



BOOKLET DESIGNING, TIPS, AND IT'S IMPORTANCE

Pamphlets, brochure, leaflets, folder, catalogs, etc. are just some of the different types of booklet. Booklets have many uses for us, especially for business companies. Companies use booklet as their promotion tool in order for them to market their products and services to us as their prospective consumer. Booklets are the perfect way for companies to show to their prospective customers what they can offer for them.

Booklets are not only important for business companies but also for us as their valued consumer. We need to have a clear idea of the products and services that they are offering to us.

If you are planning to make a booklet, designing is the first step you must do. However, designing a booklet is not easy. You have so much to consider in order for your readers to appreciate and read your booklet. The layout, imposition, color, contents and its printing are some of the factors you need to consider in creating an effective and informative booklet.

The booklet cover has the great impact for your readers because it is the first seen page of your booklet. So, you should be very careful in planning your booklet cover. The reason is that booklet covers speaks a lot about your company, you must first do a research for the images and photographs that you will be using for the booklet cover, if possible have images and photographs that is related to your business products and services. Do not make wrong indication to your customers which you may get in some vibrant images which are misleading.

Having just some ordinary graphics won't help your booklet been marketed properly, create a booklet which is neat and informative. For instance typesetting the font, have a bright background with dark letter which will be easy and better to read. Always try to have a light background dark letters and dark background with light letters.

Pages are also important in making a good booklet. Always make the booklet simple in the sense that you must limit the pages of your booklet, it is wise enough that your booklet must only have 2 or 4 pages with all information on it, rather of having 10 pages. A typical consumer just takes couple of minutes to read a booklet, by that time you should be able to leave an impression about your company in the reader mind.

We have now come to the final step process in creating a booklet design, which is selecting your printing company to do the printing job. This final step could be easy because nowadays finding a printing company is easy as 1, 2, 3. Do it online, internet can provide more online printing companies that offers many services. It is also important to find the printing company that has the latest equipments for printing. Lastly, find a printing company who can finish your booklet in a professional way.

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