

Brochure Template Guidance

Using the File

Save the brochure template to your hard drive. The template is designed so that you can customize it by entering data or pictures in the fields provided. Once complete, you can save the edited version to your hard drive, print it yourself, ship it to a printer, post it online, attach it to an e-mail or all of the above!

To use the file, you must have the free Adobe Reader version 8 or higher. Older versions do not work. To download the most recent copy, visit [Adobe](#). As always, consult your local IT support professional before downloading or if you run into any technical difficulties.

Here is a sample of a general county brochure. (Ed-href 'here' to the sample page)

Getting Started

Open the template you plan to use, and note the specific places where photos and text can be inserted. The fields are not movable.

Inserting Text

1. For a smoother, more professional look, use the designated fonts for each section.
Head = Arial Bold, 24 pt.
Body copy = Times New Roman, 12 pt.
Captions = Arial Italic, 9 pt.
2. Write the copy in MSWord or some other word processing file.
3. Select and copy the text you want to import. Place your cursor in the field you choose and paste the copy. NOTE: The panels do not automatically “flow” from one to the other. You may need to paste any remaining copy in the next panel. One way to tell if your copy overflows is a little + sign in the bottom right-hand corner.
4. If you would like to change the font size (as for a headline) or to format text (italicize a title), make the changes in the word processing file before you import the text into the template.

Inserting Photos and Clip Art

Use the specifications designated in the photo field.

1. If you need to re-size an image use the photo editor on your computer. PC users may also want to try [Irfanview](#). Mac users should use iPhoto. Use JPEG file formats.
2. If you need to resize your image, save the resized version as a separate file. Then, insert the resized image file into the field. Copying and pasting resized images without saving them will not work.

3. If you do not like an image and want to change it, simply paste your choice on top of the image already in the field.

Content

You are free to write about whatever you wish. The sample is a good example of a “general county brochure” but you can use the template for any type of brochure.

Cost Statement

The template has the statement in place with fields where you can enter the print quantity, total price and price per piece. Please remember to fill these in! Also, be sure to use a \$ sign before your price entries.

Saving/Using the File

1. Once you fill in the template, refer to the sample to double-check that every field is full. Rename the file, and save it to your hard drive.
2. Print a copy and ask a coworker *who has not worked on the brochure* to look it over. The template comes with an automatic spellchecker, but you still need to check for spelling, spacing, color, gaps at the end of columns and missing text. If you plant to post the file online, do so and share the link with a coworker.

Distributing the File

You can distribute the file in different ways. Choose the method that works best for your intended audience.

1. Print it out or send to a printer. Some copiers do not reproduce photographs well. If you have one and choose to use a photo, you may need a printer or copy shop.
2. Post online as you would any PDF. Please put the link on your Web site. Send e-mail with the link to interested parties with Web access and save on postage!
3. Attach it to an e-mail and send to your distribution list. Caution: This may not work for those whose e-mail accounts have size limits or those whose server prevents mail with attachments from being accepted. You may need to play with your list a bit to see how well this works for your particular recipients.