



# Collateral Design Quick Tips

## Include the following:

- 1** Your logo, tagline and product name
- 2** Clear, high-resolution product images
- 3** What is the product (with details on pricing, etc.) and who is it for? What are the benefits?
- 4** Testimonials, if available
- 5** Call-to-action/contact information

## The look:

- Keep it simple—do not use too much text
- Be consistent—use the same look and feel throughout
- Print on high-quality paper
- Use large images
- Have a bold headline
- Use call-out boxes and/or columns
- Have ample white-space
- Use a maximum of 2 typefaces. Use serif font (decorative feet) for text and sans serif (no decorative lines) for headlines and captions.

**Check out [ifontyou.com](http://ifontyou.com) and [kuler.adobe.com](http://kuler.adobe.com) for type and color ideas!**