**How to make a Brochures**

**Brochures** are powerful and effective tools for engaging and educating any audience. But only if your brochure design is on point. When it comes to brochures, it’s all about the design. A great design will compel your audience to read all about what you’re doing.

**Before you start designing your brochure**

* [Know your brand personality](https://99designs.com/blog/marketing-advertising/brochure-design/#know)
* [Define your ideal customer](https://99designs.com/blog/marketing-advertising/brochure-design/#define)
* [Develop your message](https://99designs.com/blog/marketing-advertising/brochure-design/#develop)
* [Determine your metrics for success](https://99designs.com/blog/marketing-advertising/brochure-design/#determine)
* [Set your budget](https://99designs.com/blog/marketing-advertising/brochure-design/#set)

**Designing your brochure**

* [Remember your brand design standards](https://99designs.com/blog/marketing-advertising/brochure-design/#remember)
* [Design with the reader in mind](https://99designs.com/blog/marketing-advertising/brochure-design/#design)
* [Choose your brochure type](https://99designs.com/blog/marketing-advertising/brochure-design/#choose)
* [Gather your copy and images](https://99designs.com/blog/marketing-advertising/brochure-design/#gather)
* [Find your style](https://99designs.com/blog/marketing-advertising/brochure-design/#style)

