

Brochures

Brochures are usually handed out to advertise and give information about products or services. In this article, find out everything you want to know about brochures.



Brochure Definition & Meaning

A small magazine or book made of foldable paper that contains information about products and services.

This means companies can use brochures to advertise their work and entice readers to buy or get their products/services.

What Is a Brochure?

A brochure refers to a foldable piece of paper that contains information about products, services, or an organization, which is given to their target audiences so that they can be informed about its contents with ease. Its contents consist of photos, texts, vectors, infographics, and logos.

10 Types Of Brochure

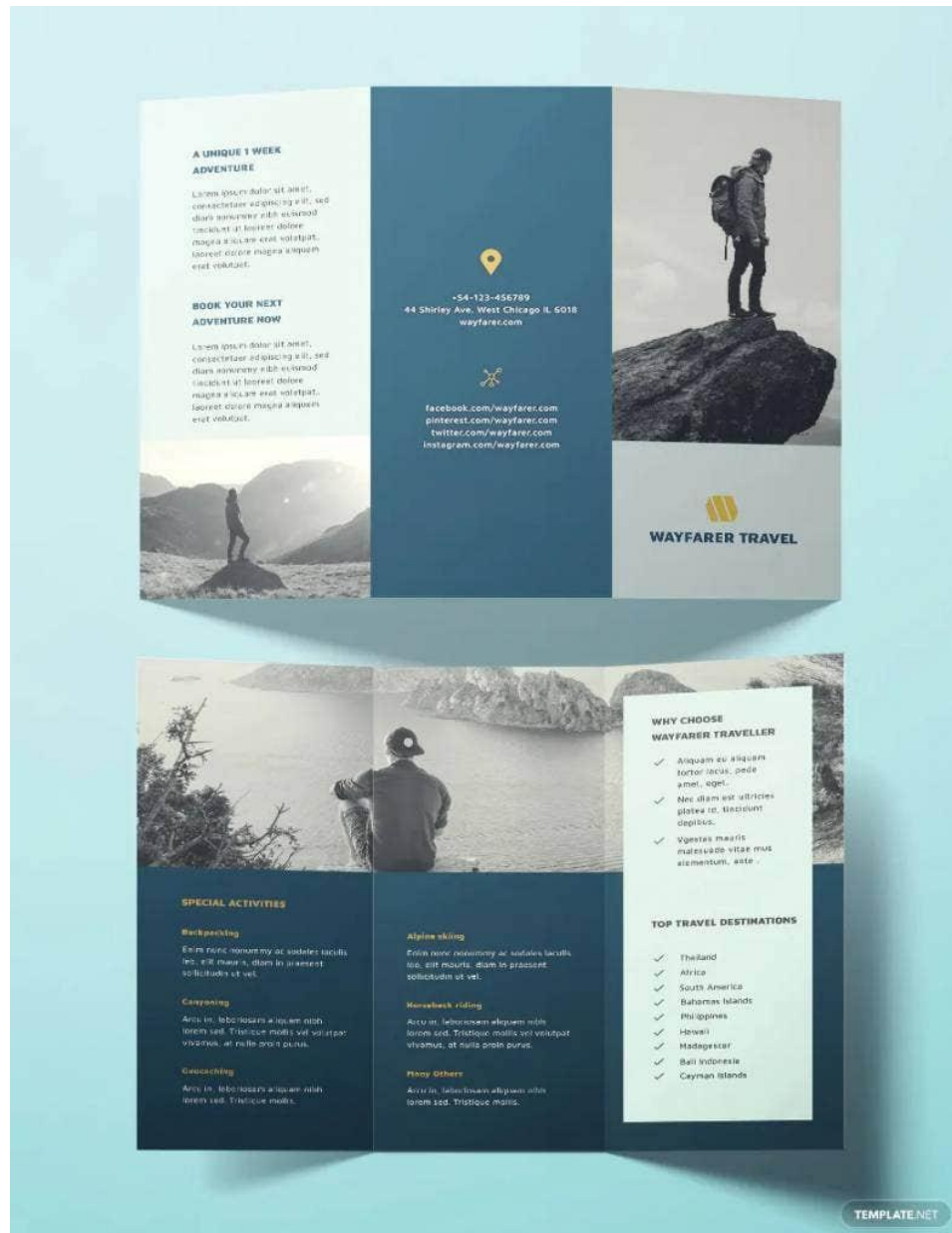
Professional Brochure

Professional brochures are used by businesses and organizations used to promote their profession to readers who may be potential clients. Professional brochures are used in industries such as business and school settings. Its content is presented directly and with technical jargon.



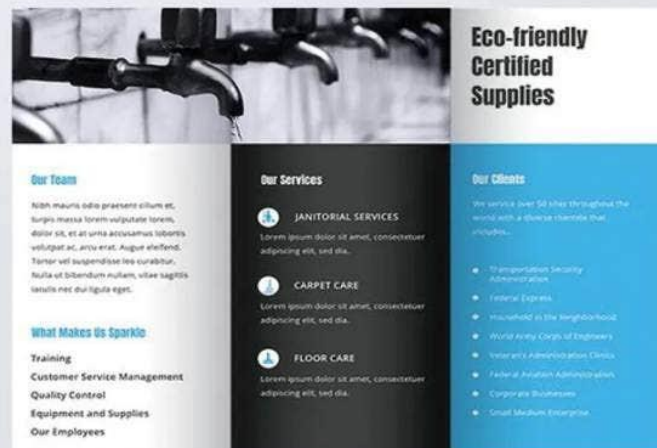
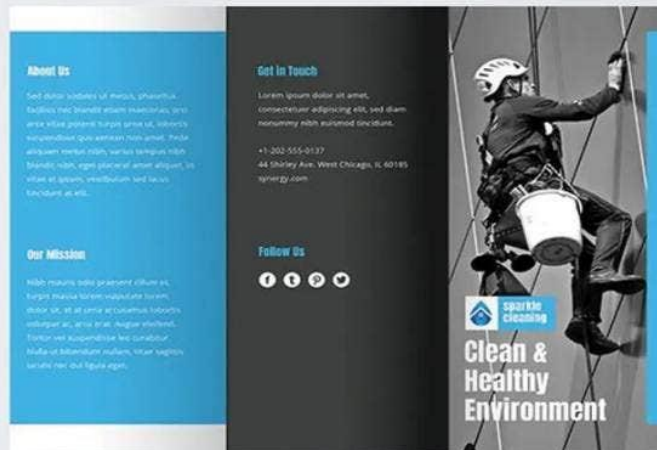
Travel Brochure

Travel brochures refer to brochures used by travel agencies and businesses where their content and format revolve around products and services, such as travel packages, luggage sales, compasses, etc. Travel brochures are usually found in travel-based shops.



Cleaning Services Brochure

Cleaning services brochures are used by cleaning businesses to promote their services and cleaning products as well. The content of cleaning services brochures includes photos of cleaning products and details about them. They are usually found in the shops that sell cleaning products.



Advertising Brochure

Advertising brochures are specifically used by marketing companies and advertising agencies. Advertising brochure content can be anything from real estate to a restaurant. Brochures after all are an advertising tool.



Menu Brochure

Menu brochures are used by businesses like restaurants to promote their dishes, usually for takeout deliveries. They are usually designed similarly to menus. They also include details like how to order and how long delivery takes.



Healthcare Brochure

Healthcare brochures contain detailed services about topics like health, hospitals, and medical services. The designs of healthcare brochures vary depending on which group it is produced by. They are usually found in clinics, health shops, and hospitals.



Real Estate Brochure

Real estate brochures are used to showcase content that involves properties like buildings and land plots that are for sale. Its content consists of images of real estate properties along with information about them. It is usually handled by real estate agents to clients.



Legal Brochure

Legal brochures have content that promotes legal firms and their services. Their content consists of information about law firms that have produced said brochures. They are usually handed out in law firms and schools.



Architecture Brochure

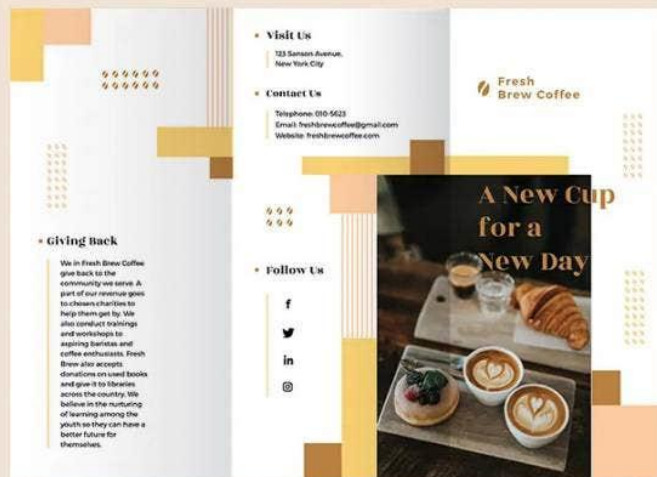
Architecture brochures are used to promote firms and companies for architectural consultations and services. These brochures have content that consists of images of architecture and the firms that produced them. It is usually handed over to clients from architectural firms and schools.



Coffee Shop Brochure

Coffee shop brochures are used to promote a coffee shop's brands, pastries, and snacks.

They are of course found and distributed in coffee shops. Its content usually has images of delightful treats served by the coffee shop.



Brochure Uses, Purpose, Importance

Brochures are made with the aim to sell to its readers. Since brochures are light and easy to carry around, they could reach a lot of places where they can be distributed.

Marketing

With their informative content and visuals, brochures are a great marketing tool. Readers can look at its contents and know exactly what is being sold to them.

Information Sharing

Brochures are an excellent tool for promoting the products or services of a business. It will help readers have a lot of details in the palm of their hand on what businesses have to offer.

Cost-Effective

Brochures are easy to produce, and on a company budget, it is pretty cheap. This allows businesses to have a cheap tool to spread their brand.

What's in a Brochure? Parts?

Name

Specifically, the name of the company, business, or subject that you wish to promote with your brochure. For example, if you own a pizza company named Pizza Place and you want to share that your business is having a discount, then you add the words PIZZA PLACE and DISCOUNT in colorful letters on your brochure.

Logo

Add the logo of the company/business that is behind the content of your brochure. You can add it anywhere, but it is common to place it on the top part of the brochure.

Cover

The cover is the first thing readers see when they look at your brochure. It is often as an introductory text and an image to catch a reader's attention.

Layout

The layout is the design or order of how the images and text are arranged in a brochure. This helps the reader to look through the brochure in an organized flow.

Main Text

The main text is the body of words where information is written and conveyed to the readers. Product descriptions and facts about the company are often found in the brochure's main text.

Contact Information

Details, such as email addresses, phone numbers, mailboxes, and social media accounts, are a part of the contact information. They are usually placed at the end of the content so that readers can reach out for more information.

Image

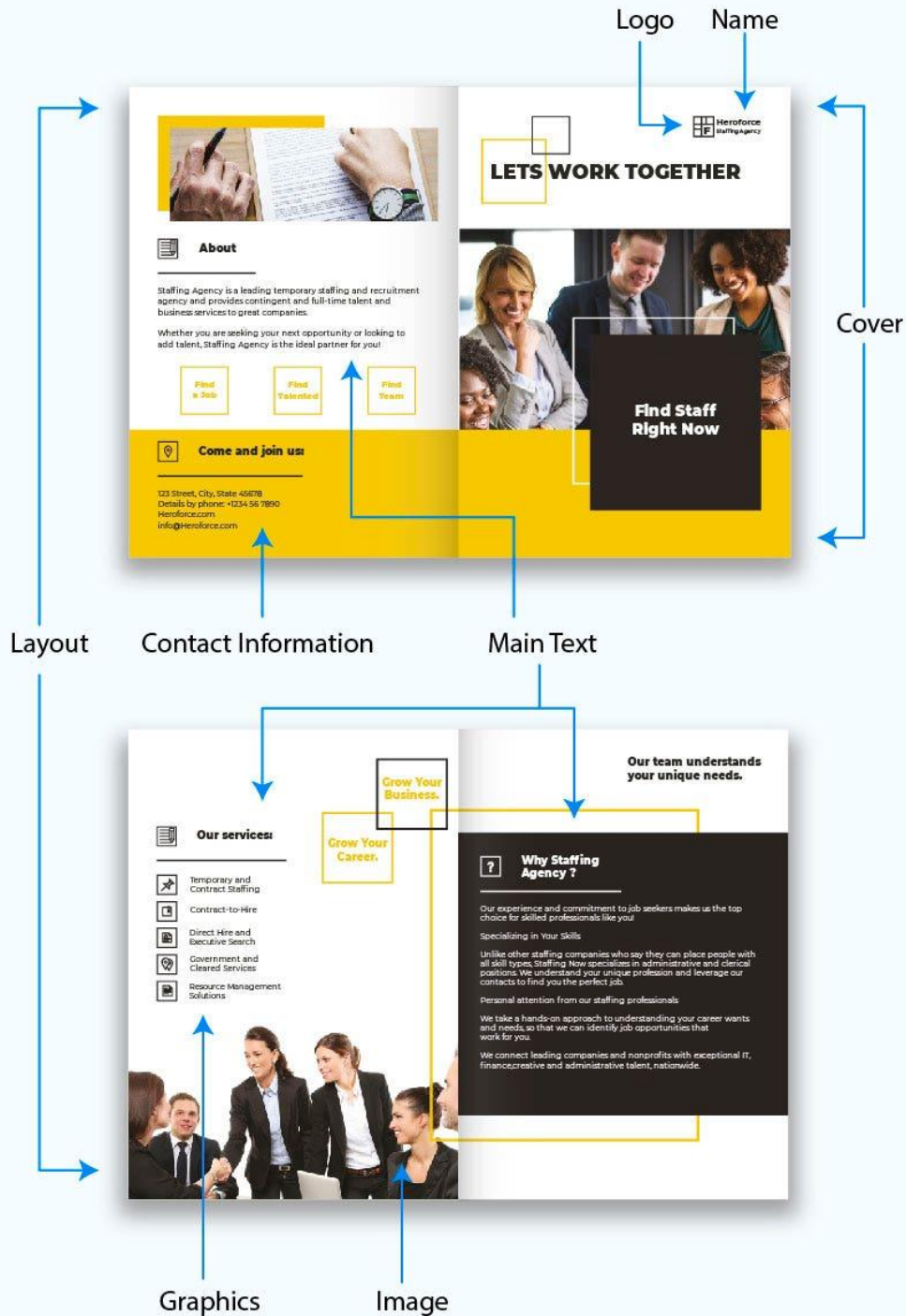
Photos and visual art are often included in brochures so readers can know exactly what is being sold to them. For example, if the brochure is about a smartphone store, images of phones will be present throughout the pages.

Graphics

Some brochures make use of creative graphics and visual images that show information so that readers can easily digest facts.

Brochure Anatomy

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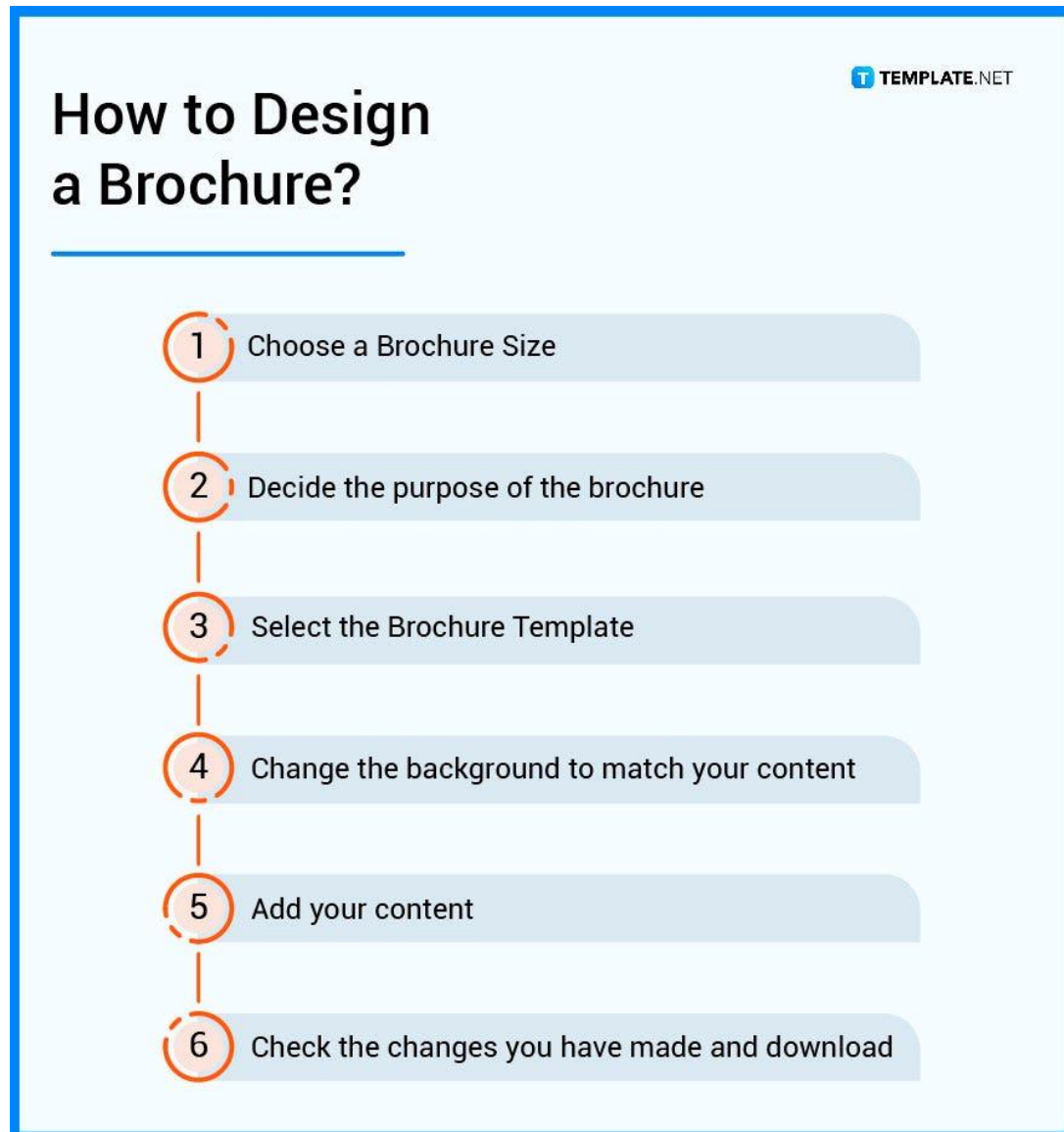


How to Design a Brochure

1. Choose a [Brochure Size](#)
2. Decide the purpose of the brochure
3. Select the [Brochure Template](#)
4. Change the background to match your content
5. Add your content
6. Check the changes you have made and download

If you want to create a brochure in other file formats, you can refer to these articles:

- [How to create a brochure in Microsoft Word](#)



Brochure vs Pamphlets

Brochures are primarily used for commercial purposes to promote a product or a service.

A pamphlet is used mainly for sharing information with readers, usually for non-commercial purposes.

What's the Difference Between a Brochure, Flyer, Leaflet, Booklets?

Brochures are usually foldable pieces of paper used for commercial purposes.

Flyers have all of their content on one piece of paper and are used to catch people's attention and quickly promote something.

A leaflet's contents consist of information about a certain topic to inform its readers about a subject.

Booklets have multiple pages bound together, allowing for more content, which is primarily used to share information with the readers.

Brochure Sizes

Brochure sizes that are commonly used are as follows:

Brochure Sizes

T [TEMPLATE.NET](#)

Type of Brochure	Size (in)
Letter Wide	8.5 x 11
Legal	8.5 x 14
Ledger	11 x 17
Tabloid	11 x 25.5
A4	8.27" x 11.69"
A5	5.83" x 8.27"
A3	11.69" x 16.54"
DL	8.66" x 4.33"

Brochure Ideas & Examples

If you want some inspiration for your brochure designs, check out our wide array of [brochure ideas](#). You may find some of the designs on display might give you an idea of some of the most informative and eye-grabbing styles for your brochure.

- Brochure Ideas and Examples
- Brochure Ideas for Business & Examples
- Brochure Ideas for School & Examples
- Brochure Ideas for Events & Examples
- Student Brochure Ideas & Examples
- Brochure Ideas for Travel & Examples
- Aesthetic Brochure Ideas & Examples
- NGO Brochure Ideas & Examples
- Brochure Ideas for School Project & Examples

FAQs

What Are the Elements of a Brochure?

The elements of a brochure are an attention-grabbing cover, compelling content, and an effective call to action.

What Paper Should You Use for Brochures?

Matte stocks are the type of paper you should use for your brochures especially if you have photos and text.

What Are the Key Features of a Brochure?

Key features of a brochure include photos, text, a color scheme, and an organized layout.

What Details Should Be in a Brochure?

Details like product descriptions and contact information should be in a brochure.

What Are Its Necessary Elements?

One of the necessary elements of a brochure is a proper format and well-written and complete information in your content.

Why Do I Need a Custom Brochure?

A custom brochure is suitable for your specific needs.

How Can I Take Advantage of the Free Brochure Service?

You can download printable brochures for free here on [Template.net](https://www.template.net).

Is Brochure Quality Important?

Yes, brochure quality is important because this will make the readers be drawn to your content.

What Are the Most Common Brochure Specifications?

The common sizes for brochures are 5.5" × 8.5", 9" × 12", 8.5" × 11", 8.5" × 14", 11" × 17", and 11" × 25.5".

What Are the Steps to Design a Brochure?

Figure out your audience to determine your theme and content, draft a brochure from scratch or use a template, and print or send your brochure.