

Brochure



TYPE OF TOOL: **PUBLISHING**



Goals

- ▶ Provide information about an Organization, Project, a Location
- ▶ Sensitization
- ▶ Behavior Change



Goals

- ▶ General Public
- ▶ Funders, Donors
- ▶ Institutions
- ▶ Tourists



Steps for Creating

DESIGN

First decide whether the brochure will be printed in paper form, electronic PDF or both. Identify the target audience, the messages, the content, format size and (dimensions, number of pages, binding). Make a "Road Map": a simple layout indicating the contents by page. Call on the services of a Graphic Designer for document layout and check with a printer to discuss paper weight, gloss, and lamination options. For a durable brochure the choice of paper weight and gloss is important. For example, a mat gloss is more fragile in handling but it

gives it a more professional look. If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-forest managed paper, etc.).

PRODUCTION

Proof the PDF draft of the brochure prior to giving the Approval for Printing (AP). Also check the colors before the final version is printed (Cromalin, Iris, colorimetric proofs). Try to make an exact estimation of the number to be printed in the first run because reprinting is costly.

Key points:

Plan for the production. Have the brochure reviewed by someone outside the organization, who is not involved with the publication to get an independent opinion. Proof the text for typos, comprehension, etc.



Content

Not too much text. Alternate texts/photos. Propose many reading levels: Titles, sub-titles, headlines, text boxes, captions. Include contact information for the organization (Email, Website, Facebook, Twitter, etc.). Be sure to list information that helps boost the organization's reputation and credibility e.g. recognitions from the government, public agencies, awards, etc.

MESSAGES

Messages reflect the objective of the brochure: Sharing information about the organization, a program or site. For example, status, history, mission, values, programs/activities, staff, objectives, methods, results, etc.

IMAGES

The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Obtain prior approval before taking photos of persons, places, even objects, as required. Give proper credit as warranted.



Distribution

Think about the distribution costs. Think about the distribution costs. Maximize options if shipping a printed version. A newsletter can actually be disseminated in an electronic format (PDF). Keep a current Email list to make use of distribution in this format. Identify the different distribution opportunities. For example, a brochure can be distributed during meetings, conferences, exhibitions, seminars, open houses, etc.



Indicators

- Number of brochures printed and reprinted.
- Number of brochures distributed vs. the number of brochures in stock.
- Number of Internet downloads.

Examples



- **FIBA Brochure.**
See the Example Worksheet and the document well.

EXAMPLE Tools Worksheet

FIBA BOOKLET

Context

FIBA (Foundation Internationale du Banc d'Arguin), was established under Swiss law in 1986 on the initiative of Dr. Luc Hoffmann and several other international organizations dedicated to research and conservation. Building on its experience of providing support to the Banc d'Arguin National Parc (PNBA) in Mauritania, FIBA today is intervening across West Africa's coastal areas, in particular in favor of Marine Protect Areas (MPAs).

Type of Tool

Publishing

Language

French

Technical Characteristics

A4 size, folded, heavy stock paper; A3 size, unfolded, 4 color printing.

Targets

- General public
- Partners
- Donors
- Media

Geographic Scope

Internationale (francophone)



Key Messages

Mission: "Support the conservation, valorization and promotion of the Banc d'Arguin National Park and other critical West African coastal ecosystems areas the harmonious development of sustainable approaches and actions."

Usability



Use over time



Replicability*



This booklet cannot be copied without modifications but the design is replicable.



Goals

Introduce the organization



- Content presentation is simple and concise
- Good synergy
- Images are clear and simple
- Key theme points are well presented



Suitable only as a first draft because as is, information on some of its programs and projects is missing.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)