

## *Your Brochure Checklist*

Brochures come in all shapes and sizes. Many businesses use the tri-fold (six panel brochure.)

We've provided this checklist as a guide when you are putting together your brochure.

These are the basic elements a typical business brochure should include:

- Company name, tag line and logo.
- Contact information.
- Color scheme, the colors you have chosen to represent your business, which is part of your branding development.
- Messaging (what do you want people to know about your company)?
- Content—who is going to write it?
- Company history.
- Photos of your product or service
- Space for mailing label (if you're mailing it)
- Optional: Tips, special offers, short explanations of your product or service.