

Directions to the Designer:

Basically, layout of the brochure design has to be made by the designer. I have attached a zip file containing BEFORE and AFTER pictures of the construction work. You, as the designer, need to pick the pictures and text and arrange them in the best approach and manner.

The brochure will be 8-1/2"x11" double sided and tri-folded in vertical position. The writing shall be parallel to folding. For example: imagine this letter being your brochure design with writing in the same manner and pictures inserted and then take this letter and tri-fold it vertical to insert it into the regular envelope for mailing. Simple !. Do not emphasis horizontal bend line the brochure as it is not necessary because my printer will tri-fold brochure automatically.

I am attaching a sample brochure for your understanding but your designed brochure must look more professional, attractive and appealing than this attached brochure.!

I am not asking designers to do anything complicated, however, the brochure should look professional.

The Designer to use Company Information:

Excel Construction Company, Inc.
81-36 248th Street
Bellerose, NY 11426

Ph: 718-786-5100
Fax: 718-786-5190

Designing of brochure is very crucial when launching a new company because services offered and presented in the best professional manner motivates the consumers to feel confidence to call the company.

Basically, brochure design has to be such that consumers feel confidence and are NOT hesitant to call the company for free estimate or evaluation of the project.

The designers are requested to design the brochure so good that consumers feel so confident and comfortable for calling the company or keeping the information for future use. Keep the text clean and uncluttered.

Designers are requested to use the best marketing approach to use effective language next to the company number in which consumers feel comfortable to call the number. The language should be clear and to the point to provide consumers confidence and comfort which should be strategically proven to work.

The brochure should look good at a glance but treatment of the text is very important in a brochure and designers are urged to take fair bit of time to get it right.

Recently, there has been a lot of competition developed in this construction & restoration field and I want my company brochure to gain the impression that its not a high price company but decent and affordable and organized.

Designers are welcomed to advice on brochure pictures - every opinion is appreciated!

Attached is also a sample of another company brochure (trice) doing the same business and I would like your designed brochure to surpass this one. Thank you!.

Winner to provide a simple envelope design for brochure insertion - no hard work!

BROCHURE LITERATURE

See Excel Construction - Brochure