



Brochure



The purpose of a **brochure** is to provide information about the library media center. A brochure could be used to:

- Instruct readers on using the online catalog
- Describe the subscription databases
- Describe the **Research Process Model**
- Invite participants to join in **Reading Across Broward** activities



Guidelines:

- Include the name of your media center, address, phone number, hours of service, services available, and how to access them.
- Keep the language simple.
- Give essential information only
- State the information in positive terms telling your readers what you can do, not what you can't do.
- Use a minimum of graphical elements.
- Use the traditional color symbolism: **red** for danger, **yellow** for warmth, **green** for growth, **gray** for formal, **blue** for an intellectual feeling.
- Use photos to communicate your message more quickly than words alone.
- Use pictures of people in a publication with permission.
- Use charts to highlight statistics

Mission: To ensure that students and teachers are effective users of ideas and information.

