

What is a pamphlet?

A pamphlet has the main purpose of promoting a company, event, brand, etc. It can contain varied information, but usually, the content is summarized. As the goal is to attract attention, it is common to see flyers with bright colors and large titles.

- **How to make a pamphlet in 6 steps**

1. Define the purpose of what will be disclosed;
2. Choose images that are relevant to your audience;
3. Produce content that is easy to interpret and read;
4. Customize your text with a focus on the objective;
5. Position the images without “polluting” your material;
6. Check spelling and content.

- **Choose a focus for your pamphlet**

Determine one element in your pamphlet that will "catch" the audience's attention. It could be an image, a graphic element, a headline or anything that draws attention to the main information in your pamphlet.

- **Use colors**

Use colors that convey the same idea as the message. Red, yellow and orange communicate energy and excitement, while cooler colors, such as blue and green, convey tranquility and purity.

- **Examples of pamphlets:**

[EXAMPLE 1](#)

[EXAMPLE 4](#)

[EXAMPLE 2](#)

[EXAMPLE 5](#)

[EXAMPLE 3](#)