TRI-FOLD BROCHURE DESIGN
IN 178 EASY STEPS
Our Promise to our Customers

“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don’t quit.”

— Conrad Hilton

Benefits of Being a New Mexico MainStreet Community

Economic Benefits
- Increased economic activity and job creation
- Increased business vitality and stronger economies
- Increased employment opportunities
- Improved quality of life
- Improved community services

Social & Community Benefits
- Stronger sense of community
- Improved social services
- Increased social cohesion
- Improved public safety

Municipal Benefits
- Increased revenues, lower crime rates
- Improved local government services
- Improved property values
- Improved opportunities for small businesses

Cultural Benefits
- Increased cultural activities
- Enhanced tourism
- Improved cultural life
- Improved community events

Technical Assistance Provided by New Mexico MainStreet

Organizations
- Increased economic activity
- Improved quality of life
- Improved community services
- Increased social cohesion

Design
- Improved aesthetic appeal
- Improved marketing
- Improved tourism

Sustainability
- Improved environmental sustainability
- Improved community services
- Improved tourism

Economic Vitality
- Improved economic activity
- Improved quality of life
- Improved community services
- Improved social cohesion
STEP 1
ESTABLISH YOUR VISUAL BRAND

ALAMOGORDO MAIN STREET
CONSIDER YOUR LOGO

Full Color
One Color
Small Sizes and/or alternate version
CONSIDER YOUR LOGO

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

COLOR PALETTE

PMS 656 U
C0 M0 Y0 K5
R241 G242 B242
#F1F2F2

PMS Neutral Black U
C0 M0 Y0 K90
R65 G64 B66
#414042

PMS 1525 U
C15 M82 Y100 K10
R192 G76 B37
#C04C25
Henderson Slab
Thin Extra Light Light Regular Semi Bold Bold Black
AAAAABBCDDEEEFFGGHHIIJJKKLL
MMMMNNOOPPQRSTUUVVWW
XXYYZZZ
abcdefghijklmnopqrstuvwxyz

Gotham
Thin Extra Light Light Book Medium Bold Black Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia
Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
STEP 2
CONSIDER THE PURPOSE & AUDIENCE

ASK YOURSELF... AND ANSWER

$ BUDGET?  WHO?

MEDIA?  WHY?
STEP 3
AND FINALLY...
DON'T OVERDO IT!

EXERCISE RESTRANT

COMMUNICATE CLEARLY

KEEP IT SIMPLE
ALAMOGORDO MAINSTREET
RESOURCES

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

COLOR
https://coolors.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.