



PRESENTS

TRI-FOLD BROCHURE DESIGN IN 178 EASY STEPS



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TRI-FOLD BROCHURE DESIGN IN ~~178~~ EASY STEPS

3 moderately



STEP 1

ESTABLISH YOUR VISUAL BRAND

ALAMOGORDO MAINSTREET

CONSIDER YOUR LOGO



Full Color



One Color



ALAMOGORDO
MAINSTREET

Small Sizes and/or
alternate version

ALAMOGORDO MAINSTREET

CONSIDER YOUR LOGO



Well, I don't love it, but maybe it'll grow on me.
- Phil Knight, Nike co-founder

ALAMOGORDO MAINSTREET

COLOR PALETTE

PMS 656 U
CO M0 YO K5
R241 G242 B242
#F1F2F2

PMS Neutral Black U
CO M0 YO K90
R65 G64 B66
#414042

PMS 1525 U
C15 M82 Y100 K10
R192 G76 B37
#C04C25

ALAMOGORDO MAINSTREET

TYPOGRAPHY

Henderson Slab

Thin Extra Light Light Regular Semi Bold **Bold Black**

AA^AABB^BCC^CDD^DEE^EFF^FGG^GHH^HII^IJJK^KKL^L
MM^MNN^NOP^OPQ^PRR^RRS^STT^TUV^UVW^WXX^XYZ^Z
abcdefghijklmnopqrstuvwxyz

Gotham

Thin Extra Light Light Book Medium **Bold Black Ultra**

ABCDEFGHIJKLMN^OPQR^STUV^WXY^Z
abcdefghijklmnopqrstuvwxyz

Georgia

Regular **Bold**
ABCDEFGHIJKLMN^OPQR^STUV^WXY^Z
abcdefghijklmnopqrstuvwxyz



STEP 2

CONSIDER THE PURPOSE & AUDIENCE

ALAMOGORDO MAINSTREET

ASK YOURSELF... AND ANSWER



BUDGET?



WHO?



MEDIA?



WHY?



STEP 3

AND FINALLY...

ALAMOGORDO MAINSTREET

DON'T OVERDO IT!

EXERCISE RESTRAINT
COMMUNICATE CLEARLY
KEEP IT SIMPLE

ALAMOGORDO MAINSTREET

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ALAMOGORDO MAINSTREET

RESOURCES

GENERAL

<https://creativemarket.com/>
<https://about.canva.com/canva-for-nonprofits/>
<https://graphicriver.net/>
<https://spark.adobe.com>

COLOR

<https://colors.co/>
<https://color.adobe.com/>
<http://colormind.io/>
<https://www.helpscout.net/blog/psychology-of-color/>

TYPOGRAPHY

<https://practicaltypography.com/>
<https://fonts.google.com/>
<https://www.fontsquirrel.com/>
<http://losttype.com/>

LAYOUT

<https://designschool.canva.com/blog/visual-design-composition/>
<http://www.makeuseof.com/tag/5-basic-principles-graphic-design-take-granted-everyday/>

ONE MORE THING:

RULES CAN SOMETIMES BE BROKEN

...but understand why, how, and when to do so.

