

Brochure **CHECKLIST**



Do you need a new company brochure?

Here is a **CHECKLIST** to help you get started...

- Is your brand visually appealing?
- Is your branding consistent?
- Does it look professional?
- Are you using high quality images?
- Have you used your company logo in the correct format?
- Is your logo positioned well and not at the top?
- Is your message strong and concise?
- Does it motivate prospective clients to take the next steps you want?
- Is your call to action clear?
- Does your document meet your printer's requirements?
- Have you considered a soft copy for your website?

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