

5 Tips on Creating Effective and Sustainable Marketing Brochures



While the rise of globalization opens up more markets and opportunities, it also establishes the pressing need to speak in your customers' language to get their attention amidst the ad clutter. Presenting a localized set of marketing collaterals to your prospects or customers has become almost mandatory in today's marketplace.

It is important to ensure your marketing materials are designed with localization in mind, so that they can be localized swiftly and effectively thereafter. Otherwise, more time, effort and finances will be spent on re-creation of the design or localization process. Here are five tips you can utilize to create sustainable brochures in the long run.

1. Space matters

Chinese and English are generally more compact in text length. Thus, translated content from these languages will often be longer. The rule of thumb is: Set aside 40% of extra space in your brochure design for the translated content which may take up more text space. You would not want your typesetter to take drastic measures that compromise your branding guidelines, like re-positioning the images or reducing the font sizes.

2. Avoid having narrow columns

The Thai language does not use punctuation and breaks only occur in between sentences, not words. If you have narrow columns for languages like Thai, Tamil and Burmese, you risk cutting the sentence and conveying a different meaning with inappropriate line breaks.

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Languages like Hungarian, Finnish and German use single long words to represent a sequence of shorter words in other languages. For instance, the English phrase “user information for using the escalator” may be translated as “rolltreppenbenutzungshinweise” in German. A narrow column will restrict the layout of such languages. A text with numerous hyphens is also not aesthetically pleasing.

3. Do not overuse capitalization

In alphabets where upper case and lower case letters are used, capitalization can be used to emphasize a point. However, it would not work for languages like Arabic, Korean and Japanese which do not use the Roman alphabet. Similarly, the first letters of all German nouns are capitalized so capitalizing German words will not make much of an impact.

Italicizing is not recommended in Asian languages like Korean and Japanese as it may not look pleasing to the eye. Alternatively, you may want to consider **BOLDING** certain words or use a stronger font colour to highlight the important phrases and points.

4. Avoid country specific information

Different countries have different preferences and formats for presenting dates, addresses, numbers and other figures. For instance, decimal separators are used differently in different locales. Three million dollars is symbolized in different ways as illustrated in the table below.

English	French	Spanish
\$3,000,000	\$3 000 000	3.000.00,00\$

Japan employs the Heisei date system. The year 2000, which is the 12th year of the current emperor’s reign is expressed as “Heisei 12”. Thais on the other hand adopt the Buddhist calendar way of expressing the date, denoting the year 2000 as “2543”.

English	Japanese	Thai
2000	Heisei 12	2543

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Verztec Consulting Pte Ltd (Verztec) is an international ISO 9001:2015 Certified Provider of Global Content Management and Localization services in over 100 foreign languages.

With a global team of native, in-country linguists with subject matter expertise in over 26 industries, Verztec offers premium quality language services at competitive prices.

Over the years, Verztec has earned a reputation for having stringent quality assurance processes in place to ensure top quality deliverables. Our emphasis on quality and providing excellent customer service have also resulted in the increase of our loyal customers.

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We may be familiar with using 8/9 to indicate a date. However, this may prove confusing. It could mean 8th September or 9th August, depending on different culture conventions.

That is why for the main body content, it is best to spell out entire words and avoid the use of abbreviations. A one-size fits all approach is hardly applicable in this aspect.

5. Support from design applications and fonts

If you intend to utilize in-house resources for design and typesetting of the foreign languages, you have to ensure your software supports the languages you require for localization. Older programs like Freehand might not support other languages well.

Some languages like Arabic and Urdu read from right-to-left. If you are localizing into these languages, you have to make sure that the software you use can support these languages.

It is also advisable to research on fonts when creating the design template. Select fonts that support special characters as some fancy fonts do not have this function. If you want to gauge the final design, you can test it out by pasting dummy text (with your selected font and font size) which can be easily obtained by going to websites in that language.

While these guidelines can get you started with localization, you might want to consider working alongside an experienced global content management and localization company who can fully understand your content and localization needs, proactively identify potential issues and provide efficient, cost-effective solutions.

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