

10 Brochure Design Tips to Maximize Results

Brochures remain one of the most effective ways to reach visitors while they are in-market. When designing your brochure, we recommend the following:



1. Include your website, QR code, and social media handles.

This allows visitors to access up-to-date information such as hours, pricing, and availability, helping you avoid costly reprints when details change.

2. Use professionals for both design and printing.

High-quality materials and design reflect directly on your brand and overall experience.

3. Maximize Visibility in Display Racks

For maximum visibility, place your logo or primary message within the top 2 inches of your brochure. This is the most visible area in display racks, where materials are layered.

4. Repeat your message on the back.

Place your logo or key message at the top on the reverse side, as brochures are often returned to displays backwards.

5. Use high-quality paper with the proper weight.

Kenney display minimums are 12 pt card stock for rack cards and 80 lb paper for brochures. Lighter stock may sag in displays, reducing visibility.

6. Use the full 4" x 9" size.

Smaller pieces lose visibility when placed behind standard-sized brochures in the display.

7. Keep content easy to read.

Use short paragraphs, clear headings, bullet points, and captions for images rather than dense text.

8. Use clean, high-quality photography.

Select images that represent your experience well and avoid cluttered or overly busy visuals.

9. Print adequate quantities.

Smaller runs often cost more per piece over time. Consider how long your message will remain valid and consult your sales representative for the right quantity.

10. Stand out in a competitive environment.

Your brochure will be displayed alongside many others competing for attention. We encourage you to visit a display location to ensure your design stands out. If you would like, our team is happy to review your design prior to printing and provide recommendations to help maximize its effectiveness.

For a printing quote contact Ruth Ann
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