



Katherine Mc Adam of JDA Design looks at a case study.

**We all have some information about our company that we distribute to prospective clients. Normally in a brochure format. This case study looks at the 'fitness' of a brochure, from design elements through to effective colour usage.**

The Pandora Publishing Direct Brochure (pictured top right), was looking tired. Too many colours, messages and products fighting for attention required an urgent detox.

**Slim down the marketing message, to increase sales.**

To define one clear marketing message, our first step was to look at the most important information about the product, its Unique Selling Point (USP). The fact that PPD are the only company that select the best books to compliment the National Curriculum and sell them in

# How Fit is your Brochure?

easy to buy 'collections' is the USP in this case. 'Project Book Collections for Primary Schools', sums it all up and allows the audience (Teachers across the UK) to know at a glance what the benefit of the product is.

## Tipping the scales:

The use of too many books on the front cover creates a heavy, unbalanced feel. To get around this, we used the product (children's books) for inspiration as previously done, however by stacking them into a pyramid shape we show balance and support at the same time. This opens up the page, creating 'positive space', proving once again that less is still definitely more.

A powerful but simple background keeps the 'busy' and colourful books in the spotlight, and supports rather than detracts from the product.

## In conclusion:

The over all design of a brochure says a lot about a company and as such should be periodically reviewed. Make sure you have the right visual and headline to support your marketing message.

## Before



## After



Please join our 'Open Day' on Thursday 06 October, 3pm onwards. Light refreshments will be served.  
RSVP Celia Jarman 01908 867 358.

For more information on positive brand building, contact:  
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