Purpose: Used to provide information about services, campaign, project or goods. *Software programs ‘Word’ or ‘Pages’ have a number of templates available to make it easy.* Structure:

BROCHURE

* Title
* Introductory information about subject (Explanation)
* Sections of brochure divided into headings with specific aspects, characteristics or qualities
* Details of facts and figures outlined where relevant
* Persuasive language used to promote subject
* Layout is clear and well defined under section headings
* Contact details clearly outlined
* Catchy headings, phrases to stimulate interest
* Interesting eye-catching and colourful illustrations used as background Use language relevant to audience.

Short concise sentences and phrases.

Actioning verbs used and personal language to target appropriate audience.

Title

Explanation

Blocks of information under headings for specific aspects

* + Bullet points may be used

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Details for prices/costs

Details for contact

*Detailed Bibliography should be included.*

Mount Lawley Senior High School



BROCHURE

**Back Panel Heading**

This is a good place to briefly, but effectively, summarise the products or services that you offer. Sales copy is typically not included here.

**Front Cover**

Large heading and graphic.

Contact details Phone: 555-555-5555

Fax: 555-555-5555

Email: xyz@microsoft. com

**Organisation**

Primary Business Address Your Address Line 2 Your Address Line 3 Your Address Line 4

Organisational logo, symbol and contact.

**Inside Panel Heading**

Most important information displayed here.

Introduce the subject, organisation or product.

**Headings**

Details of specific aspect.

**Image**

**Headings**

**Headings**

Use headings to describe specific aspects, characteristics or services.

Brief text boxes, illustrations and graphics to break up text.

**Sub-headings**

Make it easier to read.

**Headings**

Details of specific aspect.

**Logo**

**Illustrations/graphic**

Business details and contact information.

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