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Want your booklets to look modern and sleek? Well, why not use the same design philosophies used in iPhones and iPads? Everybody likes the sleek and impressive designs present in iPhones and iPads. If you can apply the same design concepts towards the design of your color booklets, it should essentially thrust your own booklets into the modern digital design age and make it easily popular with readers.

So if you are interested in doing this for your color booklets, read on. We will teach you how to do this step by step. Carefully read through the design tips below and try to figure out where you can apply these to your full color booklet layout. Once you integrate all these to your booklet printing, you will get that great trendy and popular digital design look just like those iPhones and iPads.

1. Get APPLE styled fonts

The first step to get that APPLE DEVICE look is to get apple styled fonts. Do not worry, most of these special font styles are actually available online. Just look at the font databases out there in the Internet, and you should see several of them that you can easily download for free.

By formatting all your text content in your custom booklets using these fonts, you should overhaul your design and set the stage for a more iPhone or iPad like theme. Of course, make sure that you vary the titles, subtitles and body text if possible and match how they look in the iPhone or iPad. Apply everything to your full color booklets and you should already have taken the first initial steps to more modern looking layouts.

2. Use more icons/symbols

If you look at other similar booklets that are professionally made, you will see that they are more text oriented then image oriented. If you want however to make your own full color booklets to surpass this and look more modern, you can adopt the more graphic oriented type approach just like how iPads and iPhones work.

Just add more extra icons and symbols into your booklet content and of course develop them so that they contribute effectively to the message of the print booklet. This should make it easier for readers to understand what you are saying, and achieve that easy and convenient modern look for your booklets.

3. Adopt brighter and lighter schemes

In color booklet printing, many in the past have adopted neutral colors or fixed subdued colors for their designs. If you want to get those iPhone style layouts though, you will want to dump that age old tradition and use something a bit more brighter and lighter.

If you look at the icons and other types of graphics in these devices, you will see that they are using very bright and energetic colors to engage readers. Try the same technique in your text, images and other custom booklet graphics. This should add energy and that modern iPad style to your booklets.

4. Simulate gloss effects in design

Another key feature that you may want to add to make your booklets have that modern Apple device

look is to simulate gloss effects. This is done by adding lighter or even whiter touches and smudges to the text, graphics and backgrounds. By simulating a glossy texture in the design, you make the whole booklet look like the sleek user interface that is usually seen in those great digital devices.

5. Use dynamic backgrounds

Lastly, you may want to use dynamic style backgrounds. Instead of a plain white page for the body and a totally pure colored cover, you should use more gradient type backgrounds or even smudged and color varying themes to make the background come alive. This actually makes your booklet designs look more natural since it has those varying textures and colors characteristic of how we see most other objects in our environment.

Now you know how to add that iPhone and iPad theme in booklet design. Why not try and test out some of these tricks now?

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