

Flyer and Brochure: Graphic Design Inspiration

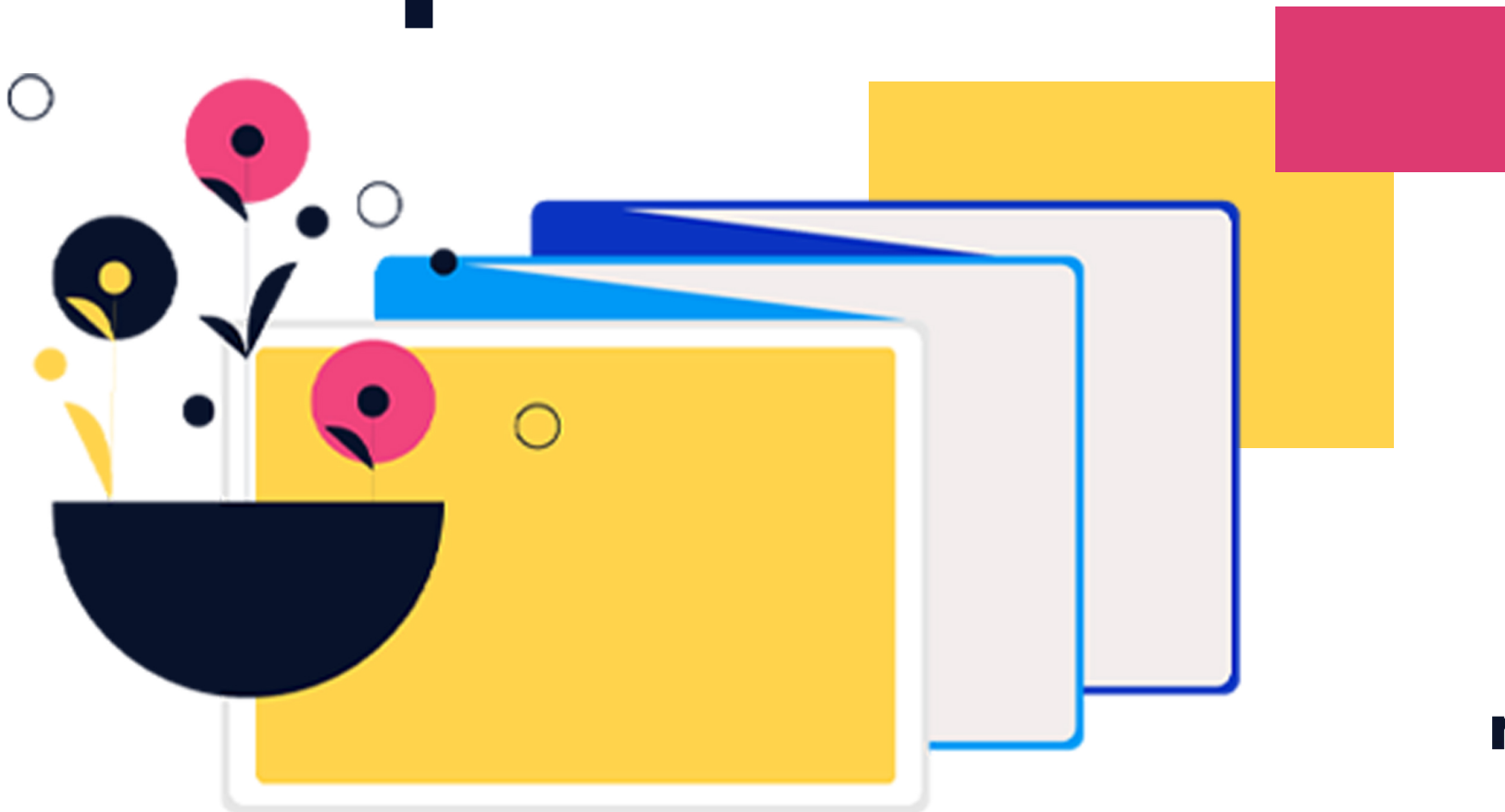


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What kind of advertisement hand-
outs can you use, beyond pamphlets,
flyers and brochures? Learn the
basics.



INTRODUCTION

In the digital era, brochures and flyers might sound like a thing of the past. Why waste paper, when you can pay an ad on social media, right? Well, not quite.

According to a research by Bentley University¹, some industries, like the hospitality industry for example, can't quite ditch the hand-outs yet.

The survey, conducted by graduate students and faculty advisors at Bentley's CMT, included 2,020 respondents from 17 cities in North America and Western Europe. It found that on average, 79 percent of visitors picked up a brochure (up from 67 percent in 2016).

Another surprising statistic is that printed brochures are the next most popular source of information for trip planners with a usage rate of 52

percent, right after web searches; while 85 percent of visitors became aware of an attraction or business as a result of picking up a brochure.

So, needless to say, we still need print marketing materials, and the better their design is, the more effective and lasting impression they leave.

In this Inspiration Guide, we'll show you great examples of longer and shorter forms of hand-outs in different styles, and go through the differences between brochures, pamphlets and flyers.



Chapter 1: **FLYERS AND PAMPHLETS THAT ATTRACT CUSTOMERS**

Flyers are small paper documents that are usually handed out in the streets or on events. They are always single and one-sided. You can use them because they're a cheap and quick way of relaying a bite-sized piece of information. They are used in advertising things such as concerts, store openings, various other events, etc.

The downside to using flyers as promotional material is that they're not very useful when it comes to advertising products and services.

Luckily, there are other, longer forms of promotional materials to help you there, like pamphlets. A pamphlet is a small, typically unbound piece of paper. Pamphlets have an informational character and usually focus on a single subject, and are often designed on a single piece of paper. You can find them in various shapes and sizes, and of course, designs.

Speaking of designs, here are some you need to take into consideration.

1.1 MINIMALIST STYLE

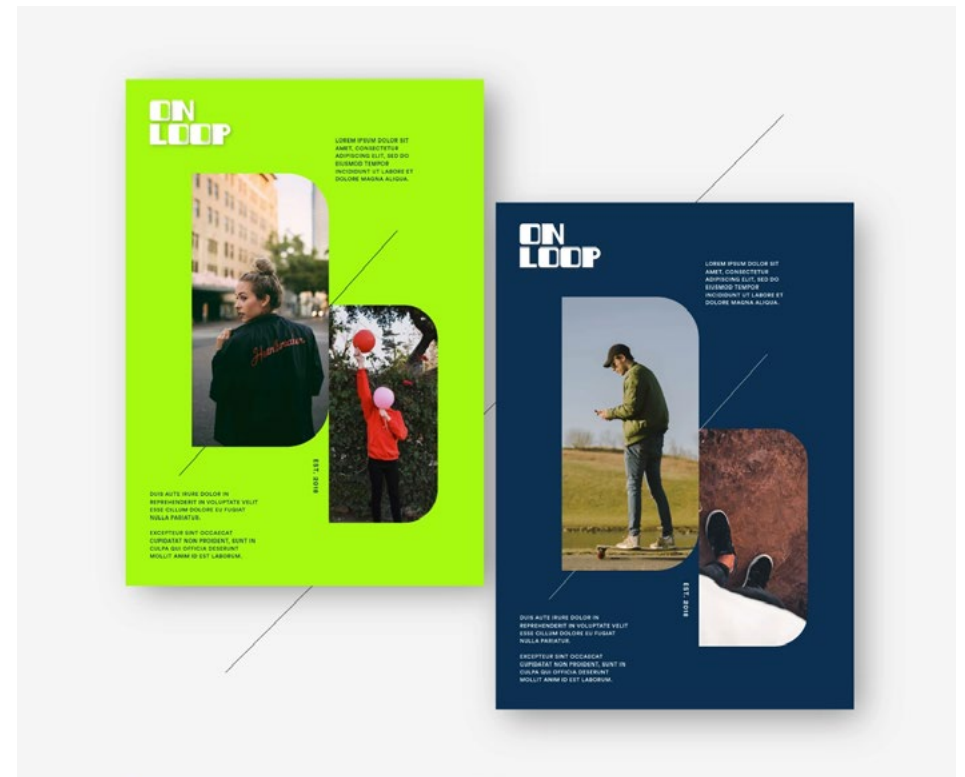
Minimalism is popular and here to stay. Even though it means using fewer colors and shapes, it can be a great way to relay a simple message quickly. By focusing on the content more than the design, the reader of your flyer or pamphlet will be able to remember the essence of what they read.

One such example is this pamphlet, created by ManyPixels for a client. The elegant navy-blue background, paired with simple black letters and a single font, allow the reader to focus on the body text and not get lost in a noisy design.





A color scheme that is perfectly simple and classic is, of course, black and white. If you want a perfectly balanced design with a striking effect, take a look at this flyer. The clear lines and shapes and B&W palette makes for a perfect flyer design.



Or, this modern and urban look of a pamphlet, using dark blue and fresh green, combined with an unusual frame for a photo and crisp font.

Inspiration from the web

This amazingly well-organized and compact pamphlet is created to raise awareness against homophobia, transphobia and biphobia. Created by designers Dasha Shmakova and Svyat Vishyakov², it is a great piece of informational design with a somewhat Bauhaus-style look.

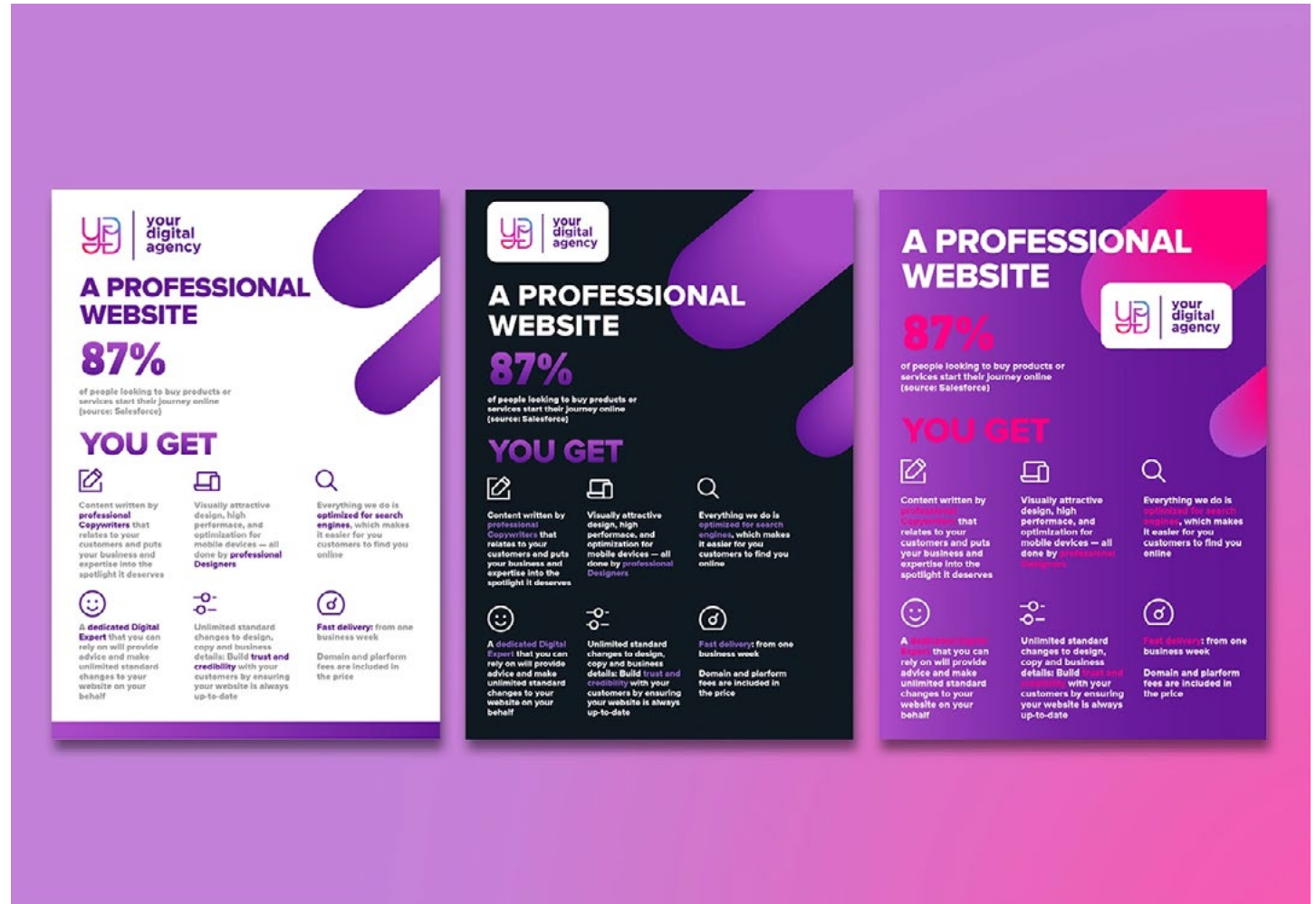


1.2 COLORFUL AND EFFECTIVE

A splash of color is always a good way to get the attention of readers. Of course, you need to be aware that too many colors can be a bad thing, and they should be used in moderation.

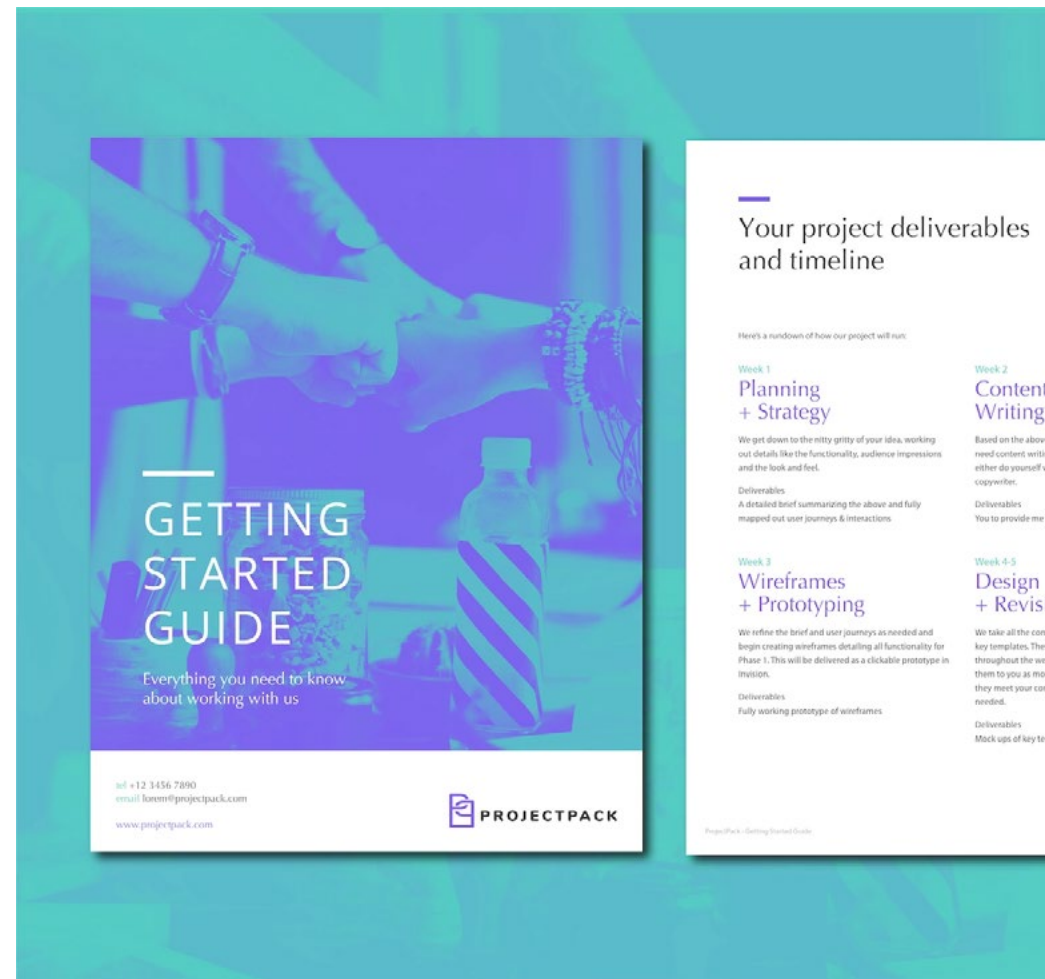
Another thing to keep in mind is that the colors you use in your promotional materials should be close to your brand. Don't stray too far from your branding guide, even if it's just for an event or one-time occasion.

The pamphlet designs in three different variations below use a simple black or white, combined with a bold purple and pink, and even gradients. It has a techy look, but still feels on brand with the digital agency's visual identity.





Here is another look made by our designers, again utilizing bold and fresh colors and a simple column arrangement of the body text for easier readability.



If you are really looking for something piercing and attention-grabbing, adding a color effect to manipulate with the imagery you have can be a very cool strategy. An example is this design that uses a duotone overlay, creating a pastel-colored funky pamphlet. The simplicity and organization of the backside balances and helps with readability.

Inspiration from the web

THIRD ISSUE
SEPTEMBER 2020
SEASONAL
BULLETIN

Beirut's Musings

Editorial Note

It's that time of the year where Beirut is filled with amazing festivals and events! What better way is there to start your Autumn than to spend it with your significant other at a festival, playing games and enjoying yourselves. Our sponsored events were thoughtfully selected to ensure that they are both educational and fun for couples! Make it a wonderful season, and bring a smile to your lover's face!

FEATURED



Feel Love Inspire!

How did Festivals start?

A festival is an event ordinarily celebrated by a community and centering on some characteristic aspect of that community and its religion or cultures. It is often marked as a local or national holiday, meta, or eid. Next to religion and folklore, a significant origin is agricultural. Food is such a vital resource that many festivals are associated with harvest time. Religious commemoration and thanksgiving for good harvests are blended in events that take place in autumn, such as Halloween in the northern hemisphere and Easter in the southern.

OUR SCHEDULE

- September
- BIBB 2021
- Middle E
- Sunday E
- KNOW C
- Board G

FIRST ISSUE
MARCH 2019
SEASONAL
BULLETIN

Beirut's Musings

Editorial Note

Movies and parks no longer being enough? The conversations you have are no longer entertaining? Even the bedroom doesn't seem as lively anymore? We have the right solution for you! When everything else fails, resort to art!

Take your significant other on an amazing journey through the past, the present and the future with our great offers! These museums are built for you, and their beauty should be shared!

FEATURED



Feel Love Inspire!

What is a muse?

Inspiration is something that comes easily for some people, but is a struggle for others. Some artists, writers, poets, musicians, and even scientists look to a muse as the source of their creativity or genius. A muse can be anything that sparks your creativity, such as a person, place, or object. You can also find your muse by tapping into and exploring your own innate creativity. In order to find your muse, or source of inspiration, it is important to seek out people, experiences, and stories that will inspire you and get your creative juices flowing. Creative musings are things or a collection of things that inspire you to create by sparking your imagination.

OUR SCHEDULE

- National Museum
- Beit Beirut: from
- The Museum of A
- Mam Museum: fro
- Sunsock Museum
- The Audi Villa Mu
- Planet discovery

SECOND ISSUE
JUNE 2019
SEASONAL
BULLETIN

Beirut's Musings

Editorial Note

Now that summer is upon us, why not use this chance to warm your hearts in Beirut's most well-received theaters!

Not only does Beirut have a splendid beach season, but the great plays and shows there are definitely worthy of a visit. Grab your significant other on a journey of discovery and joy! Join us this August!

FEATURED THEATER

Al Madina Theater
Address: Al madina, main street, Bayrut
Opened: 1992
Hours: Opens 9AM



OUR SCHEDULES

- Piccadilly Theater: from 4:00 till 22:00
- Gemmayze Theater: from 4:00 till 22:00
- Al Madina Theater: from 17:00 till 22:00
- Zoukak Theater: from 17:00 till 23:00
- Monot Theater: from 08:00 till 00:00
- Sunflower Theater: from 17:00 till 23:00
- Tournesol Theater: from 12:00 till 20:00

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This pamphlet created to promote a museum night event in Beirut in 2019 is, expectedly, full of information and imagery. Creating a 2 or 3-page promotional material and making the design good can be a hard task, since the space is very limited. However, the designer Darin Sbeiti³ managed to create a well-put, colorful pamphlet that contains all the information needed for this event.

1.3 CLASSIC HANDOUTS THAT GUARANTEE AWARENESS

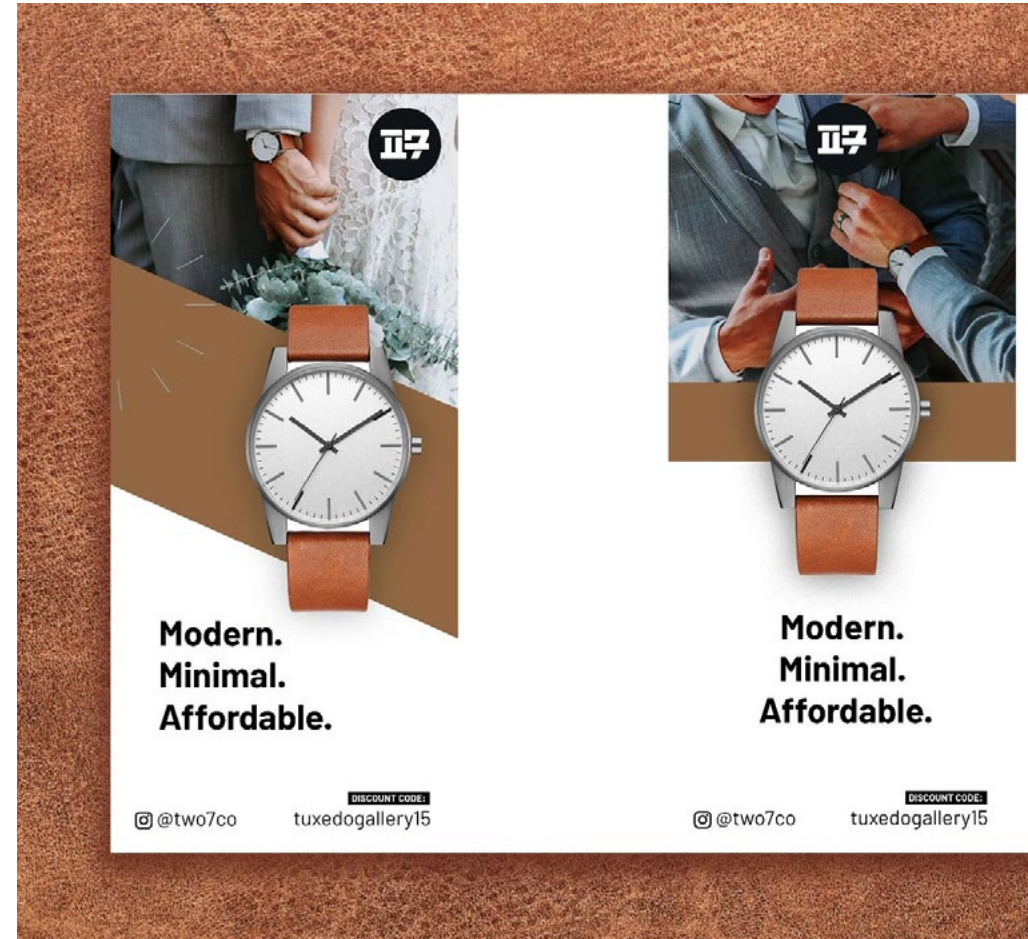
Experimentation and brave design are welcome, but sometimes a classic, tested and approved look can guarantee you more success. If you're in the hospitality industry, you probably have printed out many flyers and pamphlets, and you need no introduction into why a typical layout is the most successful.

Here is a simple flyer with a layout typically featured in magazine ads: a captivating photo, well thought out call-to-action, and a sleek and elegant font.





If you don't want a hero photo, but need to relay a message quickly, you can depend on icons to help you do that. In this flyer design, with using 2 colors, icons and a photo with green overlay, a lot of information is packed in a small form and a well-organized, readable manner.



If you are in the goods and services industry, a good photo, however, will definitely help you highlight what potential customers are going to get if they purchase something from you. Such is the example of this pamphlet, featuring beautiful photos showing an emotional moment for a groom, who'll need to make a purchase to look effortlessly good for it.

Inspiration from the web



This pamphlet, map and visual representation of the rich history and culture of Jakarta, created for Yayasan Mitra Museum Jakarta's Hotel Indonesia Heritage Tour & Kota Tua Museum Tour⁴, packs everything in a simple, foldable newspaper-style format.

It is designed to guide participants through the historical and cultural significance of the locations included in the tour, highlighting the places with illustrated icons on the map of the city.



Chapter 2:

CLASSY BROCHURES AND BOOKLETS WITH PERFECT LAYOUTS

A brochure is a multi-page magazine that's used for advertising certain products or services. This marketing tool can too be found in several different shapes and sizes. These characteristics can be things like bound-together pages, bi or tri-foldable, and even as a single-pager.

However, in most scenarios, brochures contain multiple, high-quality pages and utilize lots of colors. Because of their advertising nature, brochures must convey strong messages, thus keeping a high reader retention rate. Sometimes, they are referred to as booklets.

2.1 MAGAZINE STYLE



A classic magazine style brochure can be a great way to show off your products or services through photography, accompanied by plenty of body text and additional information you might need to share.

Since it's an A4 or A3 format, this style of brochure is a bit more expensive, especially if you decide to use a high quality paper and more colors. However, brochures are usually handed down in salons, showcases and conventions, so naturally people who you had them to are already in your sales funnel.

The examples below created by our designers at ManyPixels are utilizing three colors: red, white and black, and arranged in an easy to skim and navigate column design.

Inspiration from the web



If you want your brochure to have an exquisite and minimalistic design, while being arranged in the magazine style, take note from Melvin Ghandour⁵ and his brochure for a master's thesis in Communication Design, questioning the role of design and cultural diversity in the representation of marginalized cultures and the social inclusion of minorities.



Or this brochure by Judit Musachs⁶ that has an amazing cover and immediately lures you in to go through the pages and learn more about the subject explained in it.

2.2 CATALOGUE STYLE



If you're trying to create a bundle or preview of your products in a smaller format, or have more horizontally aligned photos, you can opt for a catalogue style brochure. It is a common handout for furniture salons, car dealerships and other goods industries.

The example below features multiple types of visuals: photos, icons, abstract patterns and both body and header text. Still, the format of the brochure, as well as the balanced color scheme, allow for a good reading experience.



Or, if your main goal is to show the products and affordable prices, you can go with this hero image and bold, big numbers type.

Inspiration from the web



This brochure by Josephin Bochow⁷ for wallscrolls manages to be easy to read and skimh trough, and it's consistent with the corporate brand, according to the author. A pretty successful result for a not-so-easy to market product.

2.3 INNOVATIVE AND QUIRKY FORMATS AND STYLES

If you need an editorial to impress and work in a creative business, maybe the corporate-looking magazines and catalogues aren't for you. Take some risk and opt for an unusual illustration, or a format that is unexpected for a brochure.

Here is one mockup for a brochure by ManyPixels, that can be filled with pastel colors, exquisite and customizable illustrations and photos that will tie everything together.



Inspiration from the web



A very lovely and unusual design, packed like a folder with cutouts, is actually the portfolio/brochure of designer Amelie Vaillancourt.⁸ It is made on recycled paper, for extra points.

Chapter 3:

OTHER PRINT ADVERTISING TOOLS

What kind of advertisement handouts can you use, beyond pamphlets, flyers and brochures?

Learn the basics.

RACK CARDS

Rack cards are similar to flyers and are about 10 x 23 cm (4" x 9") in size. They're an effective way of advertising local events or individual products. There's only so much text that you can fit on such a small paper, so make sure you only display crucial information. This is why they should be utilized as more of a reminder rather than an advertisement.

MAGAZINES

While mixing magazines up with brochures isn't such a common occurrence, it still happens more than we'd like to admit. These multi-paged, periodic publications cover a variety of different topics, issues, and amongst other things, advertisements. Magazines are filled with illustrations, photographs, and images. As a rule of thumb, they're longer and more detailed than brochures or pamphlets.

NEWSLETTERS

Newsletters are great to use as a reminder to all your customers, that your business is active and accomplished. They are produced on a certain schedule (yearly, monthly, bi-weekly, weekly), and can be a great way to keep your clientele informed about your current ventures. However, it's much better to send an email newsletter instead of printed one, for multiple reasons. It's cheaper, and most importantly, it's a lead magnet.



CONCLUSION

Print advertisement materials come in many shapes and sizes, and need to be designed well if you want your potential customers to notice them. More importantly, they need to be on brand and never too different from your other marketing materials.

We hope this guide has given you plenty of inspiration and knowledge to create your next pamphlet, flyer or brochure. If you liked our designs, we can help you make great handouts too.

Work with our team of 30+ high-quality designers to create an unlimited number of all sorts of graphics you need. Welcome to the ManyPixels family!

[Schedule a Demo](#)

END NOTES

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3. Darin Sbeiti, 2019, Behance, [behance.net/gallery/102097507/Beirut-Museums-Pamphletbrochure](https://www.behance.net/gallery/102097507/Beirut-Museums-Pamphletbrochure)
4. Jocelyn Desiree & Hana Nadira, 2020, Behance, [behance.net/gallery/105574893/Hotel-Indonesia-Heritage-Tour-Kota-Tua-Museum-Tour](https://www.behance.net/gallery/105574893/Hotel-Indonesia-Heritage-Tour-Kota-Tua-Museum-Tour)
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