Brochure Tips

- Know your audience and write to them
- Use “you” and “your” - avoid “we,” “us,” “I,” and “our.”
- Grab audience with cover and flap panels
- Headlines and sub-headlines draw attention
- Keep information on back panel to a minimum
- Use upper and lower case - ALL CAPS are hard to read
- Avoid using reverse text
- Keep text lines short
- Caption your photos

Staff

Stephanie Schwinn
Media Specialist

Peggy Higgins
Media Assistant

Rose Mach
Media Assistant

Jim Dudley
Media Service Technician

Chris Hagler
ITSS

301-840-4646

Hours

Monday: 7:00am - 2:10 pm
Tuesday: 7:00 am - 4:00 pm*
Wednesday: 7:00 am - 4:00 pm*
Thursday: 7:00 am - 4:00 pm*
Friday: 7:00 am - 2:10 pm

* when activity busses are running.

Col. Zadok Magruder High School

created: 4/2/13
Consider adding a Drop Cap to the first paragraph. The eye will be drawn to it. Don’t overuse!

Underlining text comes in many styles - Access within the Font window.

Stylize text with swash flourishes. Accessed through Text Box Tools.

Border Art around important text can draw attention. Located in Format Text Box.