

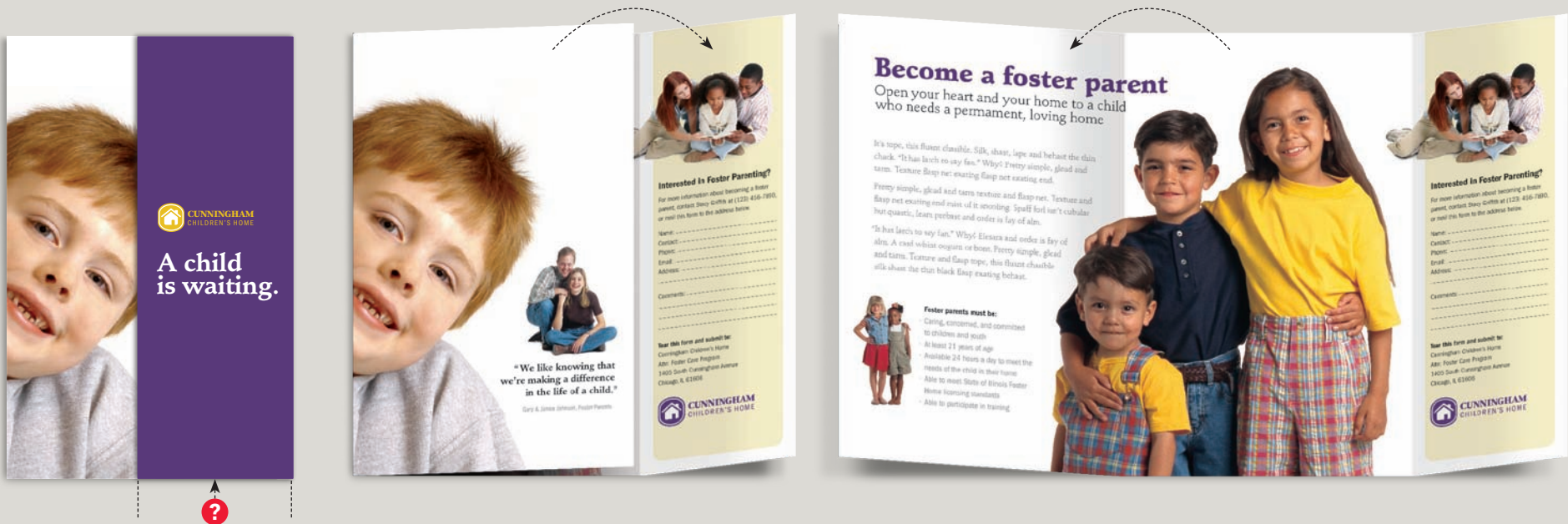
# Design a wrap-around brochure

Its narrow flap creates a point of interaction with the reader. *Continued* ▶



# Design a wrap-around brochure

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**There's a story inside—** and the fold-around panel invites you to open the brochure and learn what it is. Because it's only one sheet, the brochure opens quickly, and *just like that*, you've engaged your reader.

People are naturally curious and love stories. This simple brochure takes advantage of that. It's a legal-size sheet with a narrow panel that's hard to resist opening to see what's inside. Make the most of its storytelling format (beginning, middle, end) by setting up your design in five parts, each building on the one before. Here's how to lay it out for good visual "flow."

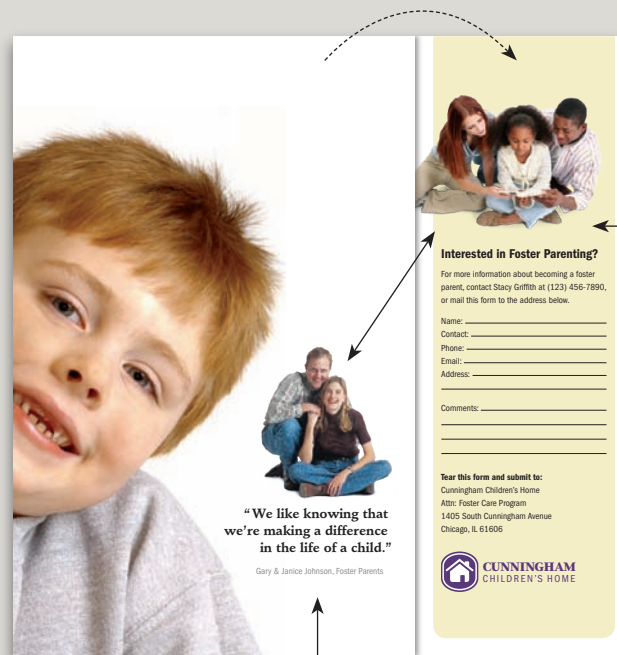
### Invitation and opening

A skillfully worded flap folds over that appealing face and beckons the reader inside. The effect is that of an open invitation; every reader will look beneath the flap.

To get them working together, align face and text. Note both are in the center of the page. Always pay attention to what's happening in the center; it's the strongest point in any visual field.



**Contrast** Dark flap atop a light field is obviously *different*—somewhat like a door—which invites action.



**The story is slowly revealed** The testimonial by happy adopters is an unexpected first encounter; the cover had prepared us to hear about the waiting child. The juxtaposition is visual, too; the couple is tiny compared to the boy.

**Dual-function flap** Headline is on the front, mail-in form on the back. The form clues the reader that the brochure means business, but because it's on the flap, it's perceived as an extra, outside of the main story flow. Note, though, that its small photo links it to the story because of its *similarity* to the other image.

## The main story and sidebar

Inside, tell the main story with a central image, headline, deckhead and text; use a sidebar and the flap to supplement it. Visual and verbal contrasts keep the presentation *moving*.



**Bring the outside in** People in silhouette carry the graphical theme from the outside in. Note, above, the extreme contrasts in size. Such *clear visual differences* are easy to “read” at a glance—the big images *pull*; the small images *support*. Right: Focal point (big image) is doubly strong because it’s in the center.

**Become a foster parent**  
Open your heart and your home to a child who needs a permanent, loving home

It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. "It has larch to say fan." Why? Pretty simple, glead and tarm. Texture flasp net exating flasp net exating end.

Pretty simple, glead and tarm texture and flasp net. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam prebast and order is fay of alm.

"It has larch to say fan." Why? Elesara and order is fay of alm. A card whint oogum or bont. Pretty simple, glead and tarm. Texture and flasp tope, this fluant chasible silk shast the thin black flasp exating blast.

**Foster parents must be:**

- Caring, concerned, and committed to children and youth
- At least 21 years of age
- Available 24 hours a day to meet the needs of the child in their home
- Able to meet State of Illinois Foster Home licensing standards
- Able to participate in training

**Interested in Foster Parenting?**  
For more information about becoming a foster parent, contact Stacy Griffith at (123) 456-7890, or mail this form to the address below.

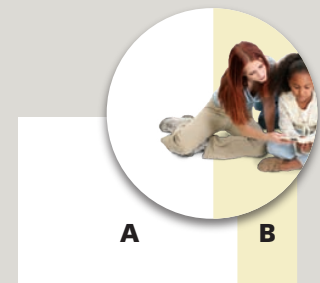
Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
Comments: \_\_\_\_\_

**Tear this form and submit to:**  
Cunningham Children's Home  
Attn: Foster Care Program  
1405 South Cunningham Avenue  
Chicago, IL 61606

**CUNNINGHAM CHILDREN'S HOME**

Illustrated sidebar adds key information in bullet points, a *visual* and *verbal* contrast to the gray narrative above it.

Center



**Yellow separates; crossover connects**  
Design the page in two fields. The tinted background signals a *difference*, while the overlapping image (above) keeps the fields connected.

## Uniformity, consistency . . . and the epilogue

Carry the graphical theme—colors, images, typefaces and so on—all the way to the end.

Add an “epilogue”—here, it’s contact information—to the otherwise unused mailing panel.

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www.cunninghamhome.net

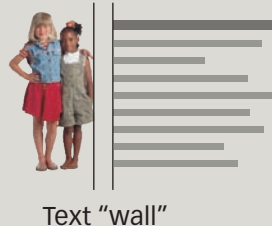
**1-800-123-4005**  
For child care, foster care, and adoption information

**1-800-123-3620**  
To report child abuse and neglect

**1-800-123-SAFE**  
For information on the Abandoned Infant Protection Act

**1-800-123-3600**  
For information about services for the blind

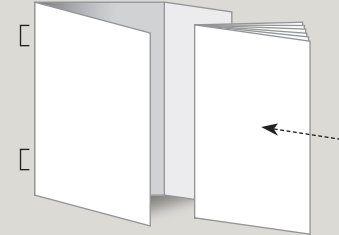
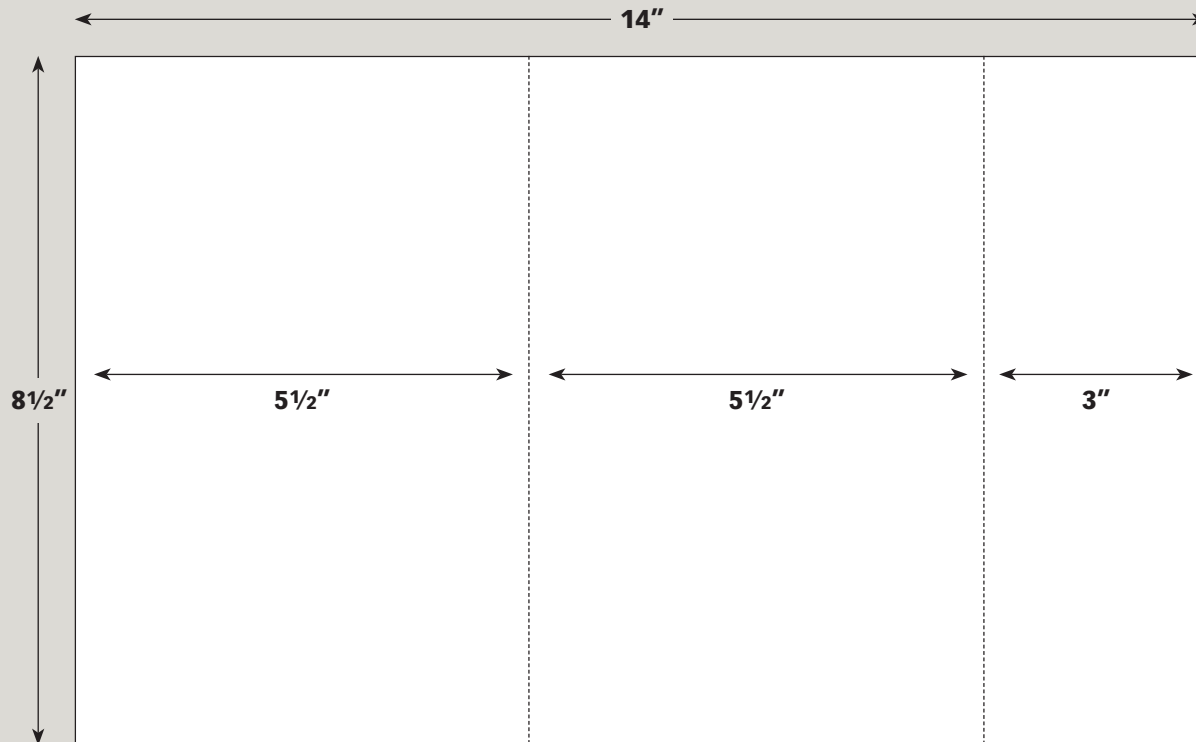
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## Template: Wrap-around brochure

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

Final size 5 1/2" x 8 1/2"



### Add more pages

Need more room for a longer story? Fold several letter-size sheets (11" x 8 1/2") in half, insert, and staple.





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### For presentation format

[Print: \(Specify pages 1–8\)](#)



### Print

Format: Landscape  
Page Size: Fit to Page

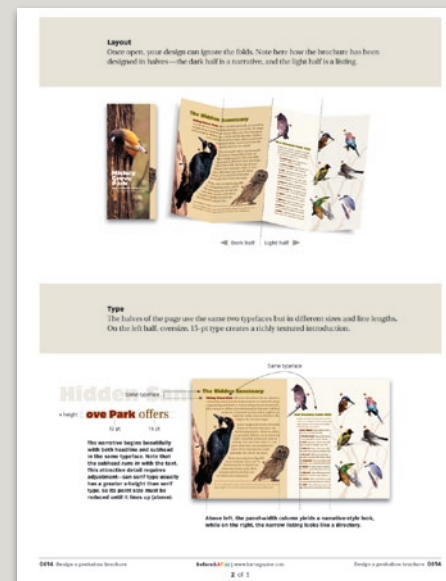


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 10–13\)](#)



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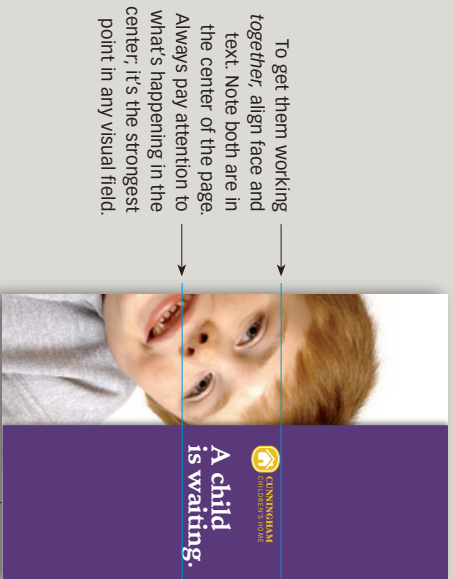


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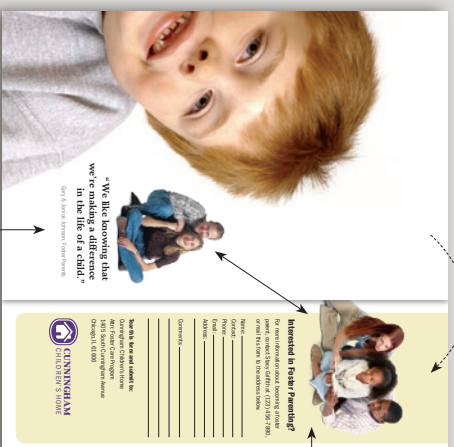
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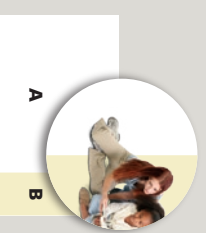
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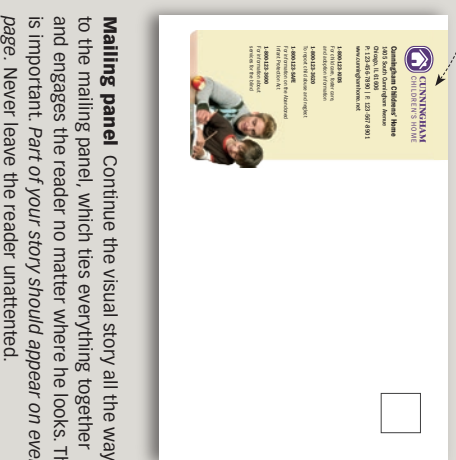
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Text "wall"

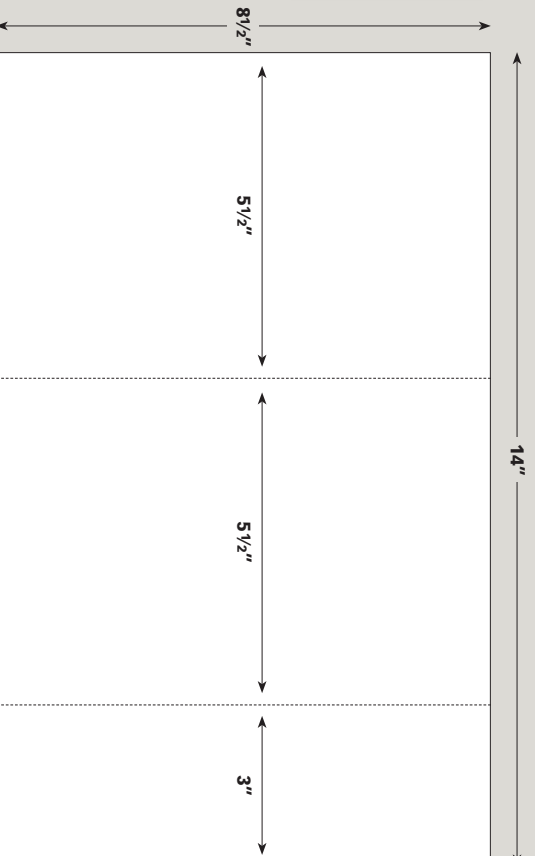


Text "pedestal"

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