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A lot of marketing articles and booklet printers will try to tell you the list of things you should do when designing and printing booklets. They will tell you what you need to know in order to produce exciting and compelling booklets. They will give you tips and tricks and even suggest some design strategies. As a savvy business owner, you will try to practice these tips and pointers to ensure that your materials come out as the best in the market. There’s nothing wrong with following these tips, but it’s important that you also know what not to do when creating marketing pieces. You have to educate yourself with what you should do and not do in order to produce the most rewarding booklets you can ever have.

Here are the don’ts in creating custom booklets:

1- Don’t make your logo the center piece of your booklet. Sure, your logo is an important feature of your design, but it should not be the main focus. People won’t actually be spending most of their time trying to know who you are. They will be more interested in what you can offer to them. Keep in mind that marketing is not a battle of the logos. In fact, it will be best if you keep your logo small so you don’t intimidate your readers.

2- Don’t try to make your booklets a festival of the fonts. Just because there are plenty of choices in fonts these days you can use every font available anytime and anywhere you want. It’s best if you use just one or two font styles to build consistency and minimize noise on your design. If you desire for a professional and conservative image, opt for a conservative font, but if your business belongs in the creative industry, you can use stylish fonts. Just remember, font choice affects your brand image, so choose carefully.

3- Make color choices wisely. Just because a booklet makes use of a lot of colors doesn’t mean that it is effective. Sure, it is appealing to the eyes but it can be loud and intimidating to readers. It’s easy to get tempted in using various colors on your material, but remember that colors have a subliminal effect on people’s emotions. To get the right effect, you have to use colors discriminately.

4- Stop repeating things. There are some business owners who think that repeating certain kind of words will help their customers remember them. What they don’t understand is that instead of doing you good, redundancy only harms your business. You don’t have to keep repeating your name in your product, tagline, or headline. People already know it, so stop it.

5- Never use low quality photos. Unless the photo is at least 300 dpi, it won’t look good on your booklet. Be sure to use only high quality and high resolution photos to ensure good results. Ask the help of a booklet printing company if you are having doubts on the photos you intend to use.

6- Don’t copy your competitors. It’s important that you know who your competitors are but never copy them. Don’t try to imitate their materials and even their marketing campaign. It’s best to know what your customers want and from that create unique offers and materials.

Be clear, unique, and compelling. If you follow these don’ts in creating marketing booklets, you’ll look like a pro and be more enticing to your target audience.

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