First and foremost, thank you for your purchase!

You're on your way to having a really cool and professional brochure.

Fonts

All the fonts used in this brochure are free to download. The two fonts are Alte Haas Grotesk, which can be downloaded here: http://www.dafont.com/Alte-Haas-Grotesk.Font and PT Sans, which can be downloaded here: http://www.fontsquirrel.com/fonts/PT-Sans

Purchasing and Downloading Images

All of the images used in this brochure can be purchased at istockphoto.com. I've listed the images below for your easy retrieval.

1. http://www.istockphoto.com/stock-photo-2274405-beautiful-smile.php
2. http://www.istockphoto.com/stock-photo-2393532-wireless-mouse.php
3. http://www.istockphoto.com/stock-photo-2543406-dart-serie-image-of-marketing-success-concept-or-business-target.php
4. http://www.istockphoto.com/stock-photo-5622692-magnifier.php
5. http://www.istockphoto.com/stock-photo-6191040-proud-african-american-businesswoman.php
6. http://www.istockphoto.com/stock-photo-6758187-pencil.php
7. http://www.istockphoto.com/stock-photo-7271703-closeup-of-a-happy-young-businessman.php
8. http://www.istockphoto.com/stock-photo-8451234-type-a-document.php
9. http://www.istockphoto.com/stock-photo-8462068-office-workers.php
10. http://www.istockphoto.com/stock-photo-10031930-usa-map-with-states.php
11. http://www.istockphoto.com/stock-photo-10066220-fiber-optics.php
12. http://www.istockphoto.com/stock-photo-10799151-decorative-defocused-winter-lights.php
13. http://www.istockphoto.com/stock-photo-11689634-debates.php

Styles

To quickly and easily change the look of the brochure, look to the Character and Paragraph Styles palette. I've defined styles for the bodycopy, headlines, subheads and callouts.
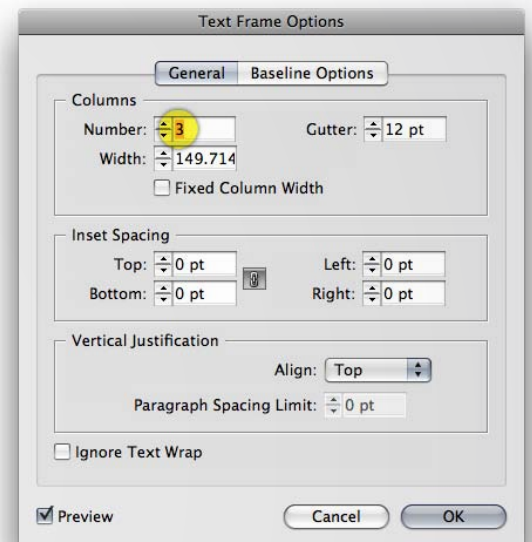
Implementing Images

I've kept the image boxes in place so it will be easy for you to see where each image goes. There are three instances where the images are Multiplied with a color. The cover/back cover background image and the dart image are two instances. Once you add these images to your InDesign document, in the Effects palette, set the mode to Multiply so the image blends with the background color. The third instance is on page 2. In this case, the gray box is set to Multiply and the image should be behind the gray box.

Working with Text

The majority of this brochure uses a three column grid. In some cases, I've used one column that spans the width of two smaller columns. To change the number of columns in a text box Control+click on the text box and go to Text Frame Options... Change the number highlighted in yellow (see image right.)

If there are multiple text boxes on a page, the text boxes have been linked together so they flow from one box to the next. In the event that you'd like to shift the order of the pages, each page is not linked to any other page.

Page Numbers

The page numbers are located on the master pages in the Pages palette on Layer 2. Additionally, they are set to Multiply, with an Opacity of 25%, in the Effects palette so they blend better when images are behind the page numbers.

Printing

When printing a brochure it must have pages that are multiples of 4 (because you'd have blank pages if your brochure only had 13 pages for example.)

As is, the document is setup in reader spreads. If you're having this document professionally printed your printer will reorganize your brochure into what's know as printer spreads, which are required for printing. Printer spreads differ from reader spreads in that once the document is printed front to back and folded, the order the pages need to be in is different than what it looks like as you look at the document on screen.

If you're printing this brochure yourself, arranging the document into printer spreads is not difficult. Adobe InDesign can automate this task. See http://livedocs.adobe.com/en_US/InDesign/5.0/help.html?content=WSa285fff53dea4f8617383751001ea8cb3f-7049.html for more details.

Credits

Special thanks to the following people and companies. Be sure to check out their website by visiting the links below! Unless expressly noted, I do not claim that any of the following companies or people endorse me.

IMAGES IN HELP FILE

Eye Photo
Maxime Felder

Mesh Photo
GullyDJ

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John A. Ward