

## Design Ideas for Brochures

This month's cover article combines a make-over with tips for producing attractive and inexpensive brochures. Marie Sparks, of the Business Information Center serving the New Jersey American Cyanamid management community, provided the brochure for our example. She developed her promotion piece as an interim measure until she could spend the time and resources to put together a polished brochure. She needed something to advertise information services ASAP.

Like Marie, you may need to develop a promotion piece overnight, or perhaps the library budget limits the amount of money that can be spent on a promotion piece. Whatever the circumstances, there are times when knowing how to produce a brochure quickly that is inexpensive and attractive is a valuable asset. Using

Marie's brochure as a starting point, this article will explore a number of easy graphic elements that can be incorporated into any library's brochure design.

First, let's take a look at Marie's brochure. The cover uses three different typefaces, in varying weights and slants – all bunched together in the center of the panel. At the bottom is a lonely looking corporate logo. The upper case BIC is fine. It uses an eye-catching, serif typeface in a heavy weight. The definition "Business Information Center" uses a

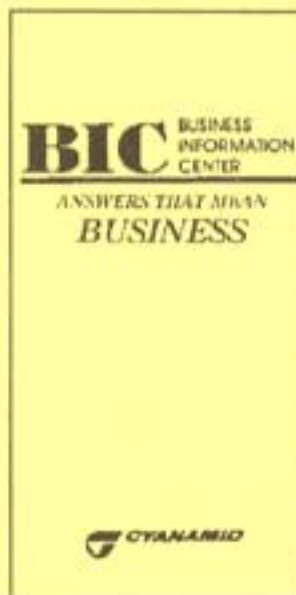
thin, sans serif type, justified to the left. Notice how the top of the word "Business" is higher than the top of BIC. This small detail throws off the visual balance of the two elements. The underline bar is almost the right length. It starts perfectly with the left tip serif of the "B", but doesn't quite line up with the "n" on the right.

The slogan underneath echoes the typeface of BIC, but is in two different weights and italicized. The entire slogan is centered under the bar. This placement

makes it awkward to read, and contributes to the "bunched-up" look. Suddenly the slogan doesn't stand out. To compensate, the slogan has been italicized. And then, to emphasize the word "business", (just in case no one caught on to BIC means Business . . .) the type size has been increased and the type bolded. The result is a very busy grouping of words on an otherwise plain brochure panel. Because the slogan is centered, the corporate logo is centered underneath – all by itself.

Now let's take a look inside. The layout is straightforward: an 8 1/2" x 11" piece of paper, folded into three panels. (Only two panels are shown here.) There appears to be a lot of text here – and there is – but making better use of the white spaces would have lessened the dense look. Notice how the headline on the right is higher than the left top bar. This throws off the visual balance. There

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### What is BIC?

Cyanamid's BUSINESS INFORMATION CENTER (BIC), located within the Corporate Development and Planning Division of the World Headquarters in Wayne, answers questions, provides research assistance and makes external information accessible to Cyanamid personnel worldwide. BIC's objective is to improve decision making by providing value added information.

### BIC focuses on:

- Business and market intelligence
- Competitor activities
- Consumer attitudes
- Demographics
- Emerging technologies
- Financial information
- Industry and technology trends
- Management issues and techniques
- Marketing studies and issues
- Mergers and acquisitions
- Product and market development
- Scientific and health care inquiries

### What can BIC do for you?

The BIC staff consists of a team of information professionals, whose members combine their diverse experience and subject expertise to help you obtain current information from a wide array of resources.

The staff can locate and assemble vital information – quickly and efficiently – from simple requests for addresses or telephone numbers to complex research questions in any field. BIC professionals use both print resources and the latest computer technology to find the answers. A computer search is quick, cost effective, convenient, and timely. It provides an exhaustive overview of available information.

When you need information quickly, make the BUSINESS INFORMATION CENTER your information connection.

### How to use BIC services:

Questions may be submitted in person, by phone (201-431-3502), teleoffice mail (Room 4078C), or fax (201-431-3531).

Tell us what you need, when you need it and why. The more we know about the purpose of your information request, including what sources you've already checked, the more effective and efficient we can be in responding to your question.

"Knowledge is of two kinds. We know a subject ourselves or we know where we can find information about it."

— Samuel Johnson

## Pearls of Wisdom

The American Association of College & Research Libraries (ACRL) has been busy this year. They have two items of interest for *Marketing Treasures* readers. The first is a recent addition to their *Clip Note* series, #13 "College Library Newsletters" compiled by Patricia Butcher and Susan Campbell. This paperback book contains examples of newsletters from academic libraries across the country, also sample nameplates (mastheads), graphics and style manuals. Price is \$16.95 (\$13.95 to ACRL members). ALA members receive a 10% discount. Copies can be ordered from ALA Order Services Department. The second item is a call for ideas and suggestions by ACRL for a forthcoming clip art book. If you have any suggestions about the kinds of clip art you would like to see offered for academic libraries, send your ideas to Academic Library Clip Art, ALA Graphics, 50 E. Huron St., Chicago, IL 60611-2795 or call Marcia Kuzmaul at 800/545-2433, ext. 5040. Ideas, suggestions, and examples must be received by November 1st.

How many times have you wistfully thought about Rolodex cards as promotion devices and wished you could print some of your own on your shoestring budget. Well, now you can with die-cut, tabbed Rolodex cards you can print on your laser printer! You set up the format according to the instructions that come with the perforated 8 1/2" x 11" sheets of eight cards each. Cards cost \$28.80 for 50 sheets (400 cards). For more information contact Intergraphix Corp., 260 Corporate Park, Pembroke, MA 02359 800/451-2515, 617/826-7733.

The American Hospital Association Resource Center has expanded its line of promotion materials to include bookmarks and Post-it notes with the "Put Information to Work" theme. For a descriptive brochure contact the

Resource Center at 840 N. Lake Shore Dr., Chicago, IL 60611 or call 312/280-6263.

Which is the correct trademark – Microsoft or MicroSoft? Is the word Beetle a trademarked name? Before you jump to a computer database to answer these and similar trademark questions, you might call the Trademark Hotline of the U. S. Trademark Association. They provide free trademark spelling and proper use information. If you write for information they'll send a handy brochure about using trademarks correctly along with a copy of their *Trademark Checklist*. Contact Ted Murphy, Information Services Manager, U. S. Trademark Association, 6 East 45th Street, New York, NY 10017 or call 212/986-5880. By the way it's Microsoft and yes, Beetle (a.k.a Bug) is a trademark name registered to Volkswagen.

Two new paper sample packages to add to your collection of papers are: *Fiesta* by Strathmore Paper Company, and *Graphika* by the James River Corporation. The *Fiesta* package provides examples of how to use their color deckle-edge papers creatively, including layout approaches for printing to minimize paper waste. (Deckle-edge paper has a rough, unfinished edge.) It's a great package of ideas for a paper that is frequently overlooked. For samples of *Fiesta* paper, send for the "Chic Thrills" sample kit from Strathmore Paper Co., S. Broad Street, Westfield, MA 01085. The James River Corp. has recently introduced a new line of recycled paper called *Graphika*. Write to James River at 145 James Way, Southampton, PA 18966 and ask for the "Paperika" specifying kit. Note: You may be referred to a local paper distributor for a kit.

By the way, if you are looking for a description of paper, how it's made, used in promotion pieces, and the various types of paper, the July/August issue of *How* magazine should help you. The whole issue is devoted to paper. If you can't locate the magazine on the newsstand, write to *How*, P. O. Box 12575, Cincinnati, OH 45212-0575 or call customer service at 800/333-1115.

Sometimes it's easier and less expensive to purchase notepaper and announcements already printed. *The Idea Art Letter Paper* catalog comes at a good time. Loaded with pre-printed letterheads, continuous form paper, and envelopes that can go through laser printers and photocopiers, the Fall & Winter catalog features holiday designs in addition to its regular line of papers. This is the most comprehensive offering your editor has seen yet. To receive a copy of the catalog, contact Idea Art, P.O. Box 291505, Nashville, TN 37229-1505 or phone 800/433-2278. Ask for catalog #0790A.

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Back issues and samples are available at \$9.00 for U.S. and Canada. Overseas orders add \$1.50. Cost of sample issues will be applied to first subscription order. Additional binders are available at \$4.50 per binder.

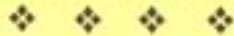
Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue price.

*Design Ideas . . . continued from page 1*

are only two typefaces: the same italicized serif face from the cover slogan type is used for the headlines, and the sans serif face is used for the body copy.

Now, let's explore some easy-to-create graphic elements that could perk-up this brochure.

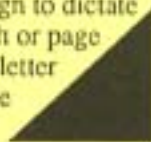
Usually the graphics used on a brochure cover spill over onto the inside panels. By using a combination of simple design elements, a visual "look" for the brochure can be achieved. For instance, here's a combination of elements that could be used at the top or bottom margins. Or you could overlay one element with the other to achieve the effect on the left.



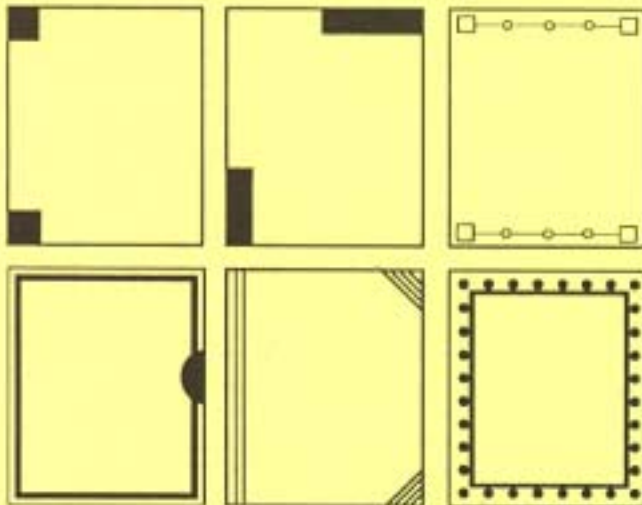
Notice how only geometric shapes are being used. No elaborate illustrations. You can create delicate designs, or heavy ones like this one on the right.



You can also use the design to dictate the shape of the paragraph or page you are writing. Or use a letter and echo its curves as the basis of a design.



You can rely on border treatments to carry the design both on the outside cover panel and the inside panels.



A favorite technique of designers is to use initial caps. An initial cap, sometimes called a "drop cap", is created by taking the first letter of the first word in a sentence or paragraph and giving it its own design, thereby drawing attention to the beginning of the sentence. There are as many variations of initial caps as there are graphic designers, but here are a few ideas that can be easily incorporated into brochures.

**T**his initial cap is easy to create. Make sure that the top of the body copy matches the top of the capital letter.



treatment like this one takes more planning. The letter reverses out of the solid

box. If you like this typeface, please use it sparingly. Try combining it with a sans serif typeface.

**H**ere is another initial cap that is easy to create, even if you work on a typewriter. You can leave space for the large capital H. After you finish typing the body copy, rub an H from a press type sheet into place.

**S**o what is the difference between a sans serif and serif typeface? The letters S and O are examples of a sans serif typeface called Helvetica Narrow, shown here italicized with lines running through them. Serif faces have finishing strokes on the letters, like the initial caps H and T in the above examples.

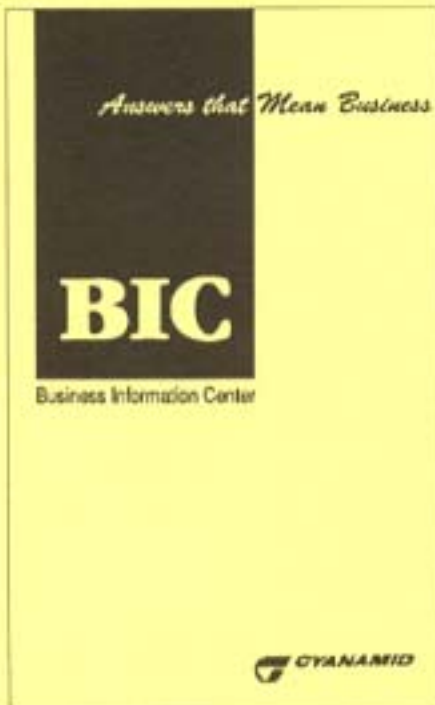
**i**nitial caps don't have to be capital letters. It depends on the letter form and the visual effect that you want to achieve. The letter doesn't have to be embedded in the body copy either.



Many typefaces lend themselves to decorative uses. The initial cap shown here is the typeface Ritz. Its thin and thick line strokes complement the circle. The result is a relaxing, quiet visual effect.

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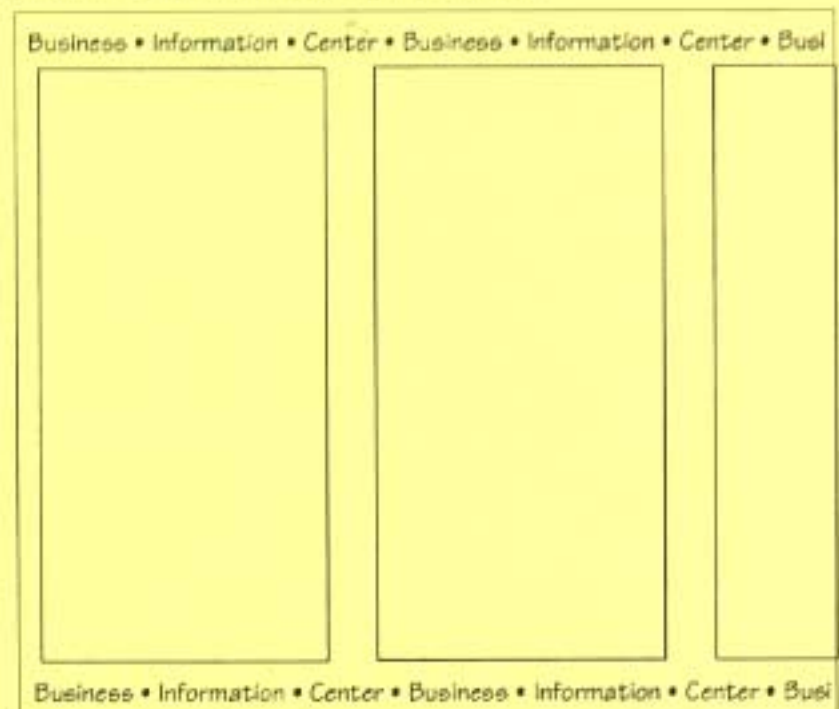
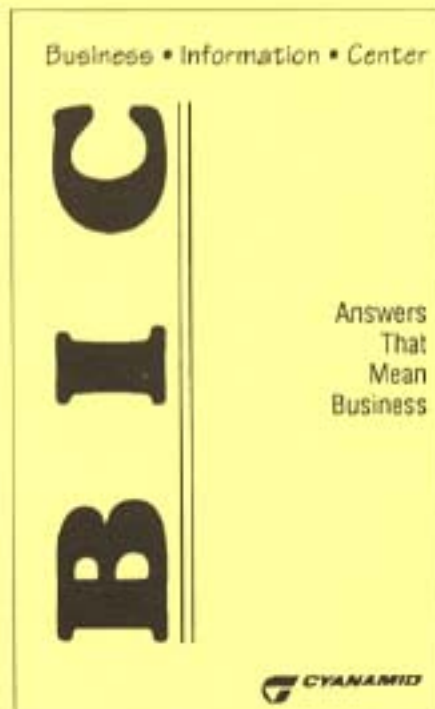


On the left is a cover design with the corresponding inside headline treatment shown above. Notice how the name of the Center now stands out and grabs attention. Even though the corporate logo is by itself, the downward sweep of the solid bar leads your eye to it, bringing it into the overall design.

These are just two examples of how the BIC brochure could use simple graphic elements to make it interesting and attractive without expending many resources. Both of these designs could be reproduced on a photocopier or printed in one color by a quick printer.

Many thanks to Marie and her staff for submitting their promotion materials for our make-over comments!

In the design below, the eye is brought from the bottom to the top of the cover panel, leading to the words "Business Information Center". The slogan is right justified and leads to opening the brochure. Inside the words "Business Information Center" are used as a continuous frieze across the top and bottom. The body copy would be set in boxes.



As many *Marketing Treasures*' readers know, your editor uses a desktop publishing system for graphic design. If you would like to take advantage of our computer resources, ask for our *Lean Design Service* sheet that describes economical design services for library brochures and newsletter mastheads.

## Worth Its Weight in Gold

Recently a *Marketing Treasures*' reader called and inquired about copyright rules regarding reprinting material in their library's newsletter. While your editor does not claim to be a copyright expert, and advises readers to ask their attorneys for guidance on specific issues, newsletter editors don't necessarily have to be paranoid about copyright infringements.

A section of the 1976 Copyright Law covers "fair use". This allows excerpts from copyrighted materials to be used in other publications without getting permission from the publisher. "Fair use" is subject to interpretation, but the general guidelines include the amount of material being copied relative to the work as a whole, and whether the publisher is given proper attribution. Many publications, especially newsletters, set a limit to the amount of material a person can reprint or photocopy without permission. Limits are usually expressed as the total number of words that can be taken from the publication. In addition, publishers are also concerned about the intended use of the material. Copying an entire journal article and including it in a newsletter without first obtaining the publisher's permission could prove to be dangerous (and expensive).

There are several good books on copyright including *The Copyright Book* by William S. Strong. *The Chicago Manual of Style, 13th edition*, has a section on copyright, including a form letter requesting copyright permission.

Your editor has received an excellent book on writing and editing entitled, *Copy editing: A Practical Guide, 2nd edition*, by Karen Judd. While it is aimed at copywriters and editors, the book provides an excellent overview of the basics – grammar, punctuation, spelling, capitalization, and hyphenation. It also provides guidance on dealing with a manuscript and proofreading. There are plenty of handy lists of proofreading symbols, commonly misspelled words, and style sheets. This is a book that will be handy for library newsletter editors and anyone who has to work with other people's text. Individuals who are venturing into the field of publishing will find this book to be invaluable.

Another good source of writing tips is the monthly newsletter, *The Editorial Eye*. Its 8 pages are filled with grammatical reminders, production tips, and writing pointers. Subscription information is available from Editorial Experts, 66 Canal Center Plaza, Suite 200, Alexandria, VA 22314.

## Promotion Gems

This is the second part of a review of marketing programs taped at the recent Special Libraries Association conference in Pittsburgh. The audio cassette tapes of the conference sessions described below and in the July 1990 issue *Marketing Treasures* may be borrowed for two weeks. If you would like to borrow the tapes, send a self-addressed label, along with \$1.00 per tape for shipping, to the Marketing Treasures' office, and the tape(s) will be mailed to you first class. Also, the tapes can be purchased from: National Audio Video Transcripts, 4465 Washington St., Denver, CO 80216 or call 800/373-2952.

**The Battle of MarketShare: Communicating Your Position in the 1990s.** Susan Kopher, moderator, with Doris Dingley, Julia Peterson, Patricia Schumacher, Sheila Meyer, Barbara Peterson, and Denise Cumming, speakers. Market share involves understanding the concept of "positioning" and how a target customer remembers, or thinks of your services.

**Contributed Paper Session.** "How Much Real Money Are You Spending on Marketing", Sherman Hayes. "Using a Newsletter to Promote Information Services", Suzanne Ward. "Customer Satisfaction Surveys Measuring Satisfaction and Communicating Service in Special Libraries", Lois Schler. "Expect More From Your Information Center", Noreen Kelly. Moderator, Marcia Stone. As the session title suggests, this is not a single theme session, except for the underlying marketing nature of all the papers.

**Marketing Your Library: How Online Services Can Help Promote Use of Your Library and Boost Its Image Within the Organization.** Susan Higgins, moderator, with Sharon LaRosa, Elizabeth Cibulskis, and Eleni Kolomvotos, speakers. Online database services are a real asset in today's information age. This session begins with an overview of some marketing concepts, and then progresses on to how librarians can use their database search services as the "leader" to gain recognition for the benefits information services provide its organization.

This last session brings to light some ideas on how to utilize the marketing and promotion support services being offered by several database vendors to their library customers. Dialog Information Services and Mead Data Central are at the forefront of such marketing support services, and your editor intends to take a closer look at them in a future issue of *Marketing Treasures*.

## Sparkling Reviews

*Infopromotion: Publicity and Marketing Ideas for the Information Profession.* Feona Hamilton. Gower Pub., Brookfield, Vt. 05036, 1990. ISBN: 0 566 05577 5

The author emphasizes practical approaches to marketing library services, presenting her ideas and observations in a refreshing, down-to-earth writing style.

Ms. Hamilton starts out on the right foot by succinctly differentiating between publicity and marketing as "publicity consists of promoting something in order to draw attention to it; marketing consists of promoting something in order to sell it". The book is divided into three parts; the first forms the foundation for the book by briefly outline the primary characteristics of different types of libraries and parallel marketing programs. The

second part takes a practical look at a wide range of marketing and publicity ideas and activities including the physical library itself, newsletters, user surveys, posters, brochures, and exhibits. The third part presents a comprehensive list of resources – all from England - a definite drawback for readers in the United States and Canada.

There are some excellent gems of advice - lists for starting a newsletter, getting started on the public speaking route, a chapter of pictures depicting some very good examples of library publicity materials – but overall, the author tried to cover too much material in too few pages. The result is a book that wets the appetite, but doesn't go into any "how to" detail. *Infopromotion* doesn't answer all the questions, but it does provide a place to begin. Recommended for marketing and publicity novices.

## The Crystal Ball

September 27 - 28 "Focus Groups: An Introduction". Seminar in Boston offered by the Burke Institute. Contact: 800/544-7373.

October 1 - 2 "Marketing Strategy and Planning". Seminar in Chapel Hill offered by the University of North Carolina Business School. Contact: 919/962-9630.

October 6 "The Information Broker's Seminar". Offered by Sue Ruggie in Boston. Contact: 415/649-9743.

October 9 "How to Write Powerful Presentations". Seminar offered by Keye Productivity Center in Washington, D.C. Contact: 800/892-3919.

October 11 "Library Leadership in Action". Presentation by Kaycee Hale at the West Virginia Library Association meeting in Charleston. Contact: Tom Brown 304/384-3115.

October 12 "Mainstreaming the Special Library". Seminar by Alice Warner for Special Libraries Association in Sacramento, CA. Contact: Joy Learner 202/234-4700.

October 19 "The Ins and Outs of Information Brokering" full day seminar. "Marketing Info" half-day seminar. Seminars led by Kathy Ackerman in Chicago. Contact: 517/332-6818.

October 20 "The Information Broker's Seminar". Offered by Sue Ruggie in Chicago. Contact: 415/649-9743.

October 21 - 24 Services Marketing Conference sponsored by the American Marketing Association in Chicago. Contact: 312/648-0536.

October 22-26 "Fundamentals of Marketing: Modern Concepts and Practices". A 4.5 day seminar offered by the American Management Association in San Francisco. Contact: 518/891-0065.

October 23 - 24 "Effective Image Management". "Professional Performance Through Personal Projection". Presentations by Kaycee Hale at the Michigan Library Association meeting in Grand Rapids. Contact: Marianne Gessner 517/644-6615.

October 23 & 24 "How to Write, Design & Edit Newsletters". Two seminars offered by George Mason University in Philadelphia. Contact: 800/874-8118.

October 26 "Mainstreaming the Special Library". Seminar by Alice Warner for Special Libraries Association in Princeton, NJ. Contact: Joy Learner 202/234-4700.

November 1-2 "Fundamental Selling Techniques for the New Salesperson". A 2 day seminar offered by the American Management Association in Philadelphia. Contact: 518/891-0065.

November 2 "Your Professional Image: Marketing Yourself" and "Your Public Image: Marketing Your Library". Presentations by Kaycee Hale at the California Library Association meeting in San Diego. Contact: Vicki Atherton 408/277-4814.

November 3 "Making Money: Fees for Information Services". Seminar led by Alice Warner at the ASIS conference in Toronto, Canada. Contact: 301/495-0900.

November 3 "Financial & Cost Accounting for Library and Information Center Managers". Seminar led by Julie Virgo at the ASIS conference in Toronto, Canada. Contact: 301/495-0900.

November 4 "The Information Broker's Seminar". Offered by Sue Ruggie in Washington, D.C. (Online '90). Contact: 415/649-9743.

November 5-6 "How to Design, Implement and Manage A Superior Customer Service Program". Seminar offered by George Mason University in Herndon, Virginia. Contact: 703/733-2800.

November 6 "Mainstreaming the Special Library". Seminar by Alice Warner for Special Libraries Association in Atlanta. Contact: Joy Learner 202/234-4700.

November 5-7 "Strategic Planning". A 3 day seminar offered by the American Management Association in San Francisco. Contact: 518/891-0065.

November 8 "The Ins and Outs of Information Brokering" full day seminar. "Marketing Info" half-day seminar. Seminars led by Kathy Ackerman in Washington, D.C. Contact: 517/332-6818.

November 8-9 "Questionnaire Design and Use Workshop". Seminar offered by Anderson, Neuhoff & Associates in San Diego. Contact: 800/678-5577.

November 9 "Mainstreaming the Special Library". Seminar by Alice Warner for Special Libraries Association in Daytona, Florida. Contact: Joy Learner 202/234-4700.

November 13 "Design And Development of Promotion Materials". Seminar led by Chris Olson for the Ottawa Chapter of the Canadian Association of Library & Information Scientists in Ottawa. Contact: Jean Kneale 613/993-9195.

November 26-29 "Principles of Professional Selling". A four day seminar offered by the American Management Association in New York City. Contact: 518/891-0065.

November 27-29 "Marketing Data Analysis and Interpretation: How to Analyze and Interpret Survey Results". Seminar offered by George Washington University in Arlington, Virginia. Contact: 202/994-5200.

December 1 "The Information Broker's Seminar". Offered by Sue Ruggie in Seattle, Washington. Contact: 415/649-9743.