Convert Your Catalog Designs into Modern Themes by Janice Jenkins

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Do not leave the designs of your color catalogs static. You must always try to improve them so that readers can always be interested and engaged with the content. One of the best ways to do it is to follow some of the best design trends in the digital design world.

In this special tutorial we will teach you how to do just that by applying key design themes that will make your custom catalogs look a bit like the design themes present in iPhones and iPads. Their design philosophy is pretty simple and elegant if you look at it closely. You just need to match and tweak them a bit in your own catalog printing to make it work effectively for you. Just follow the steps below and you should be able to do this on your full color catalog easily.

1. Download and use APPLE/MAC font styles

If you want to quickly add that iPhone like look to your catalog printing, all you have to do is to download and use APPLE or MAC font styles in your text content. Using these font styles already redesigns the whole theme of your full color catalogs, making them easily look like modern style digital graphics. Luckily for you, there are hundreds of free fonts on the Internet. You should be able to easily find the fonts that are related and look almost like the fonts that are used in iPhones and iPads.

2. Use bright colored icons and small graphics

Take note that all iPhones and iPads have very bright and interesting looking colored icons in their user interface. You will want to match those same kinds of graphics if you want to apply their design themes in your color catalog printing. this should be simple enough to implement.

First generate great looking helpful icons and graphics that will make reading your full color catalogs easier. Add them in key areas of your layout that makes them visible at the right specific areas needed in the design. Of course, make sure that they use very bright colors just like the color hues used in iPads. With these helpful graphics, you can imbibe that modern look in your catalog designs.

3. Apply simple backgrounds with subtle textures

You can also try to emulate the backgrounds present in those apple devices when you print full color catalogs. Do not just use plain white or plain colored backgrounds. Add in some extra subtle textures or seamless color changes that make the background look a bit more interesting.

You can try and use color gradients, subtle textures and even just light watermarks or creative color smudges. Applying these tricks helps out your boring catalog backgrounds, so try and do them in your own mail order catalogs and direct promotional product catalogs.

4. Simulate glossy elements in all design features

Look at the graphics, text and other content of iPhones and you will see that they sometimes simulate glossy elements in those features. They do this by adding slightly lighter colors and white spots in those design elements to of course emulate light reflected in glossy textures. You can also add this in your own text and images to make your designs look more modern and sleek.

For example, you can add a white band in the middle of text headlines and use a lighter shade of

the base color on top. These simulated glossy elements contribute a lot to the sleek theme for your catalogs, making them look more like those iPad interfaces.

5. Use the glossy paper for your "screen"

Finally, you can finish out your iPhone type theme for your catalogs, by using glossy paper in your catalog printing. This will be the "screen" if you will. Just ask your catalog printing service to use the most glossy paper materials they can use for the cover of you catalogs and you should be all set.

Now print these guidelines out and start redesigning your color catalogs! If you want them to look as sleek and interesting as iPhone graphics, these are the rules that you should follow.

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