

Design a peekaboo brochure



Transform a plain sheet of paper into an engaging brochure by offsetting the folds. *Continued* ▶



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Transform a plain sheet of paper into an engaging brochure by offsetting the folds



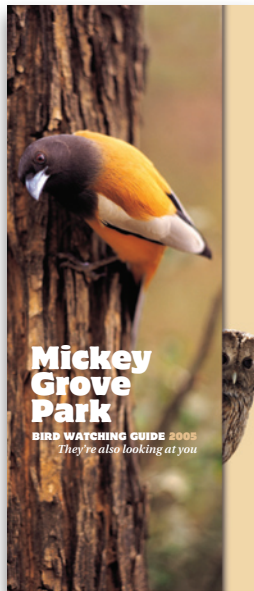
1

One sheet of paper folded like an accordion makes a great brochure easily. Narrow front panel (1) gives a peek at the inside, which opens into a beautiful presentation.



Layout

Once open, your design can ignore the folds. Note here how the brochure has been designed in halves—the dark half is a narrative, and the light half is a listing.



◀ Dark half | Light half ▶



Type

The halves of the page use the same two typefaces but in different sizes and line lengths. On the left half, oversize, 15-pt type creates a richly textured introduction.

Hidden Same

x height [**ove Park offers**]
 12 pt 15 pt

The narrative begins beautifully with both headline and subhead in the same typeface. Note that the subhead *runs in* with the text. This attractive detail requires adjustment—sans-serif type usually has a greater x-height than serif type, so its point size must be reduced until it lines up (above).

Same typeface

The Hidden Sanctuary

Mickey Grove Park offers an abundant dio as enisisl ea conummy nos nostrud euissetem to en iustio dit aliqui eupsusting enndreril ut lorper iriliquam inci blandreet lobor sequi te dolore nor esteimagnim dip esse volobor ionsectet iriustrud tor min volore molore tei luptatue molor autem doloibor illa adipis ette luv nor euipit.

Quam eugait iril ut wis torenulla consecte estrud elisit lum vulland onlputpatet veltor ea adiat, consequis dolobor secte dunt aut velisi etum ilisi enisseniat. Loreet dolessi. Lor si et iure volor si. Lori pero ellsectem nis nonsid enim enim iril in eraia faci tat acilit praessisi ette lavoit me anor.

Duis nim nulpitem dignibh ex iu feusmo oreet, sed ti dionesequam in henim veraesenim quam, quis alit is veraestrud tem do duis ate vel dolorerit venimi nos.

For more information, please call Lodi Parks & Recreation at 209-367-1811. Quam eugait iril ut wis nulla consecte estrud elisit lum vulland onul.

Bird Watching Guide 2005

Loreet, susto et laore minisi tet iustrud moloreros nulluptat. Duisim alit augait vulla feummy nisi te elestrud modiam et etue magna core tem at.

Cover image Orper adip eu feui-
 sicut eliti, consed ea faciliq

- 1) **Peckeroood** Eauguetilisi lorem
 si enit, quamolor sustio doloner
- 2) **Owl** Magniam comole ismodol,
 pepercinisit ercil it diti, can eteri
- 3) **Dolessi** Sectet volor sum vulla
 sed elisit lum anoit sis monsed m
- 4) **Faccum** Vullaore modolenim
 nonullaor sequati elii ciduisi iuree
- 5) **Autpatum** Otep eu facilla facie
 hunt prit, cose consed deleniame
- 6) **Pateti** Sit num esed tat estrud
 lore lessi commoddo duis est us si
- 7) **Quisaut** Volese delenim nouse
 vulluptat este leiv enim iril anor
- 8) **Annem** Num esed tat lore esse
 commod tatisi lortisim ette sed tie
- 9) **Nulle** Volese delenim nouse vull
 lup tator si et ea faci autem ea no

Above left, the panel-width column yields a narrative-style look, while on the right, the narrow listing looks like a directory.



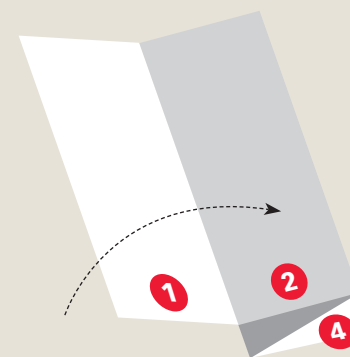
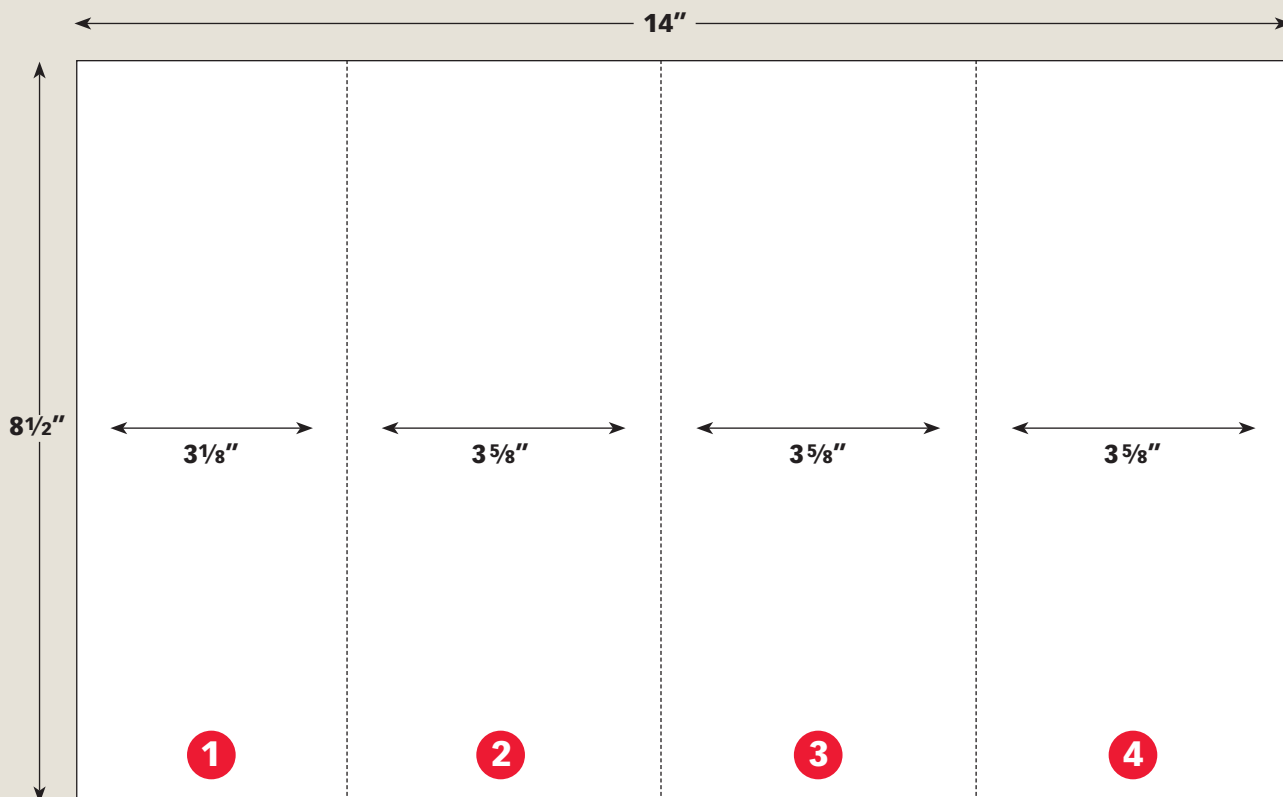
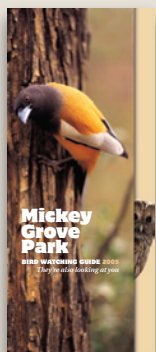
Template, one peekaboo

Legal-size page (14" x 8 1/2")

Eight panels (four per side)

Accordion fold

One, half-inch reveal (panel 1)





Two peekaboos

Three panel widths yield two peekaboos, which serve as a tiny table of contents. Inside can be similar products as shown here or different products.



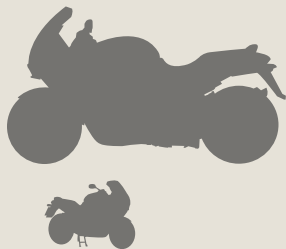
No one will really notice that it's just one sheet of paper—it looks and acts like much *more*.



Layout

Repetition and *scale* are key to this handsome design—two motorcycles, two views each, two paragraphs of text, all the same size in the same place on both pages.

Giving this brochure its unusually clean appearance are its high contrasts of *scale*—one motorcycle is *much* larger than the other. Such a large difference has two benefits: It establishes a clear hierarchy, and it keeps the images visually apart—images of too-similar size tend to fight for the reader's eye. Note that the large side views are straight-on, detailed and meant to be *examined*, while the small views are angled, casual and meant to be *felt*. This is a storytelling contrast.



Note the alignment

The repetitive format—one page exactly like the other—allows the eye to fall into an easy, page-by-page rhythm. This is an excellent way to present small quantities of similar products.



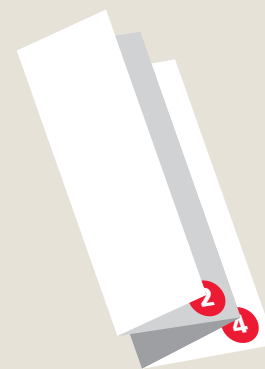
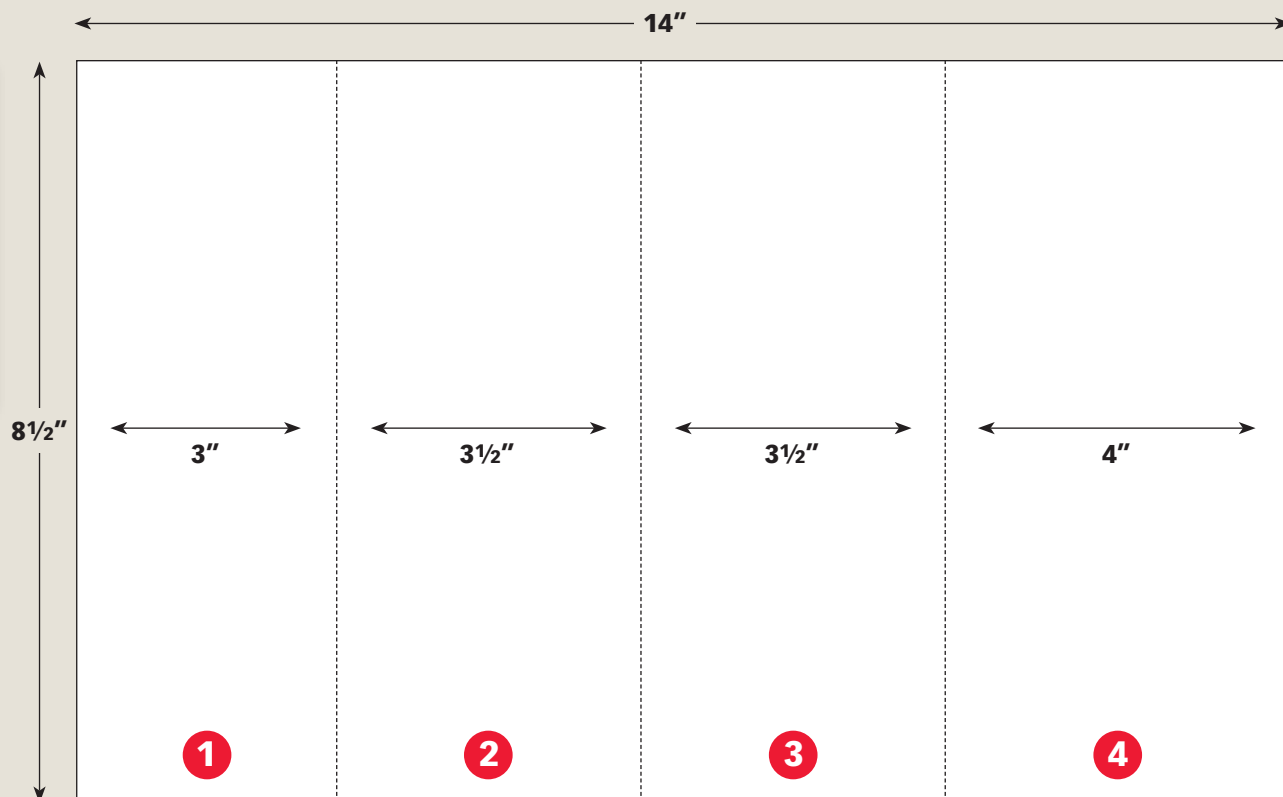
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Two, half-inch reveals (note panels 1 and 4)





Article resources

Typefaces

- (a-d)** [ITC Motter Corpus](#) | a) 30/28 pt, b) 10/12 pt, c) 28 pt, d) 12/18 pt
- [Utopia Semibold](#) | 12 pt
- (a-b)** [Utopia Regular](#) | a) 15/18 pt, b) 10/13.5 pt
- [Utopia Italic](#) | 10/13.5 pt
- [Utopia Black](#) | 10/13.5 pt
- (a-c)** [Helvetica Neue Light](#)
a) 24/26 pt, b) 12 pt, c) 10/14 pt
- [Helvetica Neue Heavy](#) | 24/26 pt
- [Helvetica Neue Bold](#) | 10/14 pt

Colors

- 12** C1 M2 Y5 K0
- 13** C5 M15 Y35 K0
- 14** C0 M0 Y100 K70
- 15** C0 M90 Y100 K5
- 16** C6 M5 Y4 K0
- 17** C29 M22 Y26 K0
- 18** C0 M0 Y0 K68

Images

- 10 (a-k)** Photos.com
[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#)
- 11 (a-e)** BMW of North America, LLC



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For presentation format

[Print: \(Specify pages 1–10\)](#)



Print

Format: Landscape
Page Size: Fit to Page

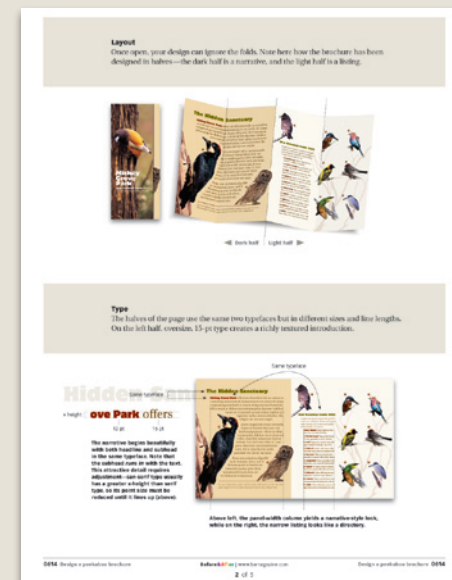


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 12–16\)](#)



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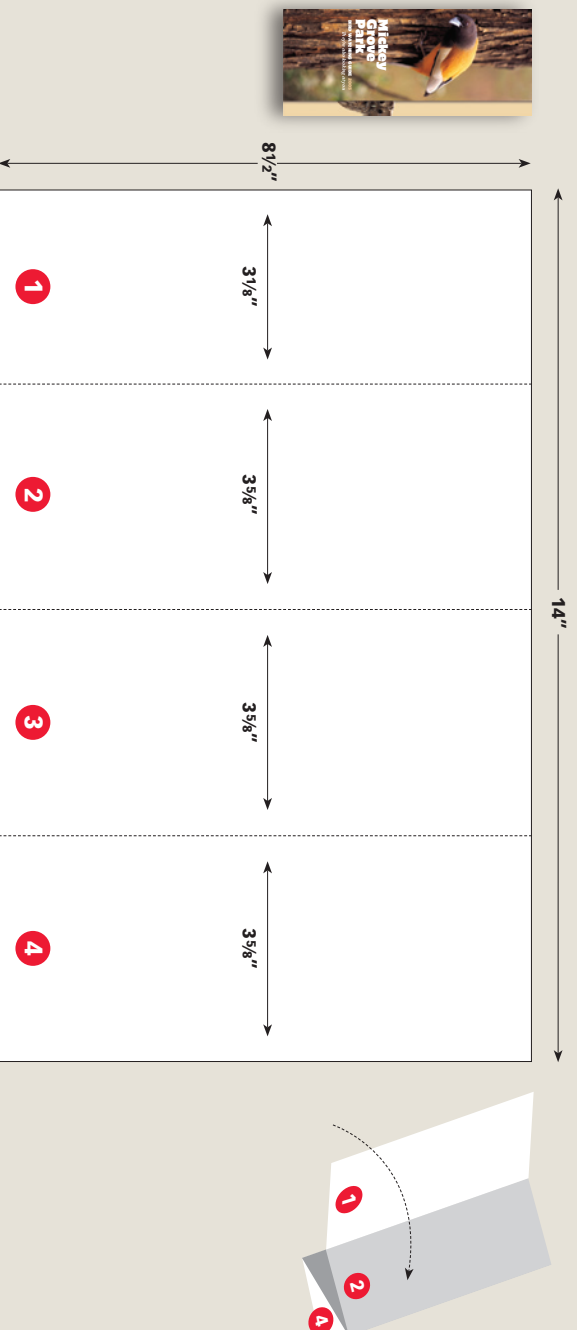
x height **OVERPARK** offers

12 pt | 15 pt

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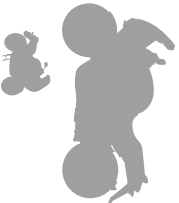


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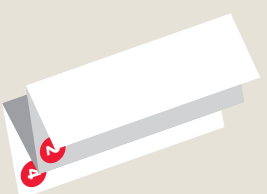
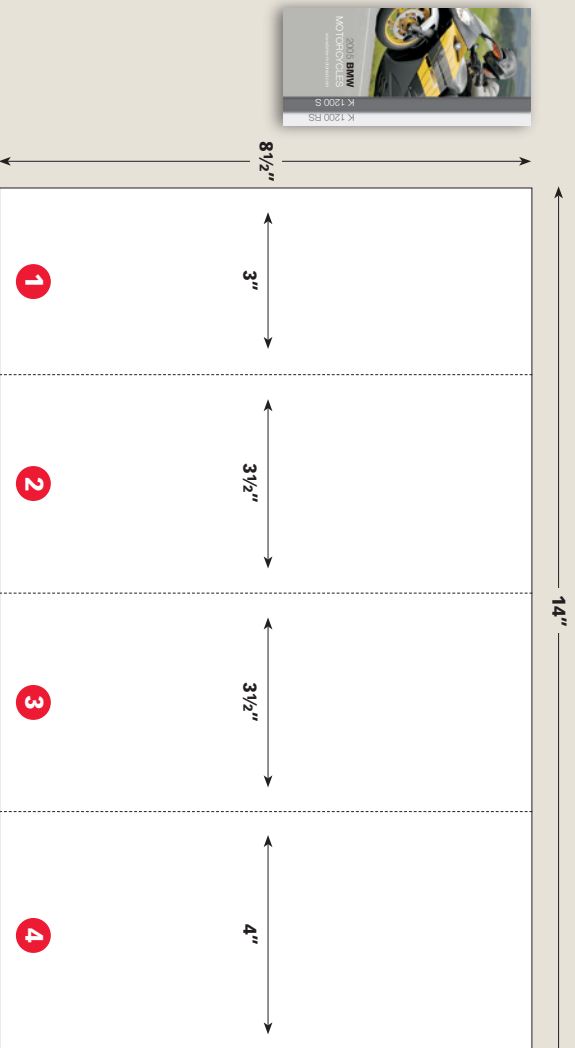
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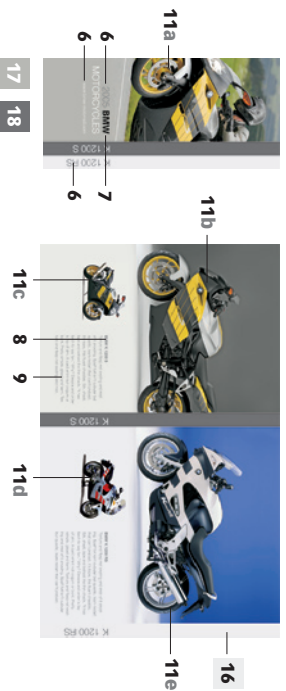
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- 4 Utopia Italic | 10/13.5 pt
- 5 Utopia Black | 10/13.5 pt
- 6 Helvetica Neue Light | 24/26 pt
- 7 Helvetica Neue Heavy | 24/26 pt
- 8 Helvetica Neue Bold | 10/14 pt
- 9 Helvetica Neue Light | 10/14 pt

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Images

- 10 (a-k) Photos.com
- 11 (a-e) BMW of North America, LLC



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