

This is the first text box your reader will see after opening the leaflet. However, most people will start by reading the text in frame 1.

Introduce your team in this frame and give a brief overview of business hours or similar information.

*Tel.:*

*Fax:*

*eMail:*

Normally the frames of the leaflet will be read in the given order. Even though the fourth frame appears at first glance, most people will begin reading the text in the first frame.

Your leaflet should cover four main points:

**Facts.** Describe your product, service or company

**Advantages.** Outline the features that will benefit your customers.

**Actions.** What does the reader have to do after reading your leaflet?

**Masthead.** The people responsible for the service and/or your company.

Tip: Don't completely fill the individual frames with text. Empty space improves the legibility!

In addition to the basic layout, this sample document contains custom paragraph styles that help you achieve a practical and professional leaflet design. The paragraph style *Heading 1*, for example, contains extra spacing before the next paragraph. In the paragraph style *Text body*, the automatic hyphenation is activated, resulting in a relatively uniform line width.

In accordance with the latest typesetting trends, the paragraph style *Text body* is not set to justify the text. Justification in short lines almost always leads to varied gaps between the words, which means it is preferable to use a so-called ragged edge style

To use this sample leaflet, simply replace the existing text with your own.