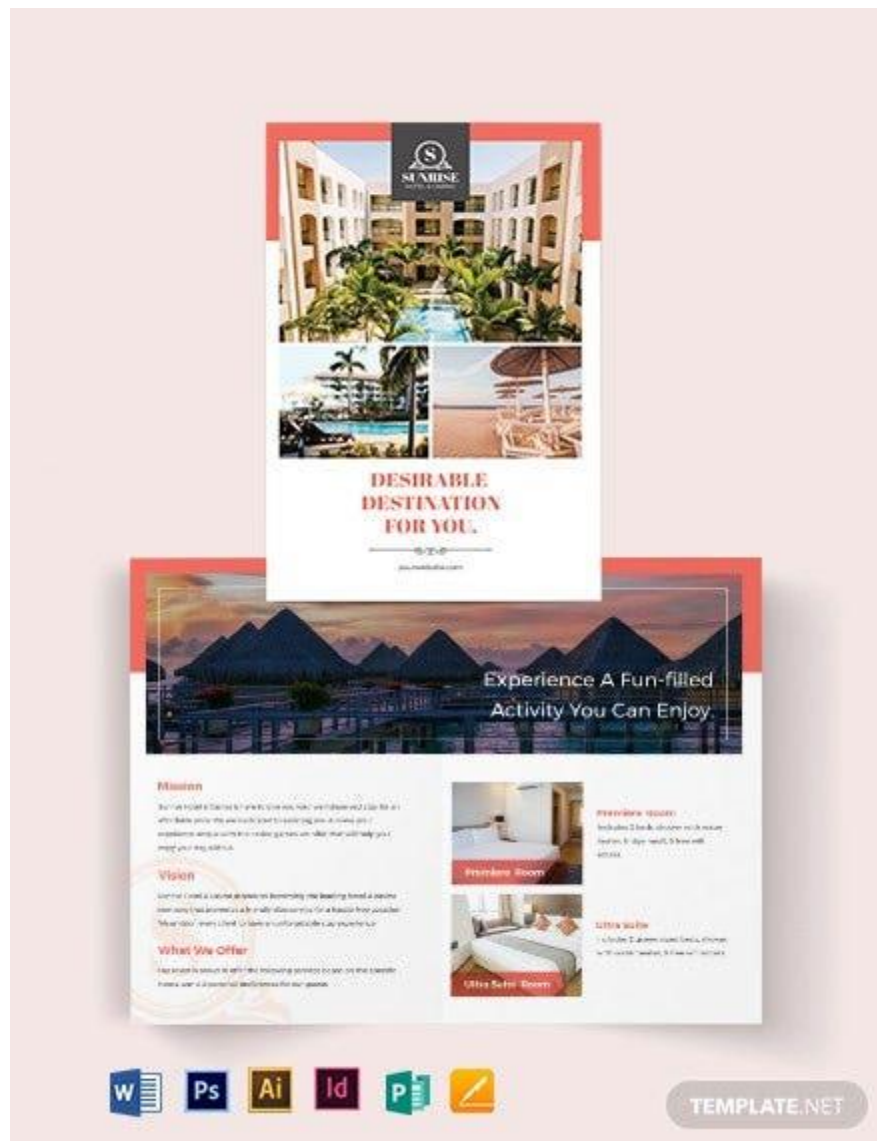
47. Spa Brochure Design

Incorporating various shapes and colors into your [spa brochure](#) is advisable. Also, include several elements like pictures or icons to help with visual designs.



48. Hotel Brochure Design

Use your [hotel brochure](#) to its highest potential by visualizing various room types and attractions near the hotel. Use bright and exciting colors to enhance the visual aesthetic.



49. Coffee Shop Brochure Design

Maximize the use of [coffee shop brochures](#) by adapting a color palette similar to the product. Also, include the shop's amenities and services to let people know what you do.



50. Restaurant Brochure Design

[Restaurant brochures](#) are very common in the industry because it's the fastest way to communicate the product and service you give. Use two-tone colors for a different effect.



BROCHURE FORMAT

Brochures are good sources of information, and the content must always be precise yet engaging. With limited space to include your company's information, ensure you include only the most essential content.

1. The Cover

A brochure's front cover is the first thing that people see. Ensure that it is a show stopper. The front panel must feature a pleasing image, the company logo and name, and a compelling phrase that entices the readers to read more about what you're selling.

2. The Benefits

List down the possible benefits a consumer gains upon purchase. Clients will less likely buy products or services without descriptions, so try to elaborate each item in a descriptive yet concise manner. Try to list as many benefits to accompany these offers too.

3. The Product or Service

Building up from the benefit to what you're selling is one way to market your product or service more effectively. It's a classic selling technique to market new products, and it is also efficient when it comes to brochures.

4. The Process

Once you have convinced your consumer to make a purchase, list additional details about your product or service, including the ordering process or the life cycle of the product you're selling. If the customer sees how much you've invested in a product or service, clients become more willing to buy your company's items.

5. The Testimonial

Another effective way to influence people into engaging your services or your product is by including previous customer's testimonials or reviews. Selecting unsolicited recommendations from the same point of view is a turning point for buying a product or service.

6. The Call To Action

A call to action statement cements the possibility of customers completing the purchase. Make the client give you a call, visit your office or establishment, or check out your website. Call to action are not lengthy sentences and are usually limited to a few words.

7. The Contact Information

When you have fully convinced an individual to make the acquisition, ensure the company's contact information is on the brochure. List the contact number, person, website, and address of the establishment where they can complete the purchase.

FAQs

How do you make a brochure?

Using an online template maker, the following steps are useful in creating a brochure:

- Choose a starting template.
- Upload your images.
- Customize the text on your brochure.
- Select the color, font, and size.
- Download, share or print the final product.

What is the difference between brochures and pamphlets?

Pamphlets are what people use for non-profit or non-commercial promotion. Meanwhile, brochures advertise products and services offered by a company.

How much does it cost to make a brochure?

Depending on the company working on the brochure's design, average expenses range from 200 USD to 1500 USD.

What is the size of a brochure?

Standard brochure sizes range from 8.5 x 11 inches, 8.5 x 14 inches, 5.5 x 8.5 inches, 9 x 12 inches, 11 x 17 inches.

What paper should you use for brochures?

- Paper stock
- Card stock