

## 50+ Catalog Designs, Format, Examples

From fashion, jewelry, technology, toys, food, down to services, there are endless possibilities for product catalogs out there. And in a catalog, it is more than just listing items in a systematic order because they must be curated, properly labeled, and eye-catching to encourage readers into purchasing items or availing services. To manage that, you need a proper introduction to over 50 [catalog templates](#) not only to implement beautiful designs but also to run an effective marketing strategy.

### **To create a catalog of your very own, follow the following steps:**

- Browse through our catalog design examples.
- Customize Online or Download in your preferred File format and Print As Required

Dreaming of creating a perfect catalog? It is certainly easy and very much possible by using [catalog templates in Google Docs](#), MS Word, Apple Pages, and so much more. In fact, you won't have to stick to one specific design since there are basically eclectic sources and styles worth trying out, just like these 50 designs or examples below.

# 1. Architecture Catalog Design

Run an architecture business with an architecture catalog to organize all your architecture designs and structures by color, price, function, modularity, and more. And a fitting [architecture template](#) that represents your style more is the best way to go.



## 2. Advertising Catalog Design

What better way to introduce your [advertising agency](#) than to use an advertising-driven design right into your catalog? Since your business already masters the concept of marketing and advertisements, then you should know the best elements to advertise your brand into the catalog.



### 3. Creative Catalog Design

Gain a refresher on your creative ideas and implement them into your next [product catalog](#). Whether you go for a contemporary style or a quaint motif, express your creativity to the next level into the catalog.



## 4. Business Catalog Design

Want to introduce your business in the briefest and most convenient way possible? Come up with an informative yet straightforward [business catalog](#) so audiences know who your company is for short in this promotional tool.



## 5. Company Catalog Example

Similar to a business catalog is the company catalog; the label or spelling is the only difference. But make sure you still present your company in the most creative and efficient way possible like this example below.



Source

## 6. Clothing Catalog Design

From a ranging taste of streetwear, formal attire, spring fashion, Y2K fashion—the point is that people need clothes. And just as trends in fashion change from time to time, you should also upgrade your design according to trends for your [clothing catalog](#).



## 7. Door Catalog Example

There is just something about rustic wooden doors in different sizes, shades, and elements. And selling them can be presented in a splendid door catalog design rather than still putting effort to show the actual choices of doors in person.



Source



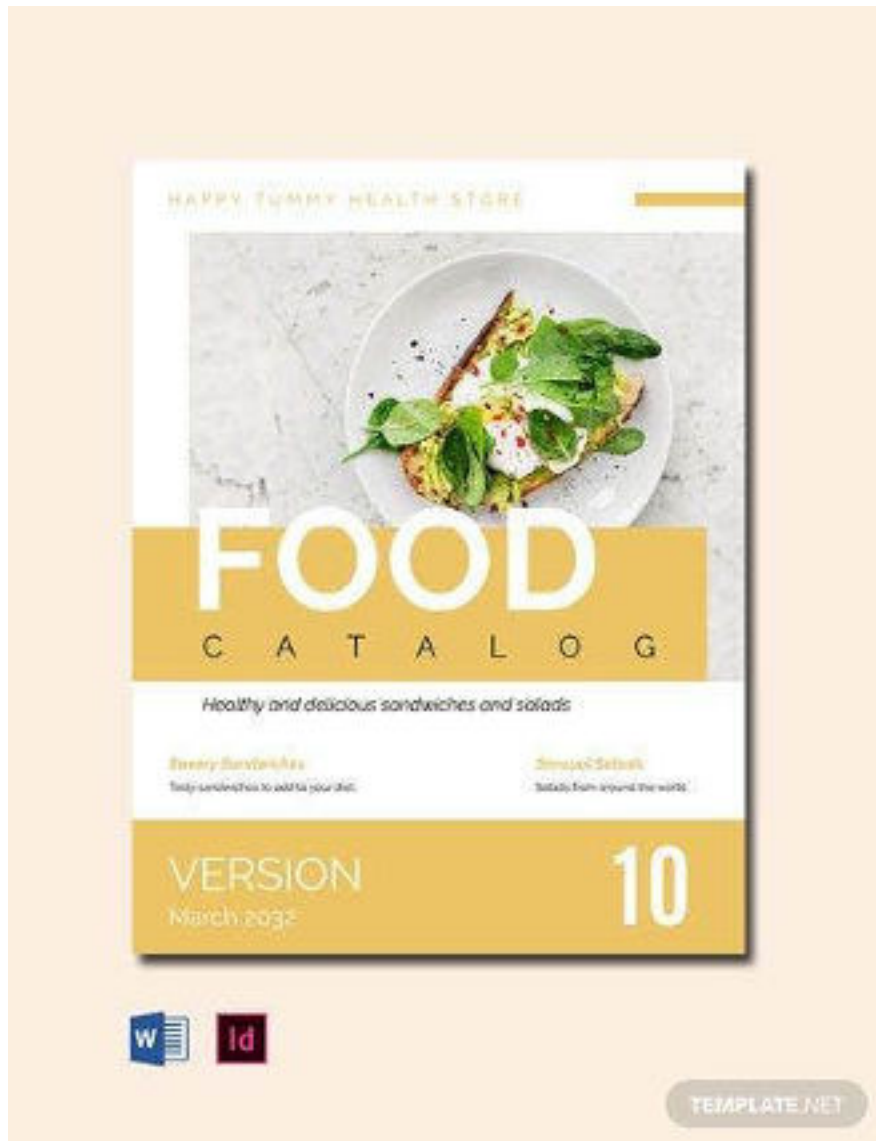
## 8. Fashion Catalog Design

A [fashion catalog](#) is where you can strut the most styling and trendy fashion pieces in the market. Just like in fashion lookbooks and magazines, present the fashions explicitly where people would get enticed to buy and bring them home.



## 9. Food Catalog Design

If you need help with what a [food catalog](#) is like, it is basically similar to restaurant menus. You present a different set of meals with impressive food photography to keep audiences hungry and place brief labels afterward from the price, key ingredients, etc.



## 10. Furniture Catalog Design

Got various pieces of furniture to promote? Be sure to place pictures of each piece in a [furniture catalog](#) where you indicate the sizes, prices, and short descriptions of each product.



## 11. Hotel Catalog Design

Showcase those cozy and special elements of your hotel's rooms, designs, services, and amenities with a well-crafted [hotel catalog](#).



## 12. Industrial Catalog Example

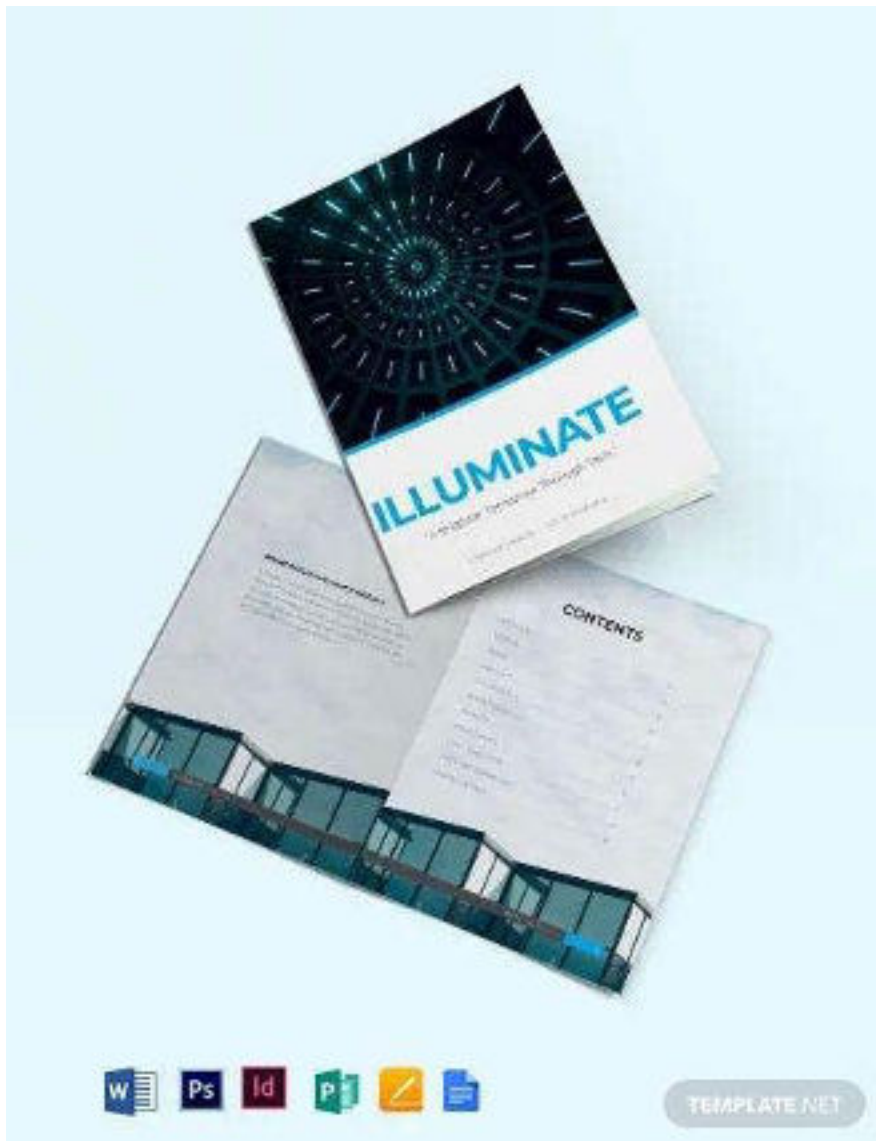
Got industrial products to advertise? You can do so with a catalog specifically made for listing all your industrial products available.



Source

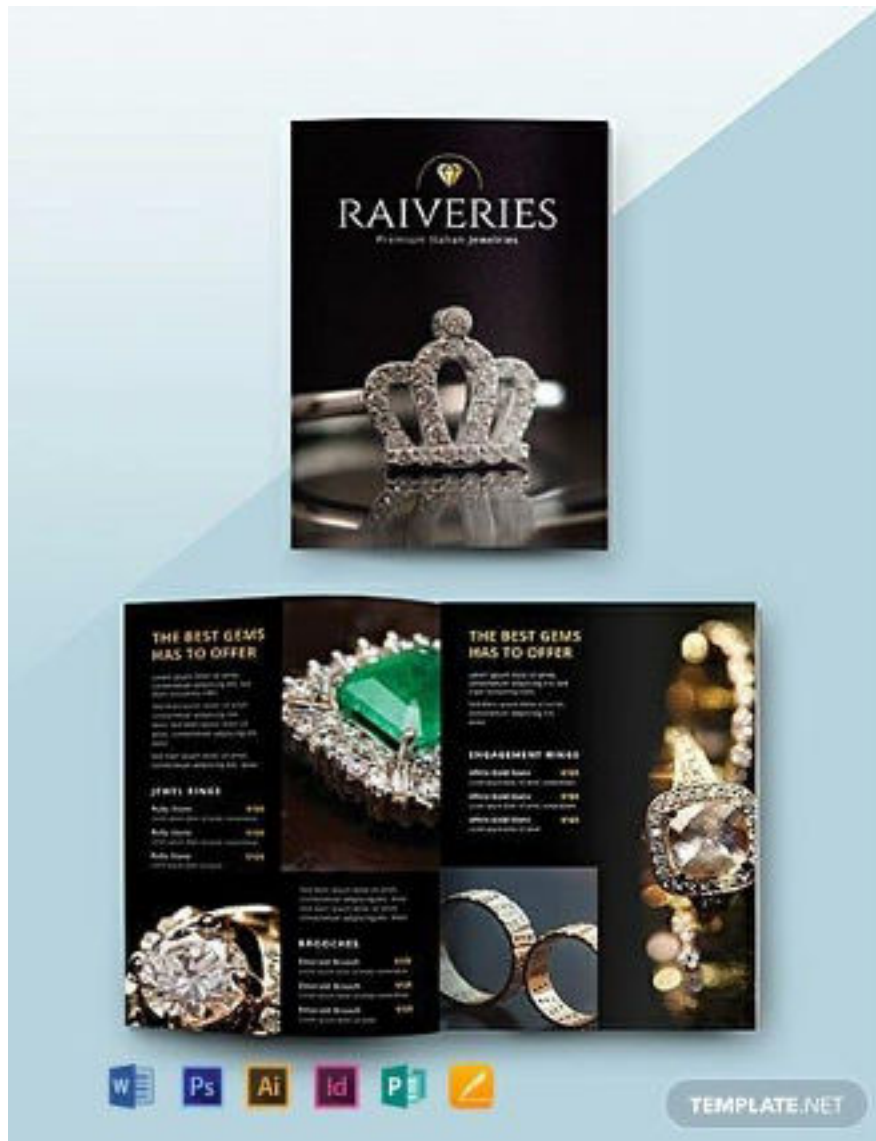
### 13. IT Service Catalog Design

Even [IT software](#) and information technology services can be promoted with a catalog. And the fitting way to design it is to use technological motifs.



## 14. Jewelry Catalog Design

Even your best OOTDs won't be complete without chic and signature jewelry. And a sublime opportunity to market your [jewelry store](#) is through a jewelry catalog.



## 15. Lighting Catalog Example

A signature piece you can't forget in a furniture set would be the lighting. So be sure to flaunt those luxurious lights, boujee chandeliers, and other related lighting furniture in a bright lighting catalog.



Source



## 16. Luxury Catalog Design

A luxurious style for your catalog is the best moment to go extra in selling your products or services. One good example is a [hotel template](#) that is just the epitome of luxury.



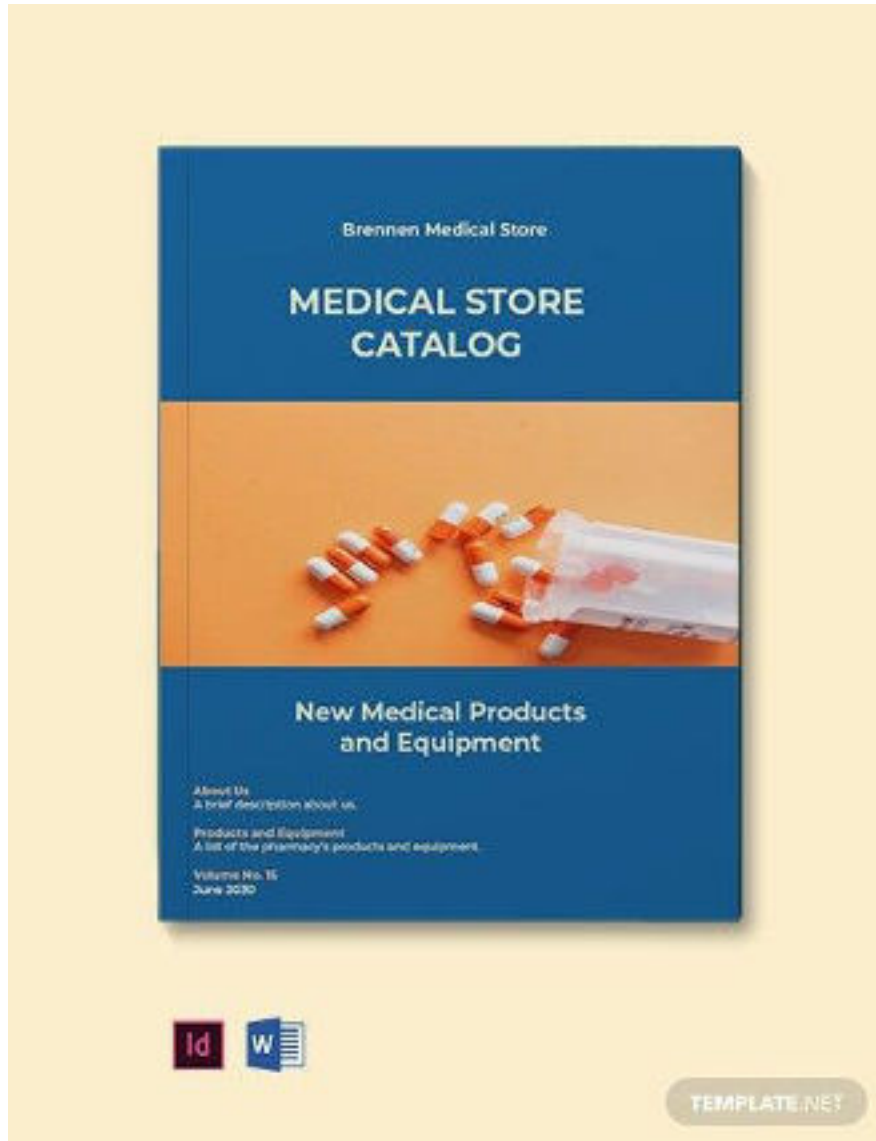
## 17. Modern Catalog Design

Let go of generic and old-fashioned aesthetics by using a new and more modern approach to a catalog instead. And [modern catalog](#) designs are the perfect way to stay trendy in the market.



## 18. Medical Catalog Design

Professional designs are rampant when it comes to [medical templates](#). And you can sell anything from your medical store with a medical store catalog design that fits your brand.



## 19. Minimal Catalog Design

If your mantra is more about "less is more," then a minimalist catalog fits you. Any [sample catalog](#) can be minimal by only adding a few elements to the catalog's design and content or that you prevent garish colors in the catalog.



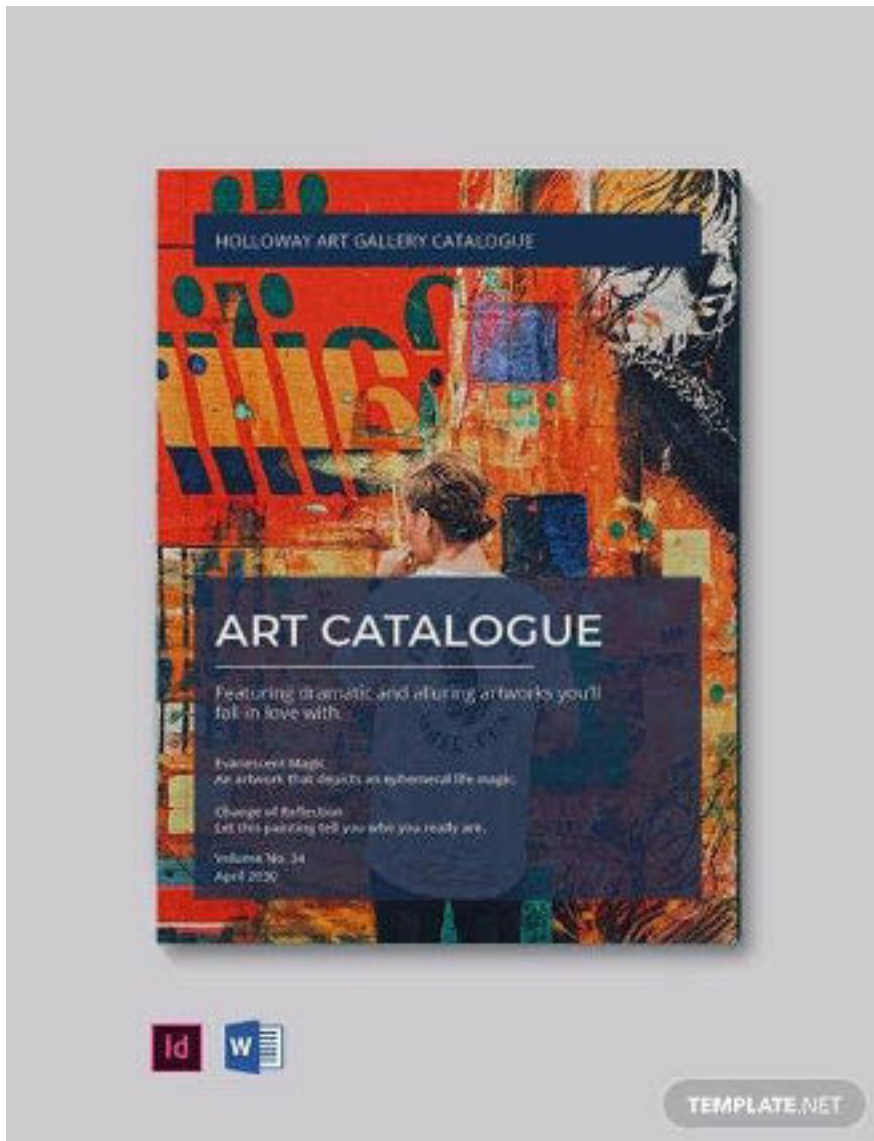
# 20. Professional Catalog Design

A corporate or professional look at a catalog, whether you use it for school or even a [small business](#), can bring a positive reputation to your brand.



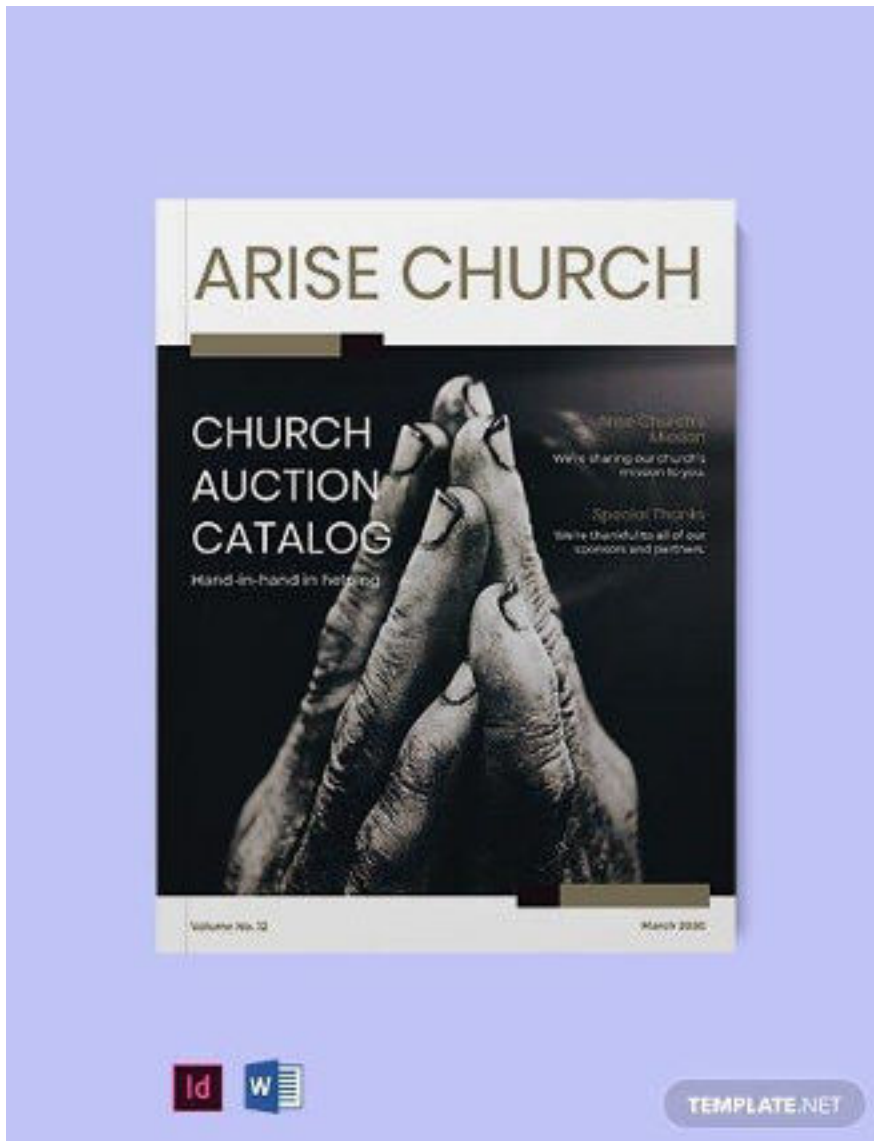
## 21. Art Catalog Design

Showcase your artistic skills by crafting an [art catalog](#). It will be a nice list or collection of all art projects or pieces you ever made for sale.



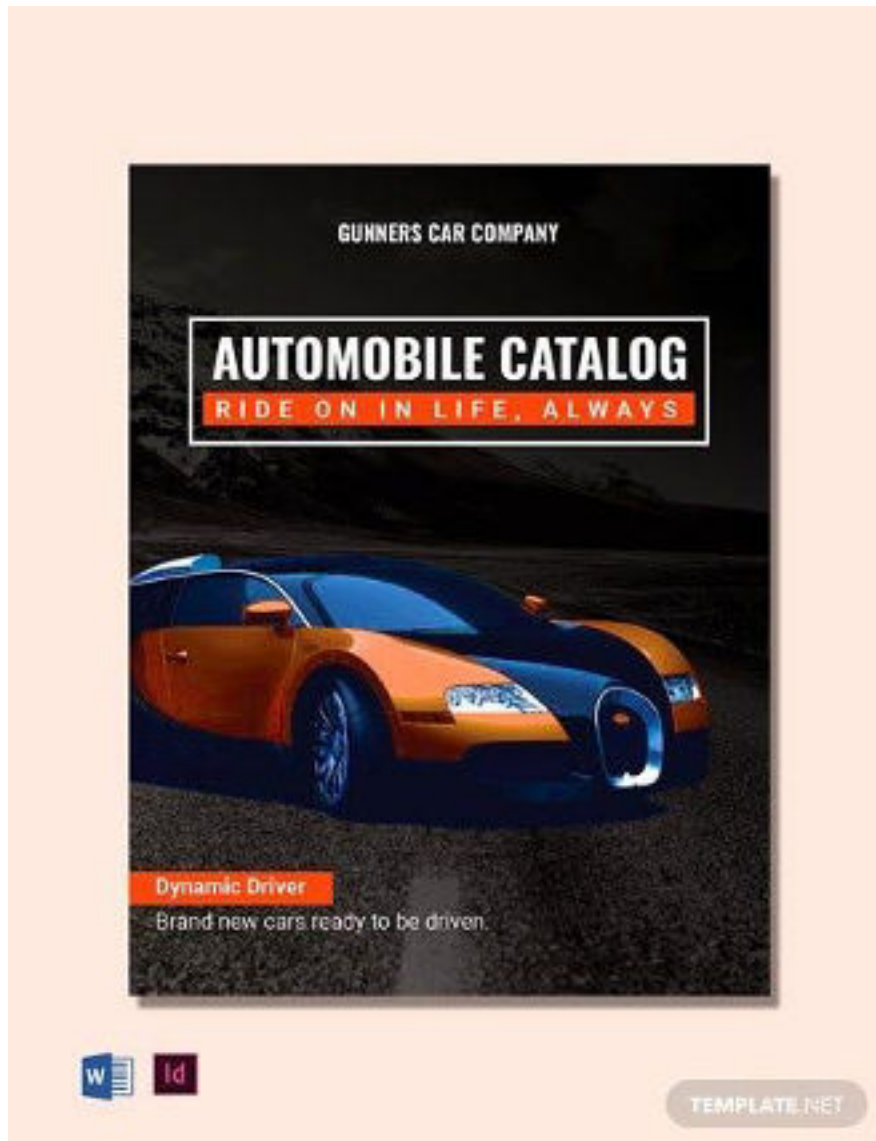
## 22. Auction Catalog Design

Got items to sell in an auction? It would only be appropriate to prepare a classy [auction catalog](#) on that note.



## 23. Automobile Catalog Design

Show off those rides for sale in an [automobile catalog](#). Be sure to know every vehicle's features well as described in a catalog along with wow-worthy photos of each car to impress potential clients.





## 24. Simple Catalog Design

They say simplicity is beauty. And that is definitely true when a maximalist motif is too much for you. Try a [simple catalog](#) instead.



## 25. Book Catalog Design

In case you need a neat way to itemize titles of books and other imprints for sale, come up with a classic [book catalog](#) for it.



## 26. Service Catalog Design

Besides selling actual products, you can also go for marketing services. And a specific catalog for that is the [service catalog](#).



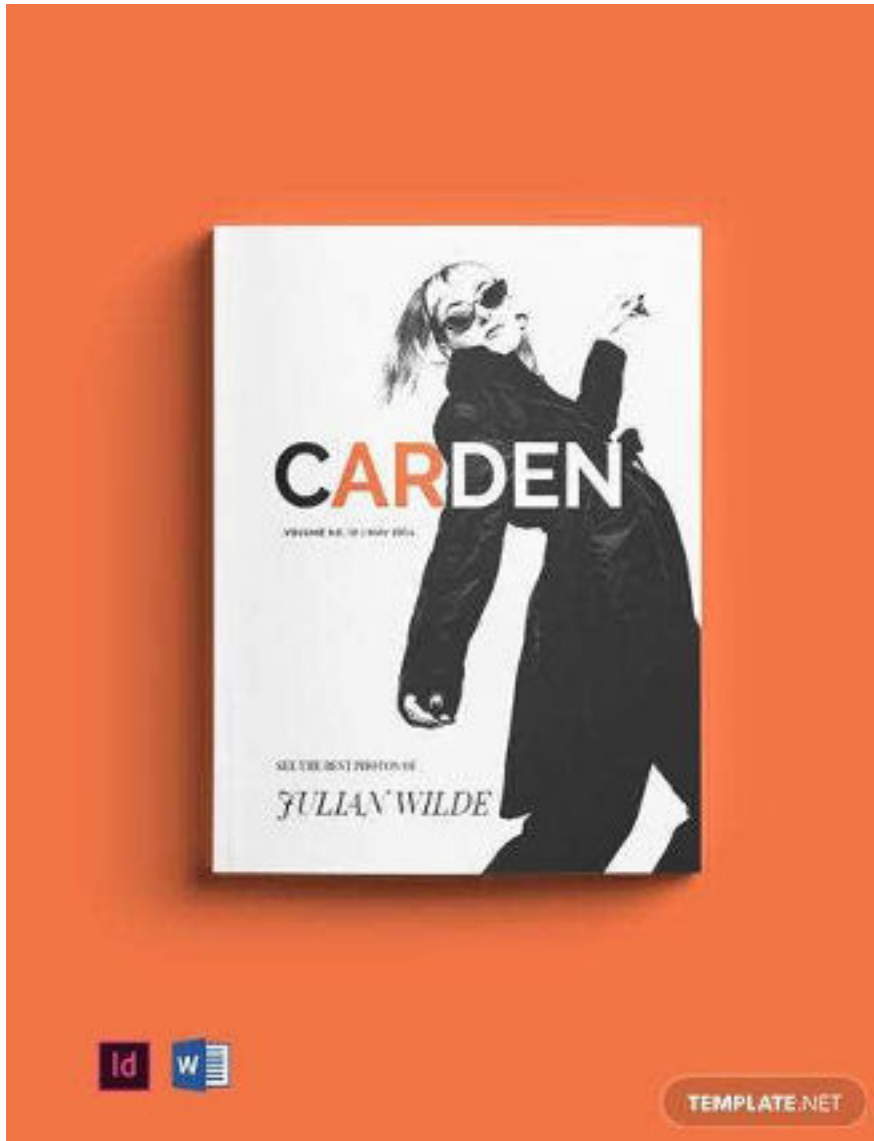
## 27. Office Catalog Design

Whether you are offering office equipment, office venue, or office solutions and services, it all goes to an [office catalog](#) for that matter.



## 28. Portfolio Catalog Design

Sometimes, you deserve a catalog that works for multipurpose functions, just like a [portfolio catalog](#). Expect your catalog's collection to be about any product or service as long as they are categorized appropriately in the catalog.



## 29. New Catalog Example

Do some research and search for the newest designs and elements for catalogs. Rest assured, there are new trends from time to time so keeping up is a must if you want everything new to your catalog.



Source

## 30. Sales Catalog Design

Easy browsing for your products is more streamlined using an organized [sales catalog](#) design.



## 31. School Catalog Design

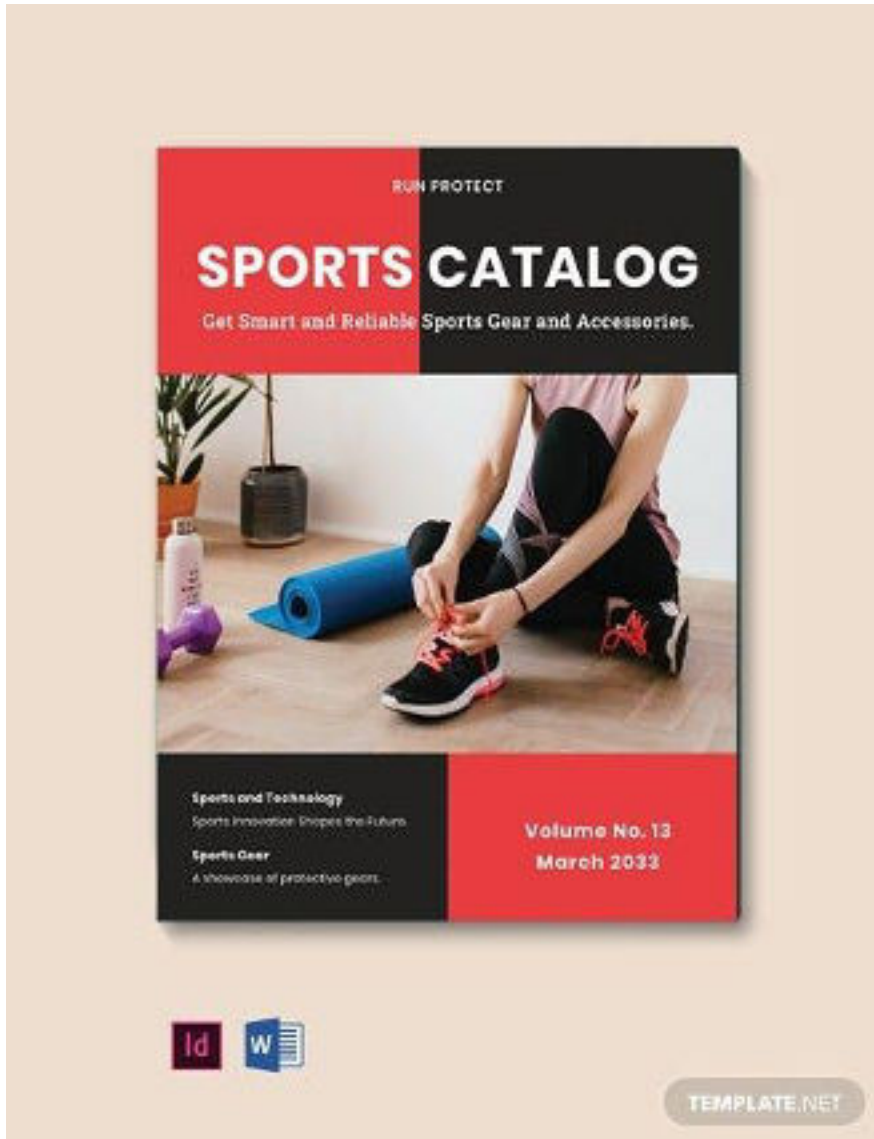
Maintain an engaging [school catalog](#) where you will not only inform about the school you are offering but also how they can help students in the long run. That way, it could encourage more enrollees in the next semester.





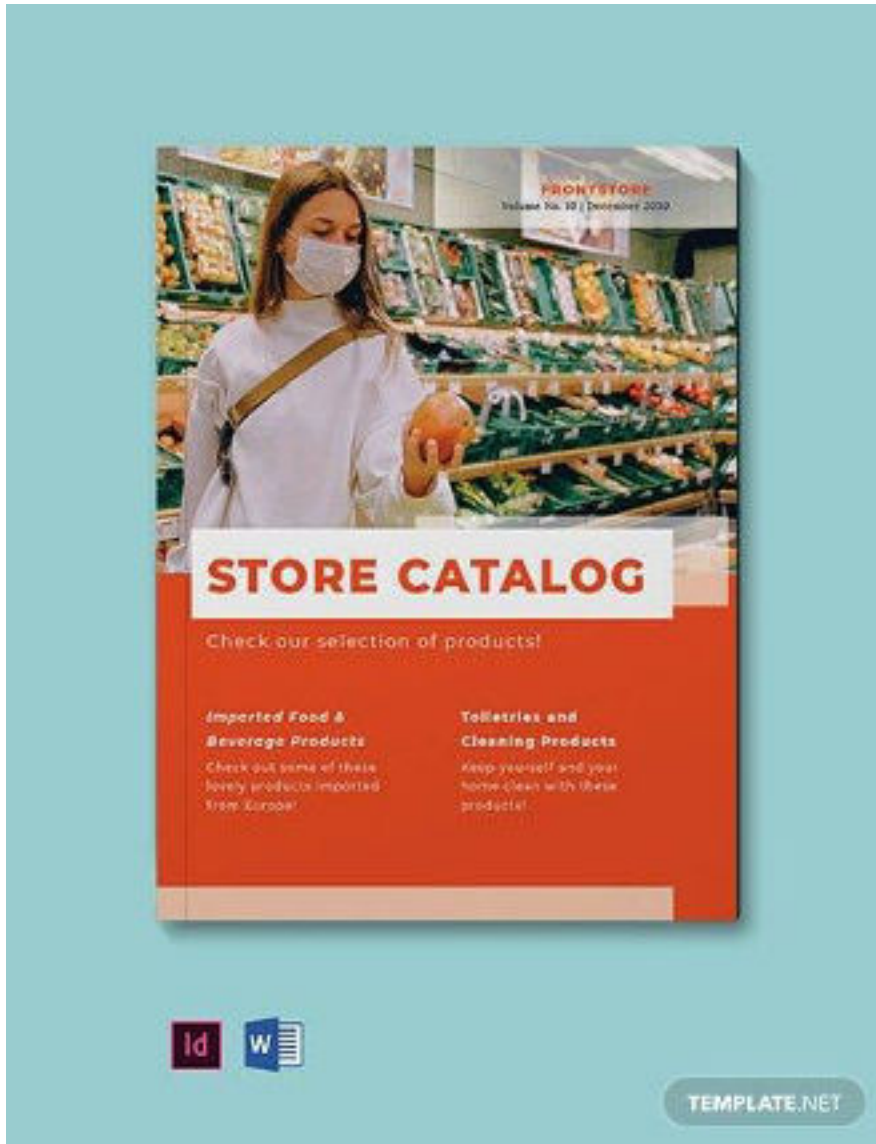
## 32. Sports Catalog Design

There are different purposes you could carry out in a [sports catalog](#). You can market your sports equipment, sports training service, sportswear, sports nutrition, and more. And a catalog design with sports-related themes will work.



### 33. Store Catalog Design

In case you got tired of reiterating and explaining what products are for sale in your store, you can save time and effort with a personalized [store catalog](#). This way, customers only need to refer to the catalog for answers.



# 34. Interior Design Catalog Design

Display your most noteworthy interior design outputs in a well-put-together [interior design catalog](#).



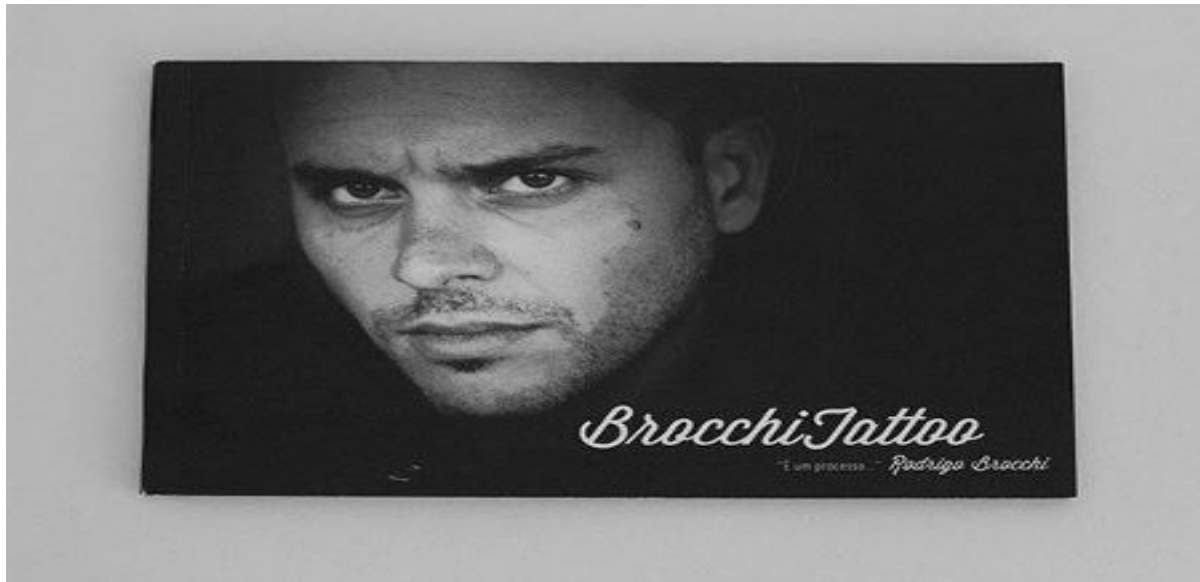
# 35. Elegant Catalog Design

You may keep your audiences spellbound with elegant themes in your catalog. An example is this elegant [interior design](#) catalog below.



## 36. Tattoo Catalog Example

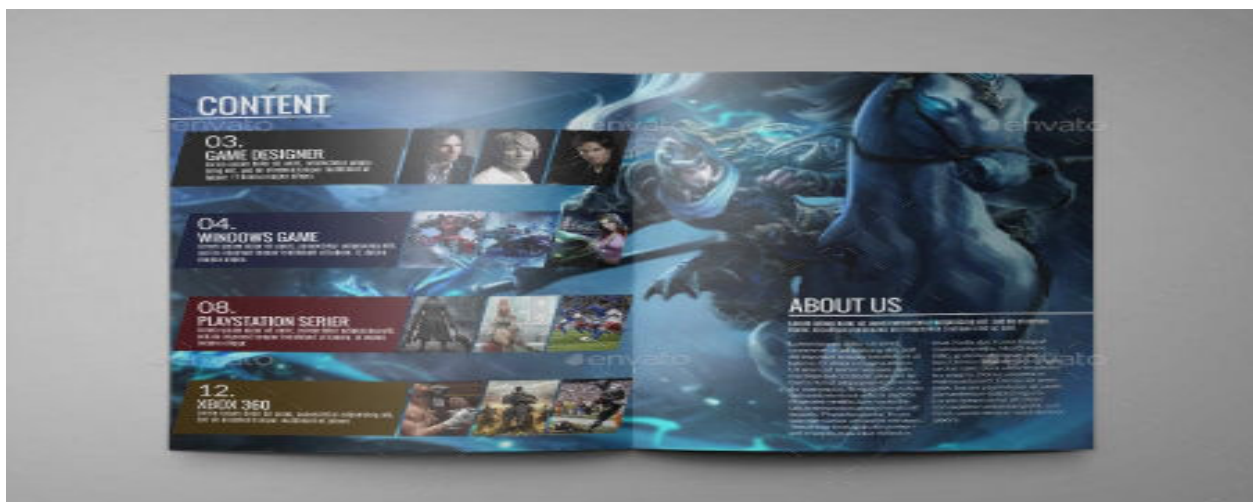
Tattoo artists can showcase some of their finest works in a catalog so clients can simply get inspiration from the whole tattoo collection.



[Source](#)

## 37. Game Studio Catalog Example

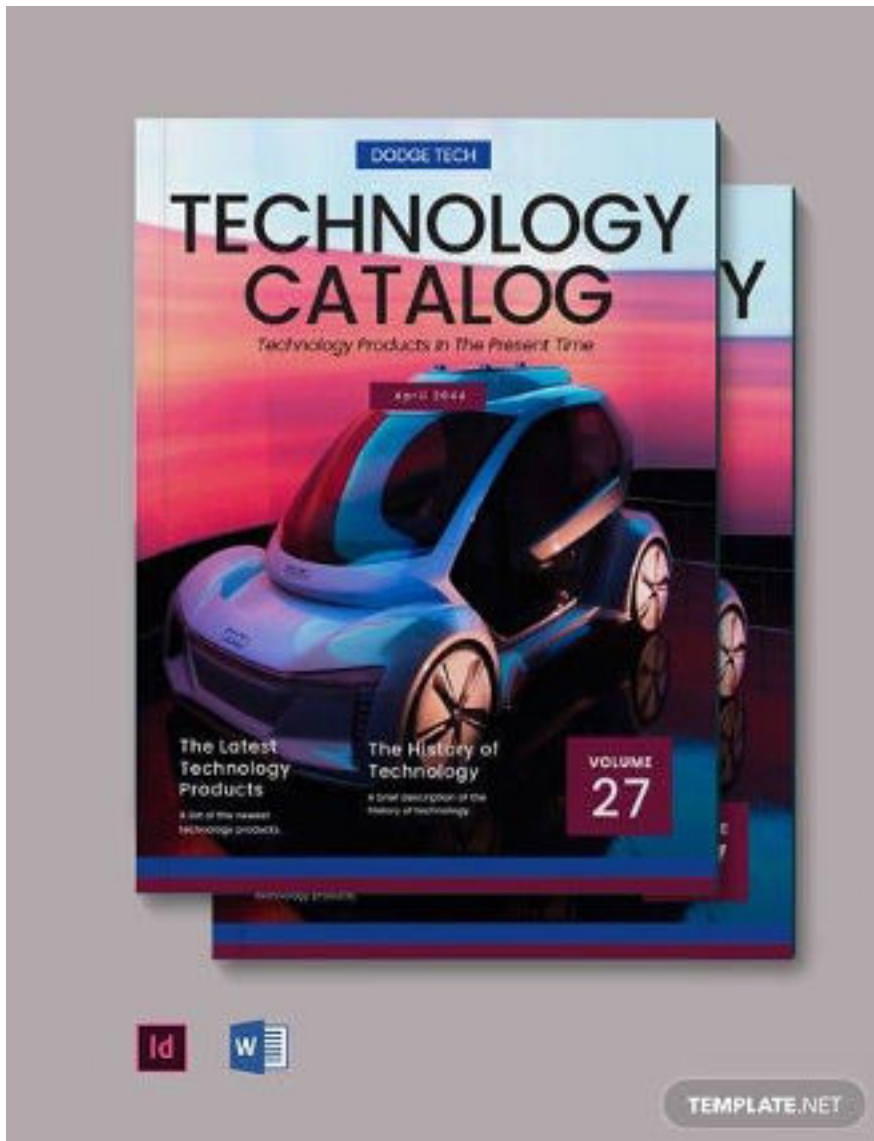
Got a game studio for sale or for rent? You can tease clients about it in a detailed game studio catalog for their reference.



Source

## 38. Technology Catalog Design

Share a glimpse of your newest technological products and services as well as their key specs and features in an informative [technology catalog](#).



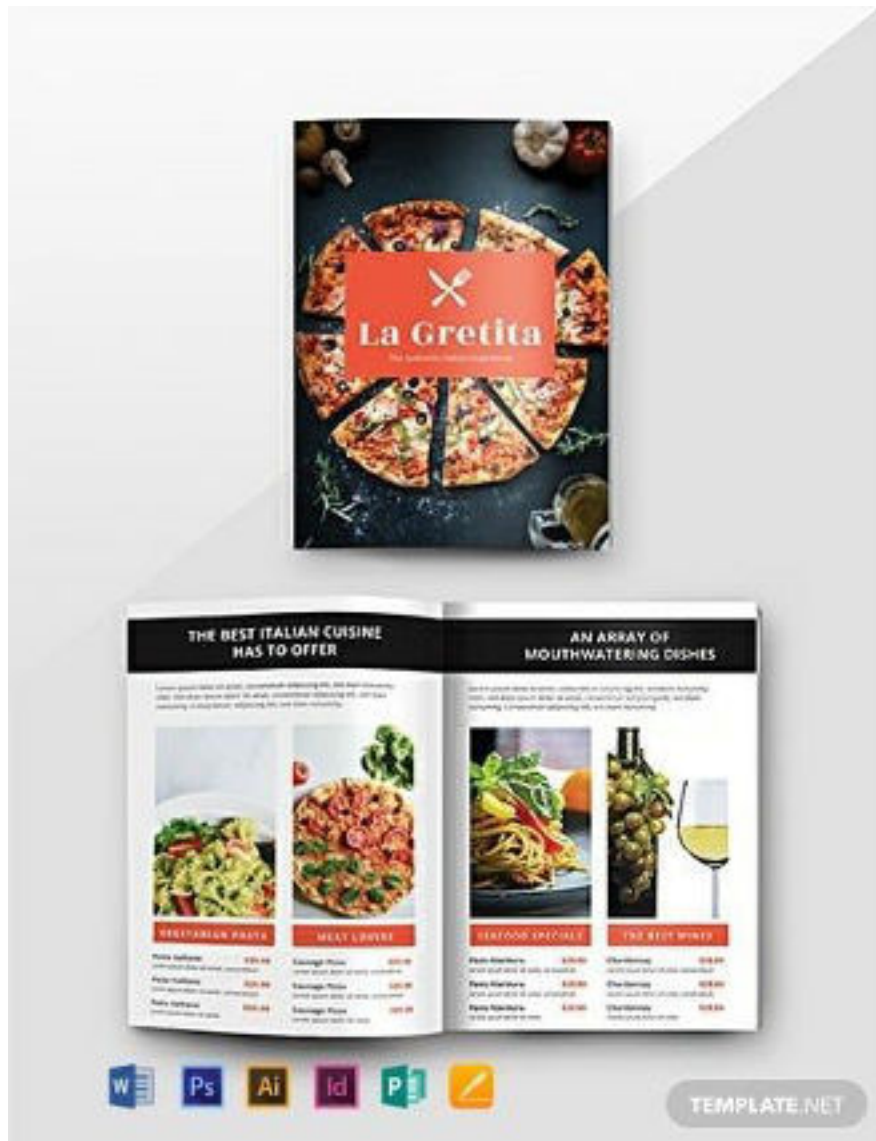
## 39. Brochure Catalog Design

Try pairing [printable catalog templates](#) with brochure templates and you can come up with a hybrid called brochure catalogs. In this case, you can get the benefits from both brochures and catalogs at the same time.



## 40. Restaurant Catalog Design

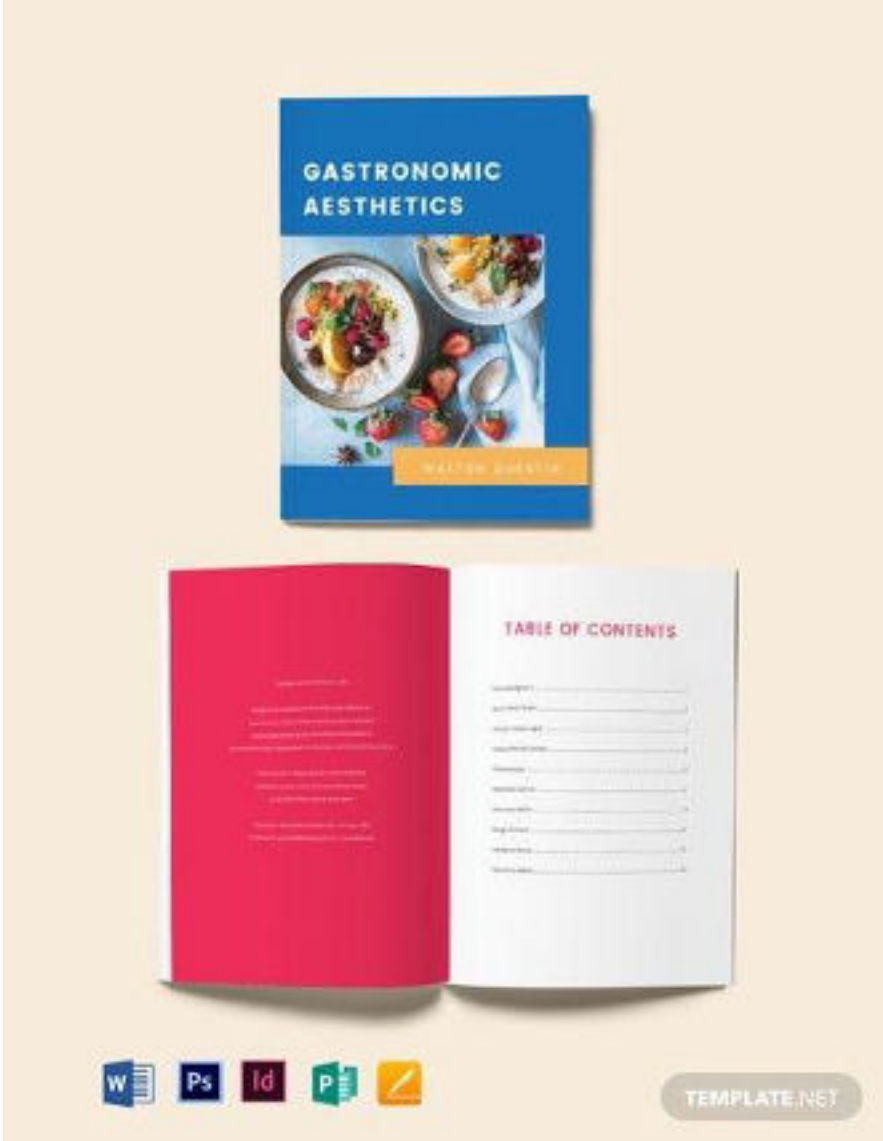
Invite clients to your restaurant with a promotional statement inside your [restaurant catalog](#). Don't forget to showcase the best food photographs in the catalog to spice it up.





# 41. Cookbook Catalog Design

Sharing your latest recipes in a hybrid of catalog and [cookbook templates](#) is possible using cookbook catalogs.



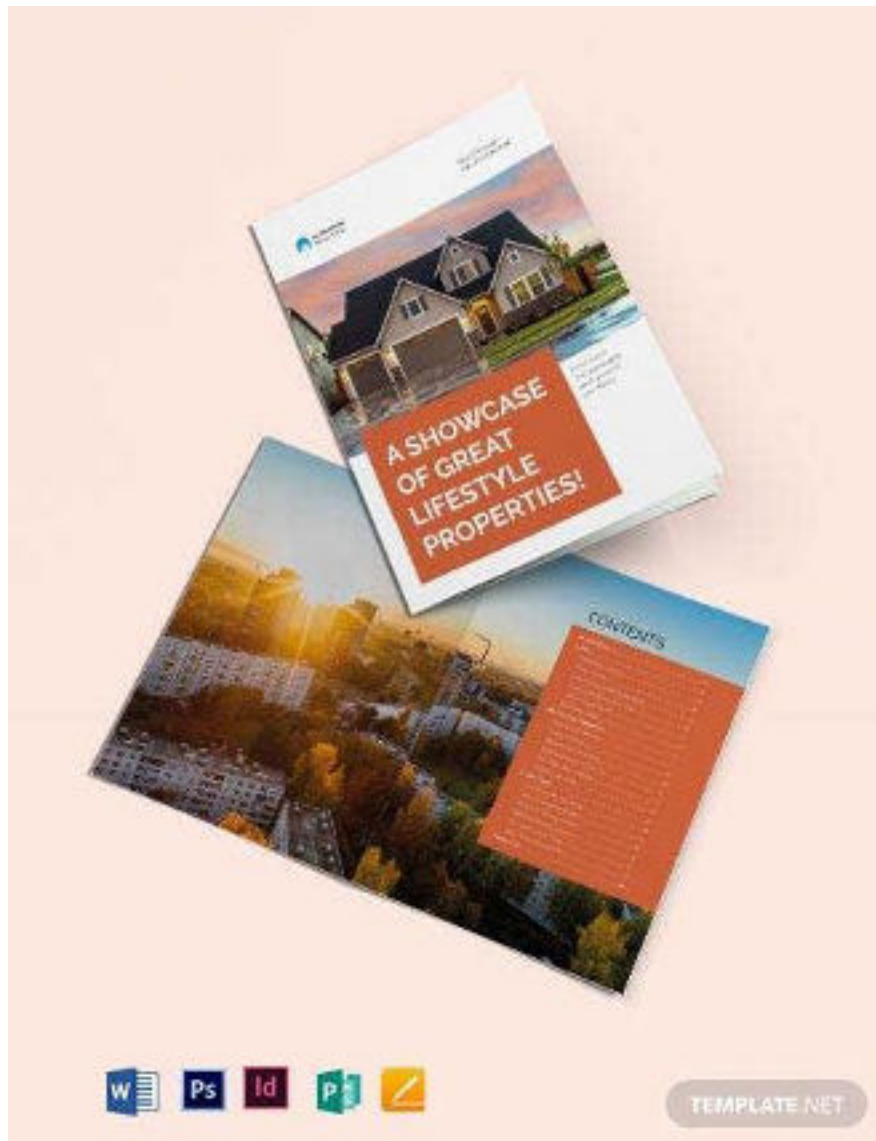
## 42. Coffee Catalog Design

Those who run a coffee business are expected to have a [coffee shop menu](#). But you can also prepare that in catalog form by highlighting an itemized list of all coffee products.



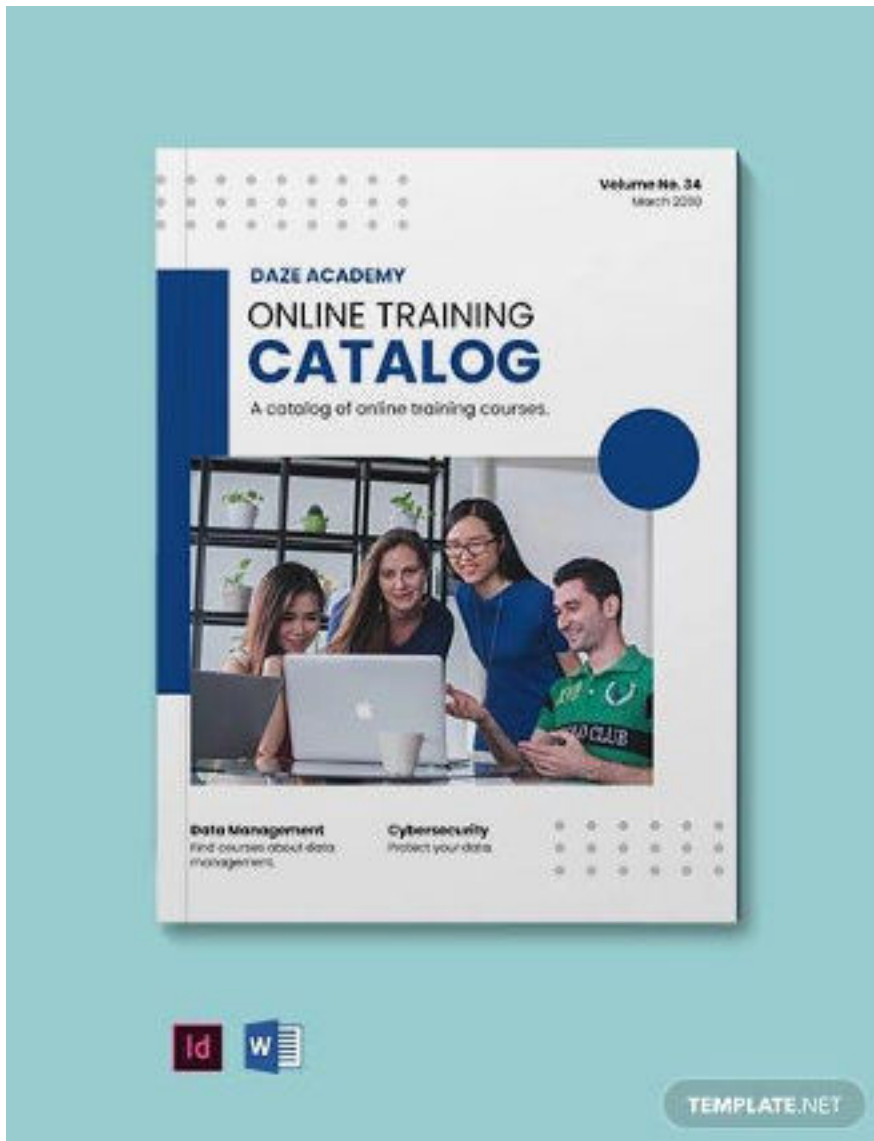
## 43. Real Estate Catalog Design

Running a [real estate](#) business can be challenging but explaining what you offer may save you the hassle. And you can achieve that with a real estate catalog.



## 44. Online Catalog Design

Whether you promote an [online store](#), online training, or any online-driven products and services, you deserve digital or online catalogs.



## 45. Watch Catalog Example

A watch is a signature piece that also affects your overall fashion. And you can very well sell such luxury watches in a beautifully made catalog too.



[Source](#)

## 46. Wine Catalog Example

Unite all wine enthusiasts into a curated wine catalog that displays all the best wines and drinks your business has to offer.



Source

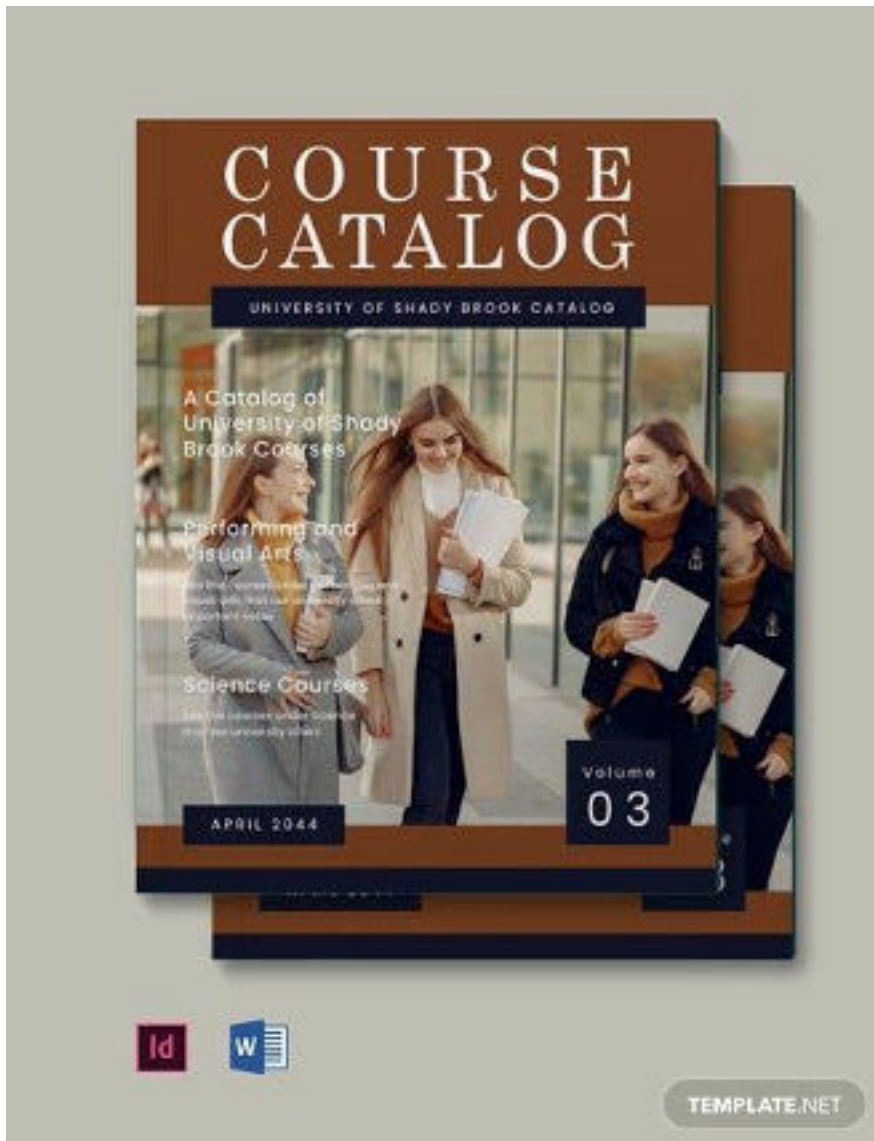
## 47. Travel Catalog Design

Any [travel agency](#) can take advantage of travel catalogs to promote their goods and services. Don't forget to add travel motifs like planes, beaches, and other elements that remind people of traveling in the catalog.



## 48. Course Catalog Design

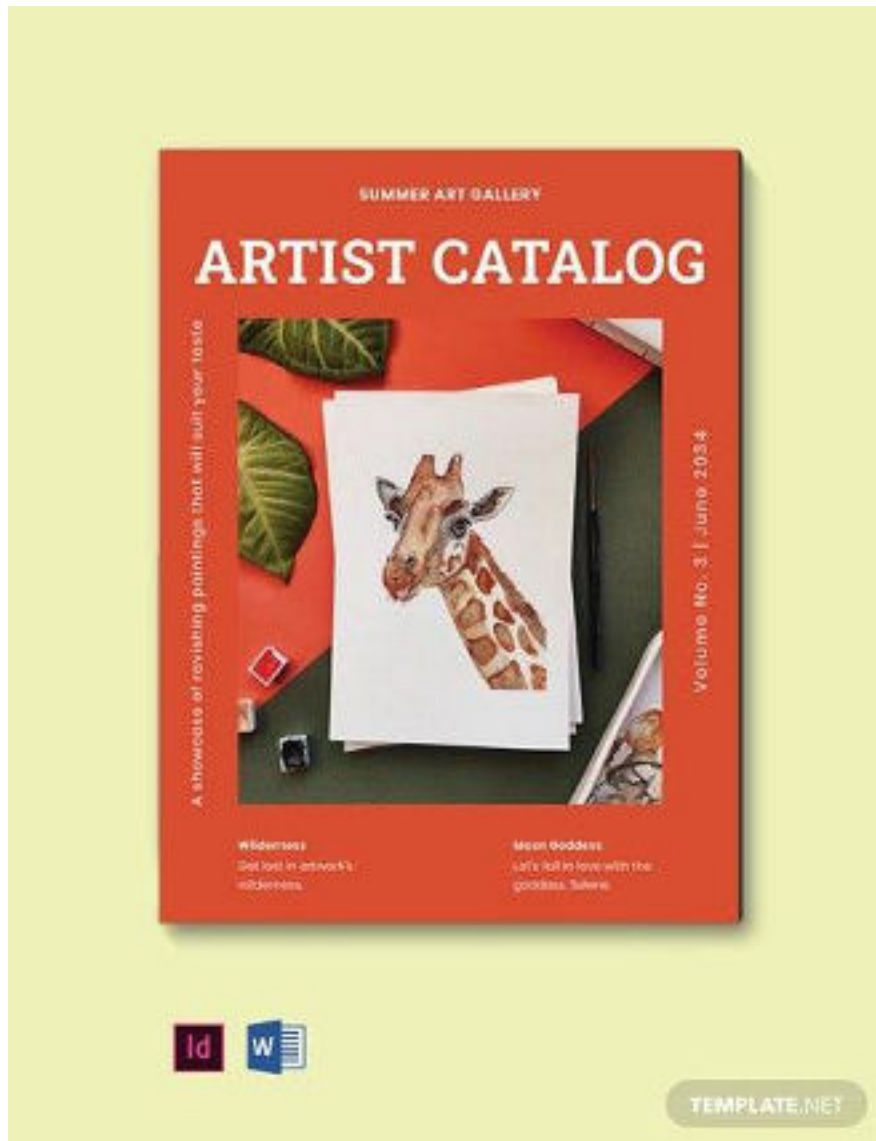
Also a popular function for catalogs is to promote courses and programs. And [course catalogs](#) dominate this example.





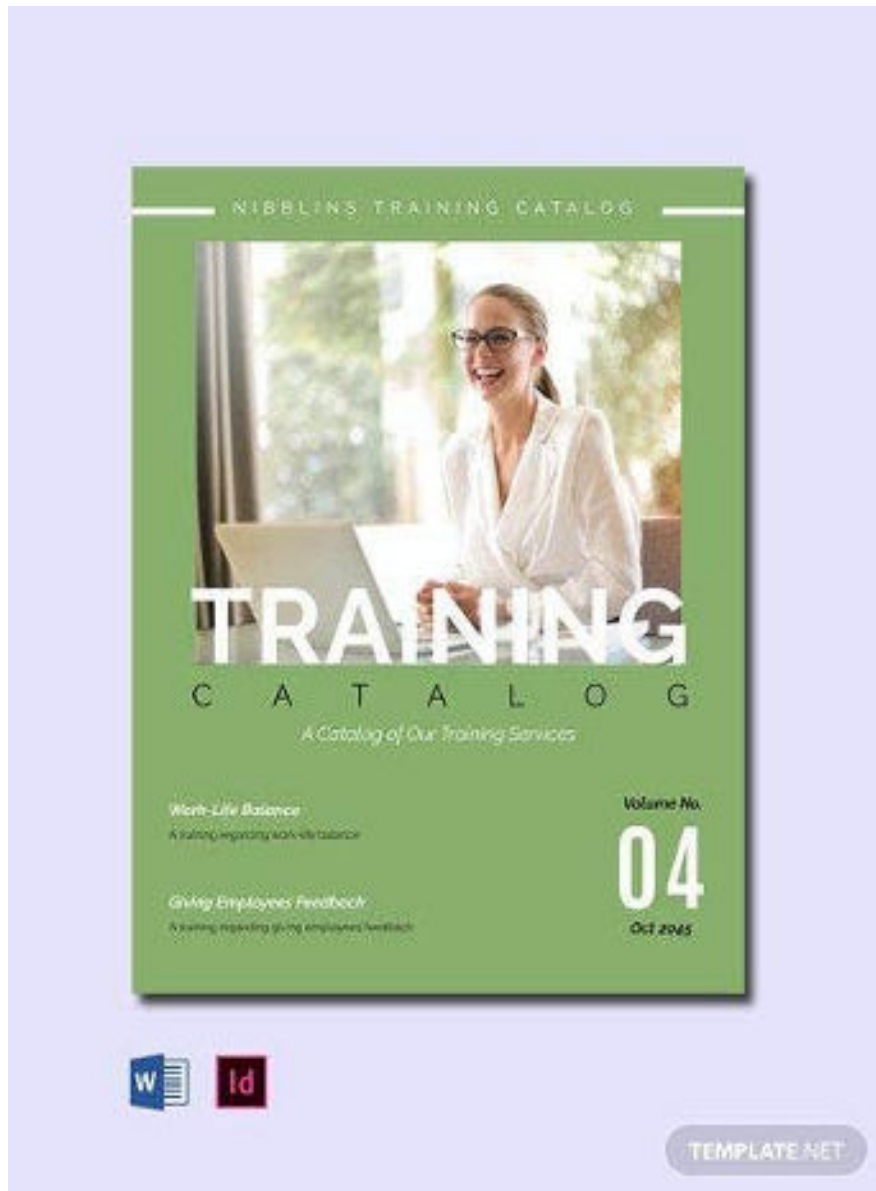
## 49. Artist Catalog Design

All types of artists deserve a personalized catalog that speaks a lot about their job, personality, and brand. And a curated [artist template](#) will work, especially a properly designed artist catalog.



## 50. Training Catalog Design

What should clients expect about your training program and offers? Your [training catalog](#) should answer the significant questions if you want to win your clients.



## CATALOG FORMAT

Indeed, catalogs identify your business, brand, and what you are selling. And the reason it implements that is because of the following elements that make up a standard catalog:

## **1. Front Cover**

The front cover marks the introduction of your catalog. Just seeing the cover alone should already send a message about what type of catalog your catalog is.

## **2. Thumb Index**

The thumb index makes it easier to search for specific categories in your catalog. An example is when marked grooves in a catalog are labeled according to alphabetical order for easy reference.

## **3. Introduction Pages**

The introductory statement begins in the introduction pages. This is where you explain what the catalog's purpose is, who your business is, and what items you are generally selling.

## **4. List of Items**

The main highlight of a catalog is definitely its list of items. This is where every product or service for sale is listed with a corresponding picture, price, and short description.

## **5. Visual Organizers**

Visual organizers such as tables, diagrams, charts, and graphs help present the details in a catalog much simpler rather than a long paragraph form of presenting the information.

## **6. Final Pages**

End the catalog on a positive note with a call-to-action message of buying now. The same goes for stating your company's contact information to entertain questions and other notes you want to share with your readers.

## **7. Back Cover**

An exquisite front cover design should automatically close with a beautiful back cover design as well. Both covers are instantly seen among catalogs so make great first impressions on both sides.

## **FAQs**

### **What is an example of a catalog?**

A catalog is anything that lists something, like those booklets or pamphlets that stores give for sale. And the lists in catalogs contain descriptions, price lists, and other essential details about each product.

### **How many pages are inside a catalog?**

Catalogs commonly have four pages but it can be a lot if more items are for sale and less if only a few items are available. In other examples, a catalog can be of one page only and folded to look like they contain more sheets.

### **What is the standard size of a catalog?**

Catalogs for most apparel or fashion businesses often come in the size of 8.5" x 11" to 9" x 12".

### **What are some tips to develop a great catalog?**

You can create a great catalog with these tips:

- Make a catchy headline.
- Write in an active voice.
- Keep it brief but direct to the point.
- Keep up with trends.
- Write specifically for your audience.
- Share a good story.
- Know your products and services well.

### **What are the types of library catalogs?**

Library catalogs are divided into four types—card catalog, book catalog, COM catalog, and OPAC catalog.