

HOW TO CREATE A BROCHURE

BCTC publications should be written in clear and simple language with respect for the audience, be well-organized, succinct, and contain accurate information, and use correct spelling, punctuation and grammar. Materials are designed to look clean, smart and professional through the use of white space and the careful use of graphics and color.

To maintain quality and consistency among brochures, the BCTC Office of Communications has established the following procedure for creating brochures.

1. Fill out the BCTC Creative Brief for brochures.
2. Review the sample brochures posted on the Communications Department web page.
3. BCTC brochures are 8 1/2 x 11, tri-fold, 2 sided and are printed in color. To determine how much copy can be placed in this format, please refer to the sample brochures.
4. Copy should be designed to fit in individual panels of the brochure. For example: Inside panel 1 (left), inside panel 2 (middle) and inside panel 3 (right).
5. Copy should be in a completed form ready for placement in the brochure. *If you need input from others, now is the time to get it!*
6. Send your creative brief, copy, and any high quality photos that you would like included in your brochure to karen.marcum@kctcs.edu.
7. Once the creative brief, copy and photos have been received, work will begin on your brochure. At this point you will be contacted regarding the design of the brochure.
PLEASE ALLOW 2 – 3 WEEKS FOR A PROOF.
8. After you have received your proof you can make minor changes and/or corrections to the brochure.
9. A second and final proof will be issued.
10. After the brochure is completed, a BCTC Office of Communications Printing Order Form must be filled out with your chart string for billing and you will receive a quote for printing.
11. Printing of brochures usually takes 1 – 2 weeks.

Special Note: All printed materials that are used to promote the college or are distributed into the community at-large must be reviewed by the Office of Communications. This review should be done in the initial stages of the production.

Please forward publications to karen.marcum@kctcs.edu or vernal.kennedy@kctcs.edu.