

BROCHURES

Brochure Hints

Use a headline, picture or graphic to attract the reader. Keep headlines short ... 10 words or less. Use "bullet points" to emphasize the key message. Avoid using dated information. Test your brochure among colleagues.

WRITING

Writing Hints

Keep it simple. Keep sentences short and sweet. Aim for 8-15 words per sentence. For examples of easy-to-read writing, read *USA TODAY*. They are famous for keeping it simple and simple sells a lot of newspapers.

NUMBERS

Numbers

Make numbers easier to read and remember. Use a hyphen or a space every 3 or 4 characters. Breaking up account or part numbers into smaller chunks makes them easier to deal with. The number string 1890-1786-78 is much easier to read than 1890178678.

"We will make and meet all deadlines."

Jeff Spitz, Quality Brand Printing

Workflow and process control is critical within the print shop environment. We deliver every job ... on-time ... every time.

When we promise a completion date for your project, we will stand by our promise and do whatever it takes to get it done.

Rush jobs are our specialty, but we will not delay any committed work in process. Too many printers make excuses. That's not acceptable at Quality Brand.

**We invite you to tour our shop and see our process controls firsthand.
Stop in, or visit us online at www.qbrand.net**