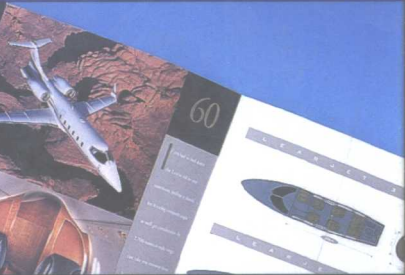
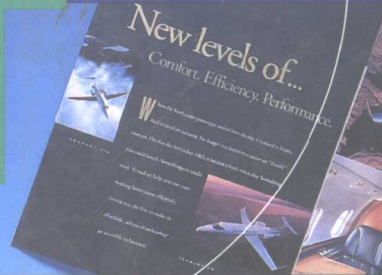
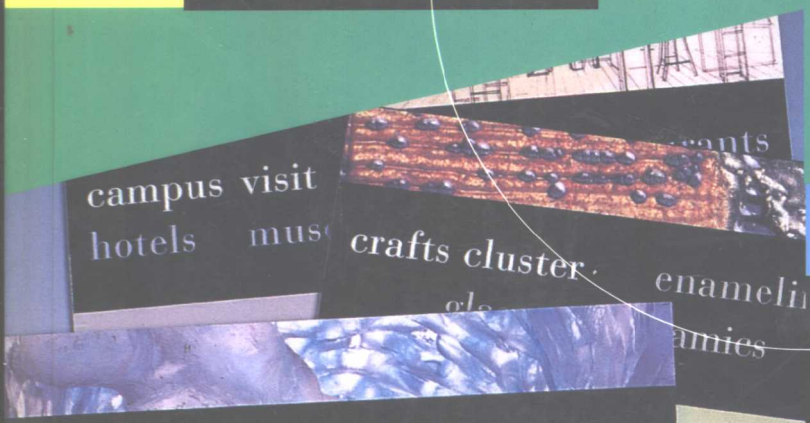


the best of
brochure

d e s i g n



In this collection of new, creative brochures, you will find that designers are pushing the limits of design. No longer are they restricted to the traditional rectangular pamphlets, instead you will find brochures with special folds, die cuts, and spiral bindings, in all shapes, sizes, and materials. From cardboard briefcases to boxes of hot sauce, the included brochures reveal that designers know how to effectively get the message to the recipient in the best and most creative way possible. These innovative designers include:

Greteman Group
Wichita, Kansas

Hans Flink Design Associates
New York, New York

Kan and Lau Design Associates
Hong Kong

Metalli Lindberg Advertising
Treviso, Italy

Mike Salisbury Communications
Torrance, California

Raven Madd Design Company
Wellington, New Zealand

Sayles Graphic Design
Des Moines, Iowa

Sweiter Design
Dallas, Texas

Tangram
Novara, Italy

Teikna
Toronto, Canada

Werk-Haus
Kuala Lumpur, Malaysia

Widmeyer Design
Seattle, Washington

Zappata Designers
Mexico City, Mexico

Also available from Rockport Publishers:

Letterhead and Logo Design 5

With over 300 images, this book is a comprehensive international collection of the best new letterhead and logo design. Detailed captions include information about the designers involved, software used, paper and printing, and any special techniques involved in the creative process. This volume will serve as an important resource for inspiration for businesses and designers alike. It is accompanied by a CD-ROM with 700 of the best designs from all five volumes of the *Letterhead and Logo Design* series.

In Your Face

Daniel Donnelly

This volume and accompanying CD-ROM present some of the best multimedia interfaces available: designs strong on creativity, imagination, and ease of use. The companion CD-ROM allows users to interact with and test the interfaces through sample demos. It also includes interviews with designers and working demos of interactive authoring programs.

Design for Response

Leslie Sherr and David Katz

Direct mail—while anyone can send a message, it requires special talent to elicit a response. This new volume gathers together the best international direct response campaigns in a range of areas to provide designers with insight and understanding of how and why these campaigns were created, and how they surpassed success expectations.

the best of
brochure **4** *design*

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the best of

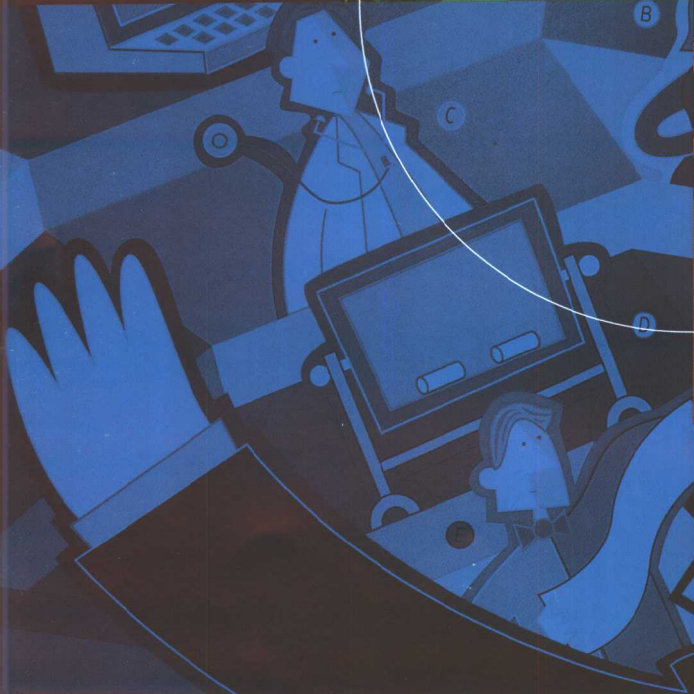
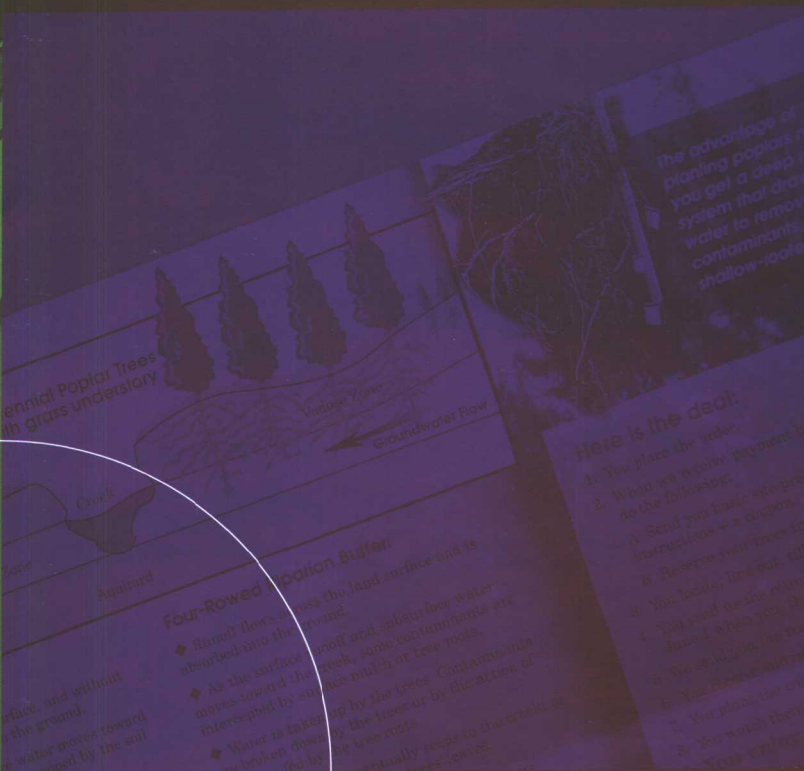
brochure

4

design



ROCKPORT PUBLISHERS
GLOUCESTER, MASSACHUSETTS



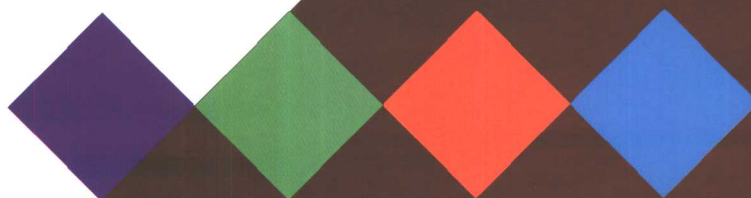
DDM TESTS DATABASE
PLAN AND MANAGEMENT
SECTION SITE SELECTION, SET-UP AND
MANAGEMENT



c o n t e n t s

Introduction	6
Product Brochures	8
Service Brochures	42
Promotional Brochures	98
Self-Promotional Brochures	162
Index/Directory	188

i n t r o d u c t i o n





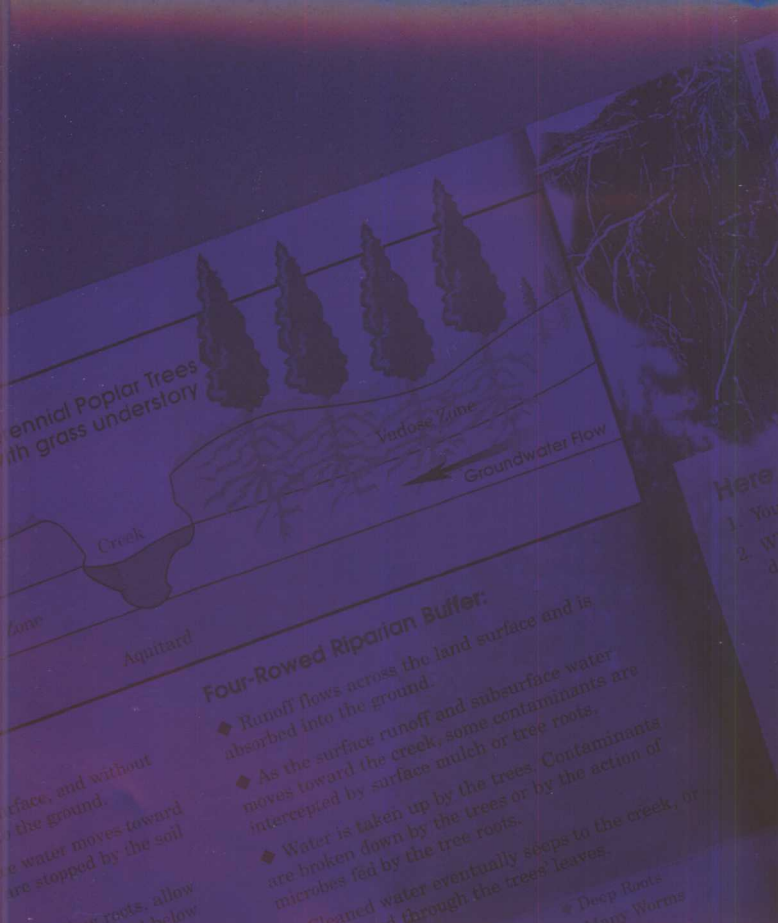
Brochures. They are often the first thing a graphic-designer-in-training learns how to design. They are also often what is made when learning the ropes of a new layout software program. It would be a rare case to find a graphic designer with no brochure design in his or her portfolio. But brochures are more than just training tools, and graphic designers are much more than just brochure-makers.

Brochures are currently the most effective way to present information in an accessible, and attractive, format. The definition of a brochure is so loose that designers have almost unlimited design options. From triple-fold sheets to boxes to books, brochures can be on any topic, they may try to advertise, sell, or merely inform. The range of possibilities may account for the tremendous number of different brochures created every year.

There are so many factors to consider when creating a brochure. There is the subject matter, the client's personality, the amount of images and text supplied, and, of course, the budget. Whether it is going to be mailed or set on a shelf plays an important role. Mailed brochures must meet standard packaging restrictions. Brochures on a shelf must stand out against the competitors. Brochures given out by vendors and companies come in every size and shape.

The most important goal of all brochures, though, is to get the attention of the viewer. It must be clear and attractive to the intended audience. A clear message does not necessarily make a memorable brochure. It is the expert eye of the designers that creates a beautiful brochure. Think of the brochures that you or your friend kept from an event you went to, or a place you wanted to go. You may not have identified exactly what design aspect made it unique, but these brochures definitely captured the essence of the event or the company. The ability to embody the spirit of the client in a mere paper brochure is what makes it memorable, and is proof of a good design.

The brochures included in this book show exemplary creativity and good design. The diversity and potential of the included works shows much of the breadth and range of brochures being created today. What are not shown are the new, interactive brochures. More and more often on the World Wide Web you can find these brochures. This new format will increase the potential for innovation, but will never replace traditional brochures. The graphic design world is changing, but those first experiments with design will not stop happening for a long, long time.

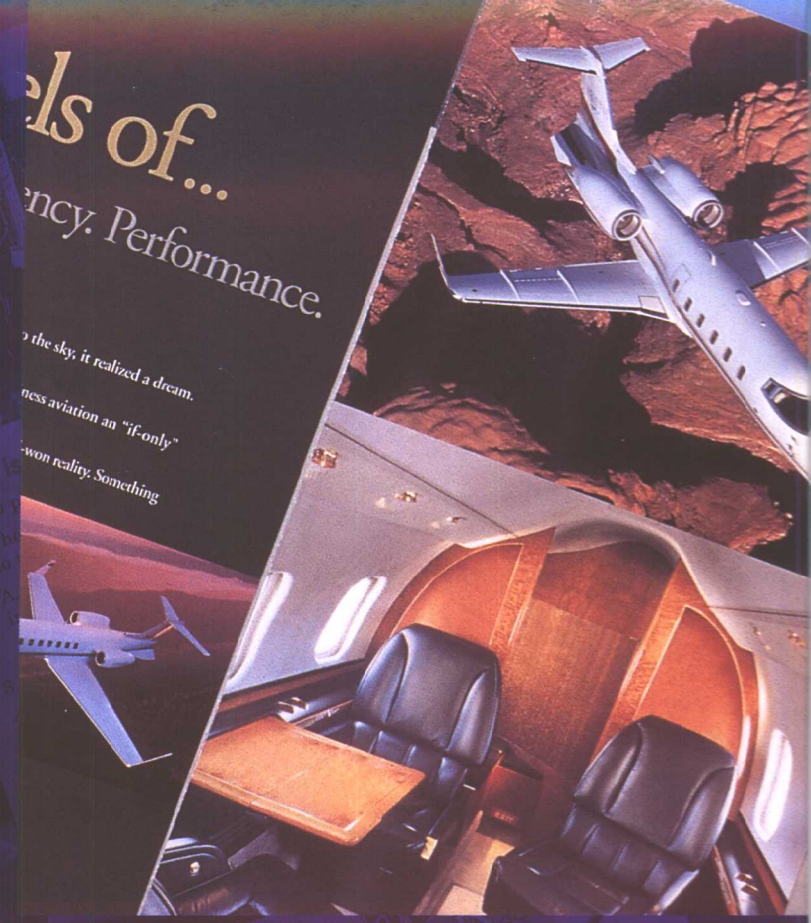


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◆ Centuries Old
◆ Prevents Fertilizer Leakage

"The wind rustle the leaves".
OWNER.
I planted trees with my son all in one Saturday.
I planted the trees with grass clippings and dog
manure in our yard and seven neighbors. We're
happy provided by the Buffer. We're
moving to a new house; we'll do it again."
NEW OWNER.

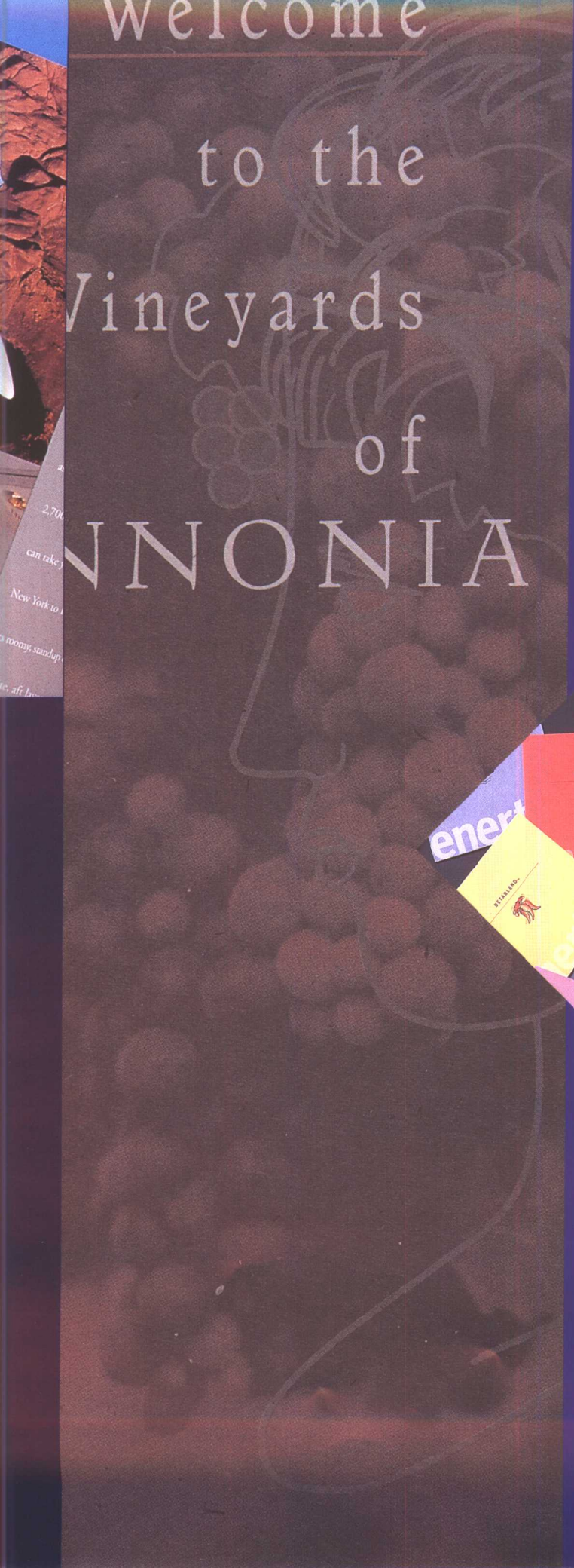
between planting (left) and year 6 (right).



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SILISO

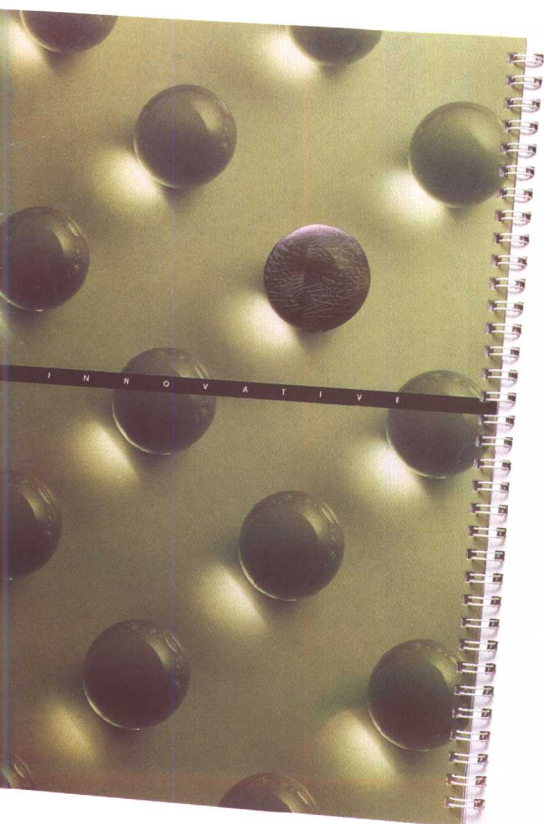
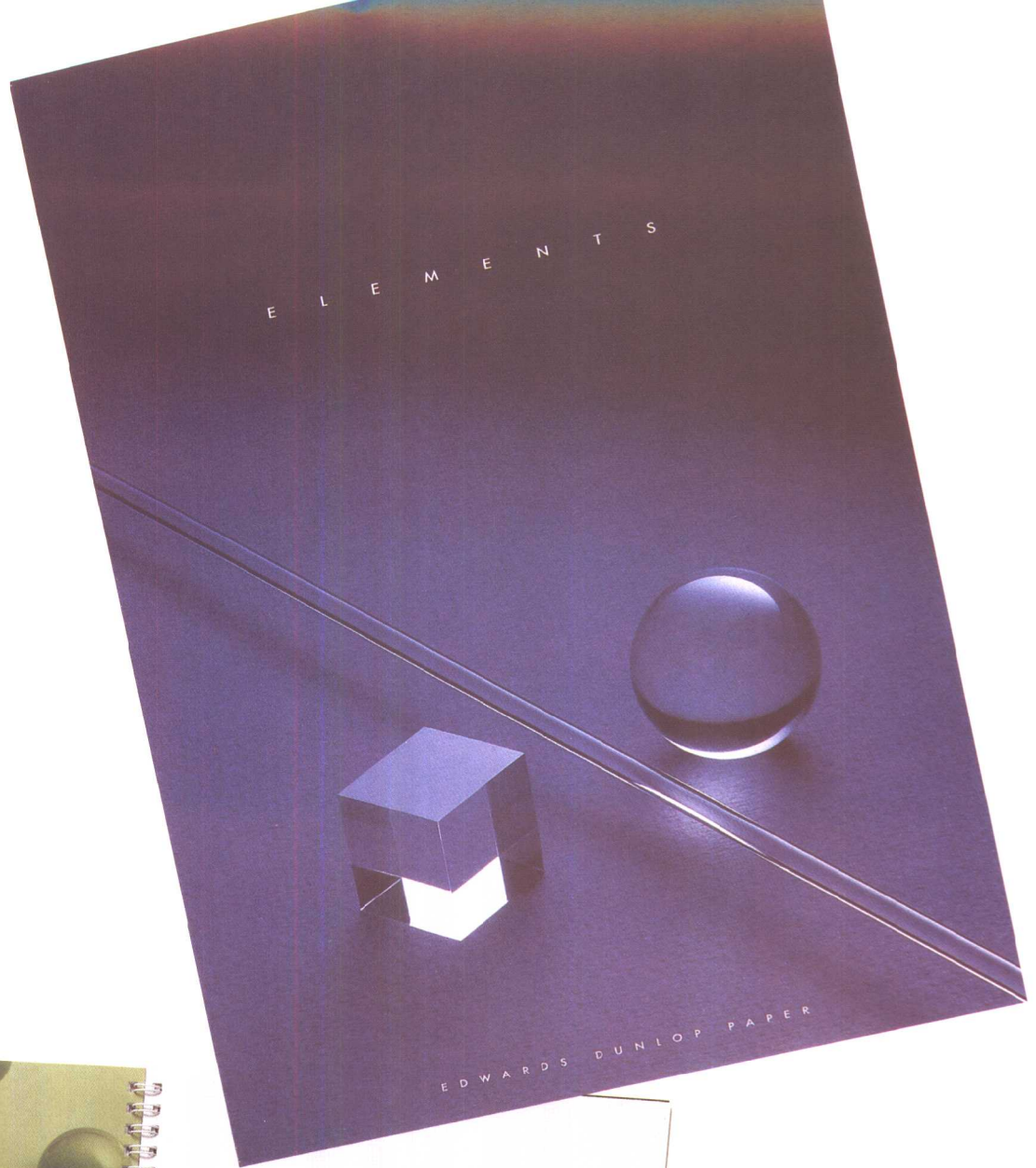
**BUTTER
IN A
BAG**



Welcome
to the
Vineyards
of
ANNONIA

product
brochures

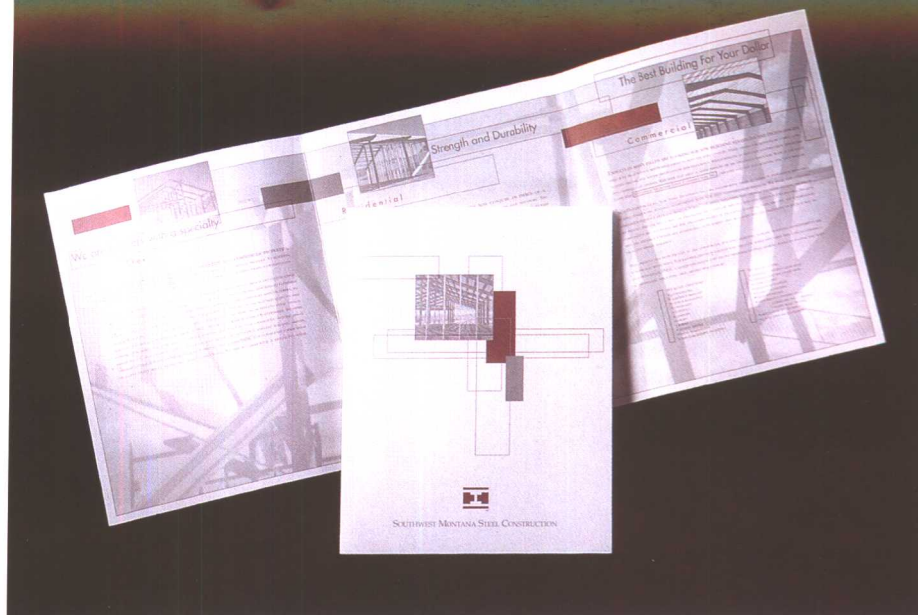




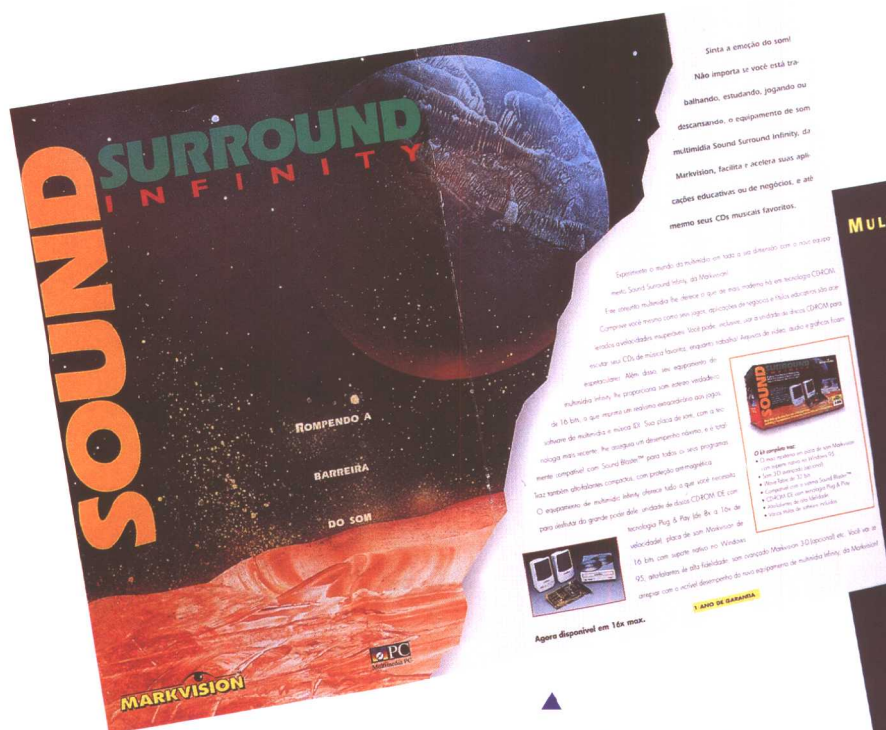
Design Firm **Watts Graphic Design**
 Art Directors/Designers **Helen Watts,**
Peter Watts
 Tools **Macintosh**

The clean, corporate feel to this paper made the designers think of a clean photographed solution. The unique layout and form cutting makes this paper product brochure a winner.

Design Firm **Palmquist and Palmquist**
 Art Directors/Designers **Kurt Palmquist,**
Denise Palmquist
 Photography **Bill Bishop**
 Copywriter **Joanne Wilke**
 Client **Southwest Montana Steel Construction**
 Tools **Adobe PageMaker, Adobe Illustrator**
 Paper/Printing **Star White Vicksburg/**
Two-color offset

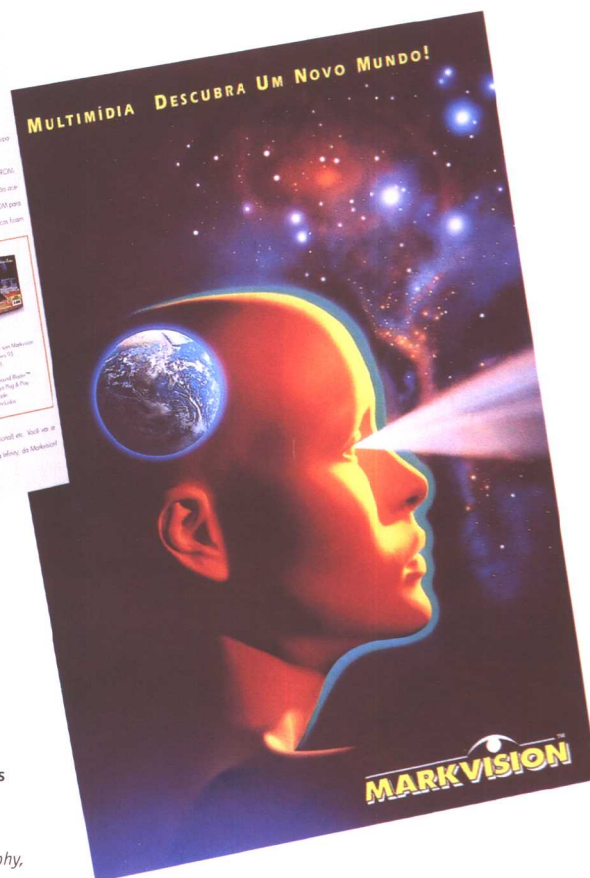


The goal was to create a promotional piece that compared wood and steel, and showed how steel can be used in homes as well as in commercial applications. One unique challenge was to use existing snapshots of a building-in-progress provided by the client.



Design Firm **Reiser and Reiser**
 Art Director **Tino Reiser**
 Designer **Ramon Garcia**
 Copywriter **Nahyr Acosta**
 Client **Markvision, Inc.**
 Tools **Adobe Photoshop, QuarkXPress**
 Paper **100 lb. enamel gloss**

Existing product shots, stock photography, and original illustrations were used to portray client's Surround Sound products in a highly futuristic manner. The primary challenge was the tightness of the schedule—the brochure was developed in under two weeks for distribution at Comdex/Hispanoamerica '96.



Design Firm **Erbe Design**
 Art Director/Designer **Maureen Erbe**
 Photography **Henry Blackham**
 Copywriter **Erbe Design**
 Client **Race Ready**
 Tools **QuarkXPress**
 Paper **Jefferson 80 lb. matte**

This brochure was designed as a direct-mail catalog for a company that sells running clothes. The concept was to sell the clothes by selling the image of the company. Interesting copy and photography establish the clothes as useful to the serious amateur athlete.



Design Firm **9Volt Visuals**
 Art Director/Designer **Bobby June**
 Photographer **Jason Nadeau**
 Client **Pound Clothing**
 Tools **Adobe Photoshop, Adobe Illustrator**
 Paper **Chipboard**

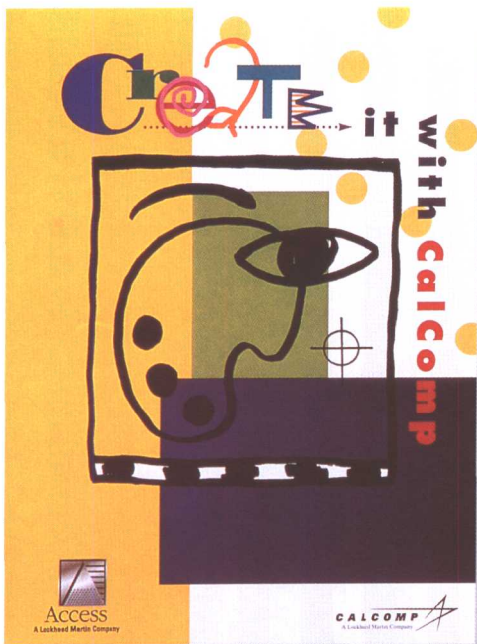
Created strictly for promotional use only, high-end models were made to look like they were wearing the client's clothing. The piece was produced on a tight budget and a chipboard cover was used to complete the effect.





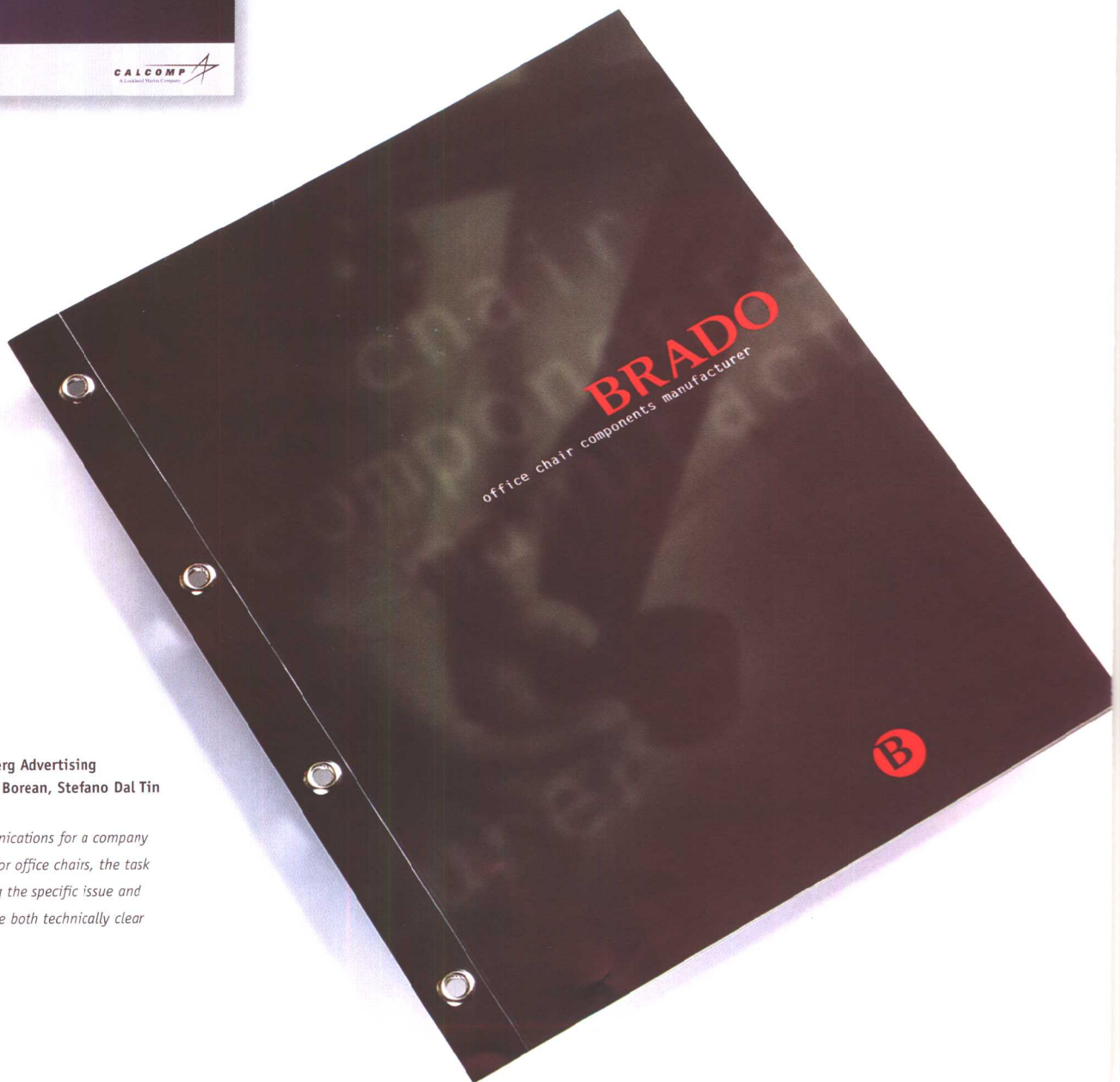
Design Firm **D-Sign House**
 Art Director **Kerstin Bach**
 Designers **Kerstin Bach,**
Sue Hoffman
 Photos **Nattalie Scheurre**
 Client **Pannonia Wines**
 Tools **Macintosh, QuarkXPress,**
Adobe Photoshop,
Adobe Illustrator
 Paper/Printing
Champion Carnival/
Two-color offset

The piece was created as a folder with inserts in order to give flexibility as to which wines are to be showcased or are available. Also, the separated pieces allowed a great range of colors while keeping each piece to two colors.



Design Firm **Lee Reedy Creative**
 Art Director **Lee Reedy**
 Designer/Illustrator **Heather Haworth**
 Client **Access Graphics**
 Tools **QuarkXPress**
 Printing **Four-color process**

This sales literature was created to promote the creativity offered by Calcomp's new printer.



Design Firm **Metalli Lindberg Advertising**
 Creative Directors **Lionello Borean, Stefano Dal Tin**

In repositioning the communications for a company that produces components for office chairs, the task was carried out by analyzing the specific issue and developing solutions that are both technically clear and esthetically pleasant.