

# LEAFLETS, PAMPHLETS AND BROCHURES ACTIVITIES

To set up Leaflet and Brochure Rules to create Leaflets and Brochures on Emotional and Entrepreneurial Education in Vocational Training.

Each country will produce 5 Leaflets in English and their language on each of the following topics:

emotions,  
expression of feelings,  
empathy,  
assertiveness,  
self-control,  
selfacceptance/selfworth,  
relaxation,  
entrepreneurship,  
commerce,  
company relationship.

## DESIGN IDEAS, EXAMPLES RULES AND TIPS

Leaflet, Pamphlet and Brochure design can be a lot of fun, but there are plenty of considerations

### **Start with a purpose**

The first thing that you need to understand is the purpose of your pamphlet. There are so many reasons why you could be making a flyer or booklet:

- Promote a sale
- Present a product
- Offer details about an organisation
- Advertise an event
- Inform readers about a particular topic
- Make a tutorial

The purpose of your brochure is the most important thing, so you need to know what it is before you start. That purpose needs to be reflected in your design. Whoever sees it should be able to tell what the pamphlet is about just by looking at it briefly. If you're designing for an event, for example, you will want the name of the name, the date and the place to stand out. You'll also know that you should make the schedule easy to scan.

All these details become very important when you design a pamphlet that will actually help spread awareness about an event, product, topic or organization.

## **Know the audience**

This next thing is equally important: know your audience. It's somehow related to my previous tip, but it's not exactly the same thing.

Consider your audience's age, gender, interests, profession. If you're designing something that needs to attract the attention of young children, you should make a colorful, fun design featuring a beloved cartoon or disney character. A pamphlet for children shouldn't have a lot of texts. It's main feature should be photos or illustrations.

For teens you can do something bold, unconventional, crazy and fun.

But corporate design is entirely different. It should be simple, formal and neatly organized.

## **Use grids**

Think about the grid as an invisible skeleton that holds your design together. It brings a certain rhythm and balance in your layouts, that makes the content look more accessible. Without a grid, you'll have floating elements on chaotic looking mess. In most of the cases you don't want the mess. Instead, you want a leaflet that the viewer can easily read and which doesn't require effort on his part to comprehend.

Start by establishing a grid before you place other design elements on page and you will do yourself a favor. All your elements will seamlessly fit in together if you have a structure laid out for them.

## **Work with fonts that go well together**

When it comes to typography, the most important rule is work with no more than 3 fonts/ pamphlet. Having too many fonts is a big mistake, that will hurt the aesthetics of your design in more ways. It will look amateurish, cluttered and hard to read. You can pick an interesting typeface for titles, but for the rest of the text you need to use something more neutral, that's very easy to read.

Choose fonts that go well together and stick with them throughout your pamphlet. It's usually a great idea to pair contrasting typefaces: thick and thin, serif with sans serif, handwriting with straight.

## **Don't be afraid of colors**

We can't talk about pamphlet design without talking about color, because it's one of the most important elements in a design. Colors evoke feelings and they will set the mood of your design.

The purpose and the target audience should play a big role when choosing a color palette.

If you don't know where to start you can create a moodboard that evokes a feeling that you want to get across through the pamphlet.

Colors are so impactful, that by simply making a few adjustments in hue or saturation you can obtain a completely different look. It's alright to make a black and white or neutral design, if your purpose is to make a conservative, formal or vintage inspired pamphlet. You can also make a modern looking black and white layout, with typography playing the main role in your design.

## **Be bold**

Make attention grabbing pamphlets, that get noticed by viewers. Marketers want you to make these pamphlets so that people will take and read them. But nowadays we are so flooded with marketing materials and there are so many interesting things to see, that if something doesn't stand out we don't pay attention.

Your job as a designer is to make something that stands out in a sea of marketing materials. Take it as a challenge for the next pamphlet you design.

# **Tips for easy pamphlet design**

## **Start from a pamphlet template**

Editing a pamphlet template is much easier than creating the entire design from scratch, and it's also much quicker. This is why templates are a great solution for beginners and for advanced designers. It's like using a smart shortcut. You can have a look at the free pamphlet templates that are available in our online editor. They are designed by professional designers. You can publish an online version for free with our tool, but you will have to upgrade to a paid plan to download your pamphlet as PDF for offline use or for print.

## **Use an easy pamphlet design software online**

Most tools for professional editorial design are not that easy use. If you're not familiar with them, it will take you a lot of time to learn their functionality. It's really not worth it to invest a lot of time in learning how to make a pamphlet for school project. Especially when there's a better way!

So why not use a shortcut? Make it online, using a [pamphlet maker free](#), that has many integrated templates, ready to be customized! Flipsnack is very intuitive, featuring a simple drag and drop editor that allows you to create digital pamphlets. Do you need them on print? No problem! Upgrade to a paid plan to create and download as many pamphlets, booklets and magazines as you want.