



# Brochure Design Tips

Brochures are often the preferred method of in-market information for visitors. When designing your brochure, we recommend the following:

- ✓ Include your web address, QR code and social media handles. This allows the visitor to find your up-to-date information such as operating hours, times and prices. Doing so will prevent you from having to reprint when your information changes, saving you the extra printing costs.
- ✓ Use professionals for both design and print. Good quality design and print reflects best on your product and service.
- ✓ For best visibility in the displays, your logo and/or sales message should be positioned in the top 2 inches of your brochure or rack card. This is the portion most clearly visible, as the display racks have tiered pockets with different brochures sitting one in front of the other.
- ✓ Repeat your logo/sales message on the reverse top portion of the brochure, in case it is returned to the display backwards.
- ✓ Make sure to use high quality paper and of the proper weight. The minimum requirement for Kenney displays is 10 pt card stock for rack cards and 80 lb paper for brochures. The wrong paper weight and grain can result in the brochures sagging within the display, and prevent visitors from seeing your message.
- ✓ Use the maximum space allowed for your brochure/rack card. Our displays are designed for 4" x 9" brochures/rack cards. Product smaller than that will have reduced visibility when placed behind a full 4" x 9" brochure.

- ✓ While your information should be comprehensive, make sure to present it in a way that's easy to read. Use short paragraphs with headings to gain the reader's attention. Use bullet points rather than lengthy text. Use captions with your photographs.
- ✓ The use of photographs is encouraged. If you choose to use photographs, you want to be sure the image represents you well. Select images that are simple, clean and of good quality.
- ✓ Print adequate supplies. Shorter print runs are more expensive per brochure/rack card in the long run. Consider and discuss with your sales representative the length of time the message will be valid. They can then provide you with the best inventory estimate for your needs.
- ✓ Your brochure is placed within a display rack along with many other brochures, all of them competing for the attention of the visitor. We encourage you to visit a display to make sure your brochure design will help you stand out.



**KENNEY**  
communications, inc.  
travel media



**VISITOR**  
International

The International Association of  
Visitor Information Providers



For a printing quote contact Ruth Ann  
at [ruthann@kenneycom.com](mailto:ruthann@kenneycom.com)