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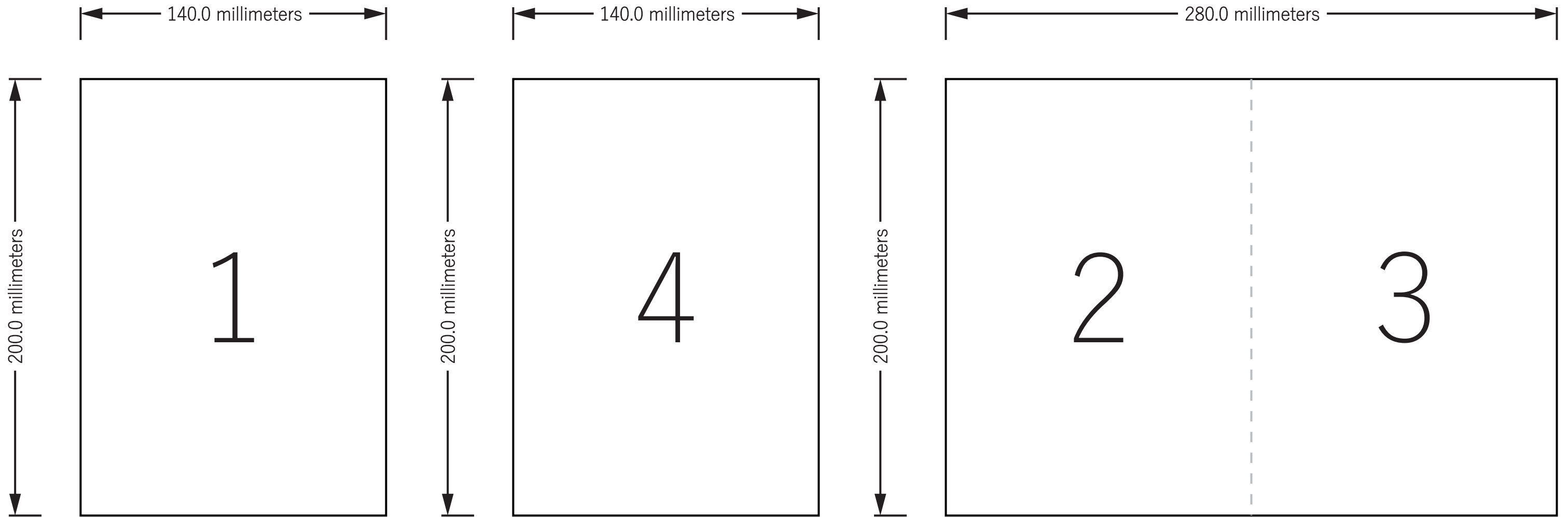
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# BROCHURE DESIGN INFORMATION

Apart from an Online Website, a Brochure is the easiest and cheapest manner in which to inform your possible clients about your products and/or services; and are quite often preferred by these possible clients as it is a physical form of information and thus can be felt and held; it does not feel as far away or as cold as a Website typically does. Brochures allow a possible client to better understand the quality and effort that your company puts into it's products and/or services as a direct result of feel and appearance of your Brochure.

Our Brochures are available in a range of sizes and formats - both the well-known standard folds and some uncommon, but creative folds - these can be found and described in the remainder of this document. Although we have our standard folds/sizes, Fox Design can quite capably create a custom piece at your request to better suit your requirements.

Here at Fox Design we strive to represent your company in the best possible way; while making your brochure interesting, innovative, eye-catching and vibrant. We aim to both represent your written information in relation to selected images in a logical but creative manner. We demand nothing less than the best in each and every one of our products; as an advert for you is an advert for us.



## The Horizontal Half-Fold Brochure

The Horizontal Half-Fold Brochure is one of the best format choices for making the most of all possible page space. Each of the panels are larger than any of the other Brochure formats' panels allowing for larger images, more text as well as a bolder appearance. The format can help to encourage thoughts of stability, straight-forwardness and reliability, this is due to the formats' simplicity which allows for greater possibilities.

Generally, the first page is used for the Company's Corporate Identity, such as the logo and slogan, or is used to entice your possible client into opening and viewing your brochure. Secondly, the last page (4) is used to hold the company's contact information and/or a paragraph written to your possible client/s. However, the possibilities are endless.

The two internal panels (2 & 3) are used to advertise your company's products and/or services, they will provide information such as; images, written information, prices and quite possibly recommendations or even terms and conditions if required.

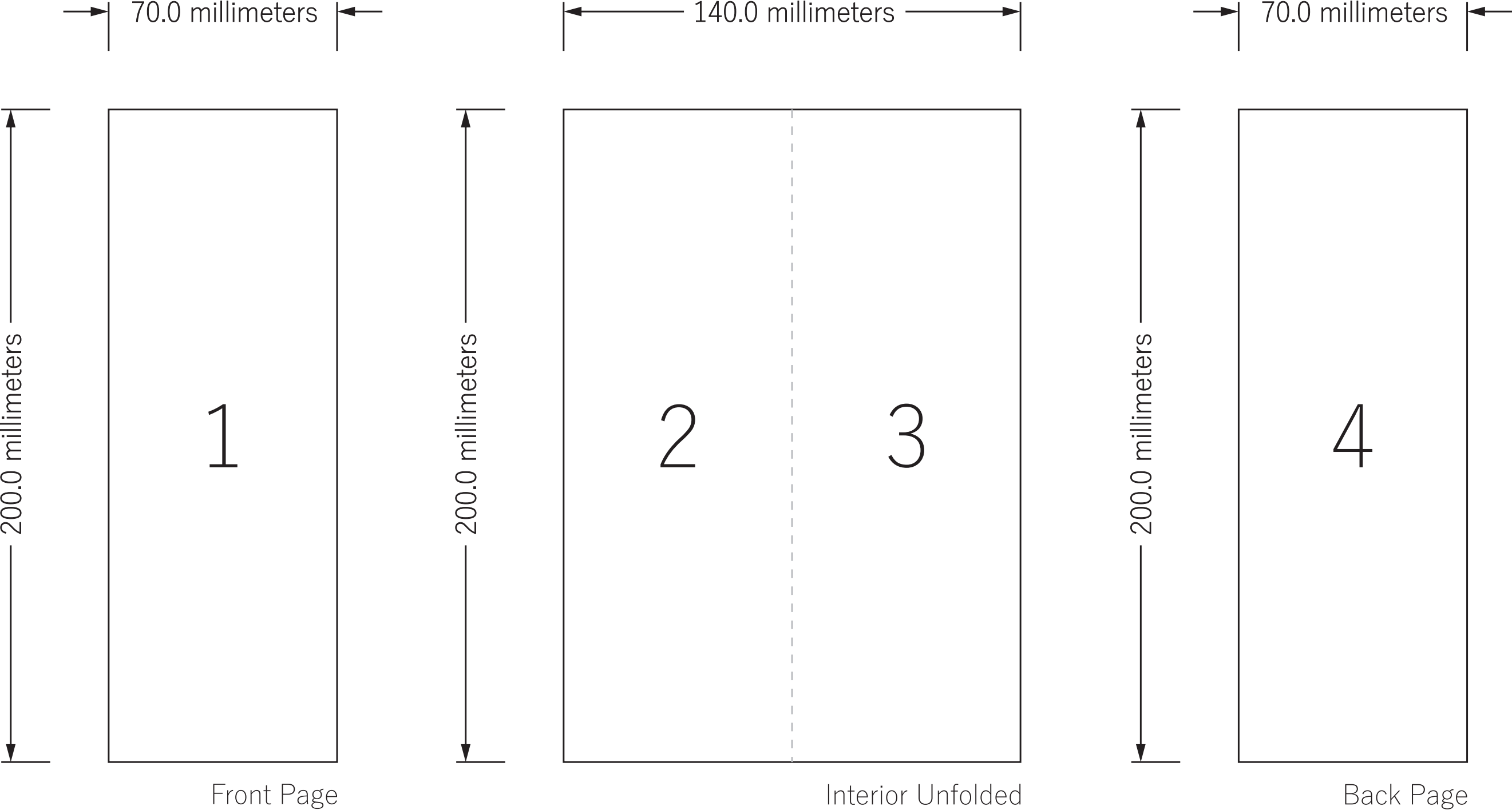
# The Vertical Half-Fold Brochure

The Vertical Half-Fold Brochure is one of the more formal design formats. Mostly used for communicating important information such as a schedule for an event. These brochures are viewed as instructional and explanatory, and thus, should be made use of by a company who wishes to come across as such.

The front page is often used to inform the viewer of the reasoning behind the creation of the brochure, it often includes the company logo and slogan, quite possibly contact details as well as the title of the brochure.

The internal pages (2 & 3) are used to promote the company and its products or services, or to present information regarding the reasoning behind the brochure.

The back page is often used for additional information, a paragraph to your possible client or the lyrics to something an audience is required to sing along to.



# The Tri-Fold Brochure

There few brochure formats which are as reliable and as sturdy as the Tri-Fold. It is the most widely used format and is thus representative of tradition and consistence.

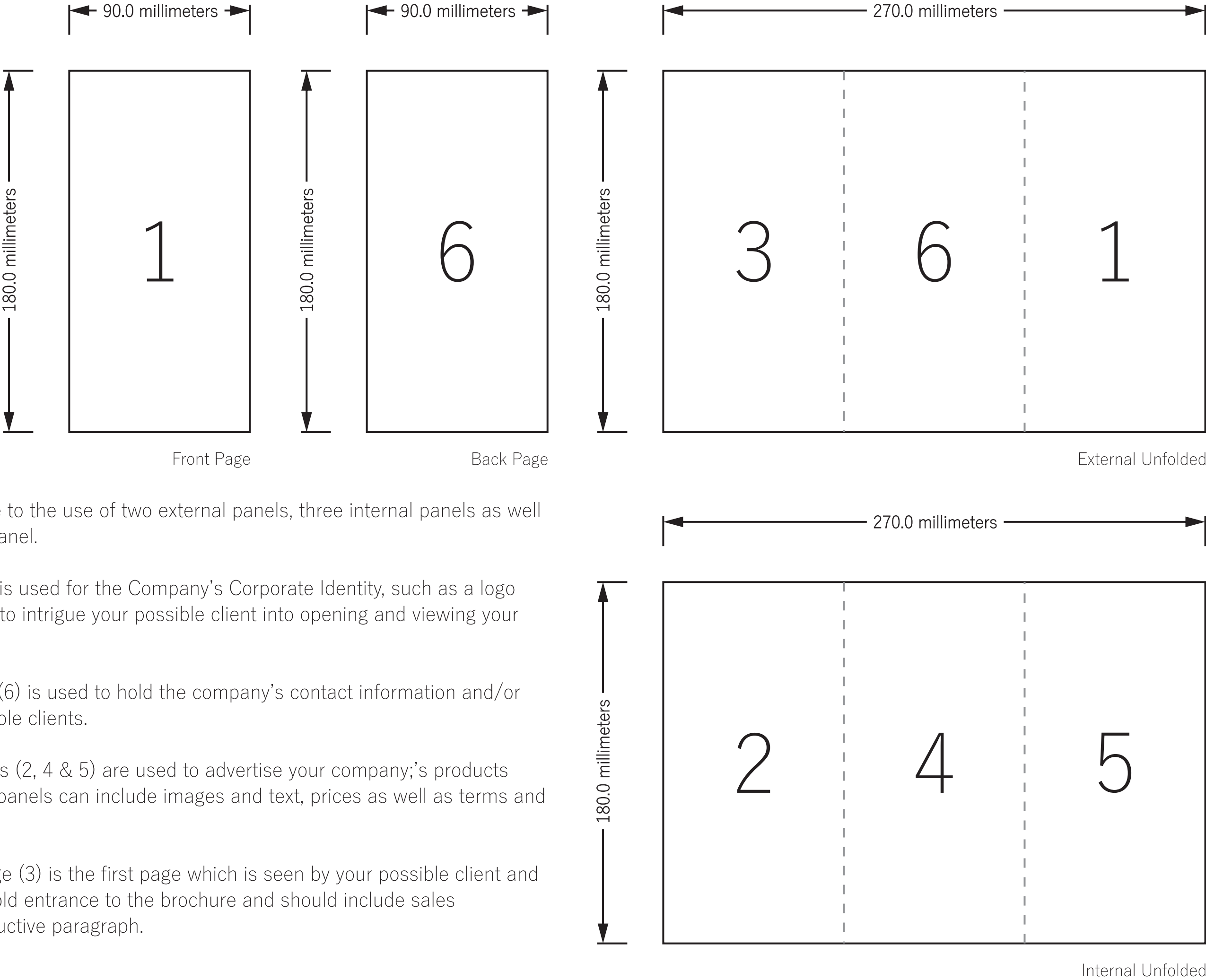
The format of the Tri-Fold allows for a continued flow of information in a logical order. This is due to the use of two external panels, three internal panels as well as the hidden internal panel.

Generally the first page is used for the Company’s Corporate Identity, such as a logo and slogan or it is used to intrigue your possible client into opening and viewing your brochure.

Secondly, the last page (6) is used to hold the company’s contact information and/or paragraph to your possible clients.

The three internal panels (2, 4 & 5) are used to advertise your company;’s products and/or services. These panels can include images and text, prices as well as terms and conditions, if required.

The Hidden internal page (3) is the first page which is seen by your possible client and is required to make a bold entrance to the brochure and should include sales information or an introductive paragraph.



# The Double-Gate Fold Brochure

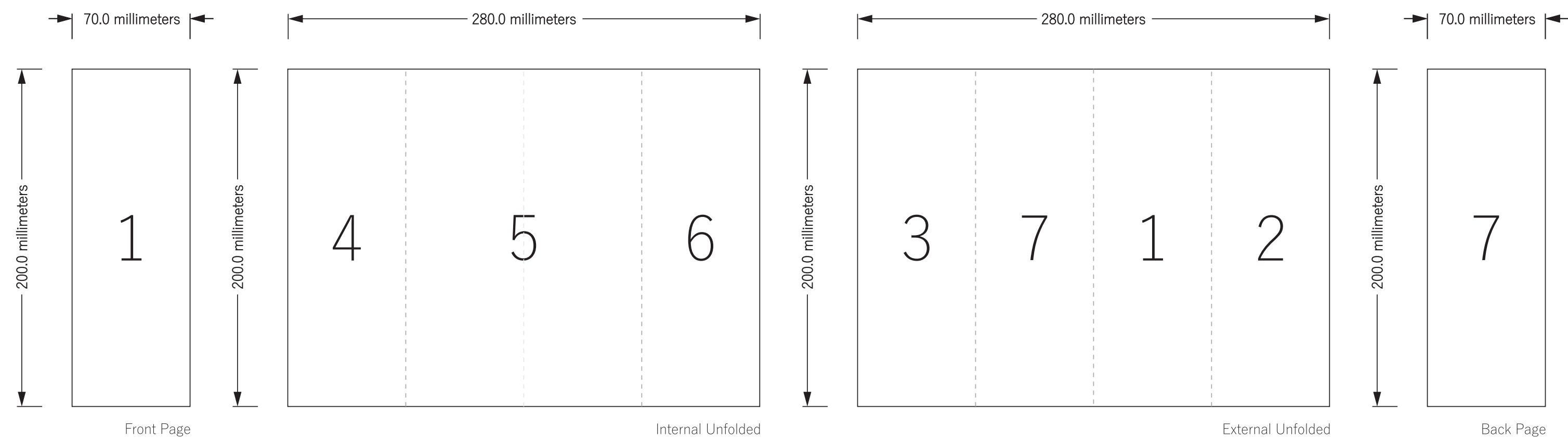
The Double-Gate Fold Brochure is one of the most versatile format options due to its increasing manners in which to organise the information required within it. This format is both formal and playful while holding an element of mystery. It should be chosen by a company who hopes to make a bold impact on its possible clients.

The first page (1), is used to represent the company by making use of the company’s logo and slogan or by making use of the title of the brochure, the page should be bold and interesting to attract possible clients to taking a look at the rest of the brochure.

When the brochure is opened once, it reveals two panels (2 & 3), these panels can be used as a forefront as to what is to be found within. They are in a sense the introduction to your promotion and should be treated with the greatest of intentions; providing preparatory information and images.

The internal pages (4, 5 & 6) which are revealed when opening the brochure for a second time, can either be used as three panels, panels four and six [either side] as smaller panels while panel five is double the size to stimulate the possible client. However, panel five can be split into two panels giving the brochure and extra panel; or the panels (4, 5 & 6) can be used together as a single panel for a promotional poster or advertisement, thus providing the versatility of the brochure.

Lastly, but not least, the last panel (7), this panel is often used to provide a means of contacting the company and thus should include information pertaining to such, but can also include the company’s mission statement or information regarding community/charity projects.



# The Map Fold Brochure

The Map Fold is one of the most versatile Brochure Designs; giving the client up-to seven panels to make use of, six smaller square panels with a hidden larger panel for advertisements or posters.

Although this designs first appearance can seem insignificant, the possibilities are endless and allow for a bold impact on the viewer. Due to the smaller size, when folded, it allows for easy transportation with your possible clients.

Generally the first page is used for the Company’s Corporate Identity, such as a logo and slogan or it is used to intrigue your possible client into opening and viewing your brochure.

Secondly, the last page (6) is used to hold the company’s contact information and/or a paragraph written to your possible clients.

The other four remaining four panels are used to advertise your company’s products and/or services. These panels can include images and text, prices as well as terms and conditions; if required.

The internal larger panel can be used as a reason for your possible client to hold onto; such as a promotional poster or sale information.

