

Subject: Guidelines for preparation of brochures/flyers/ads.

Keywords: Brochure, artwork, flyers, advertisements.

1. Guidelines for preparation of all artwork, brochures, flyers, display ads, hoardings, flex, standees, etc., are given here under. These are broad guidelines and very suitably amended, only if required.
2. Brochure Plan Preparation - Guidelines for Prashant + Engineering & Design Team.
 - 2.1. Remove all text, labels, and measurements (to be added later).
 - 2.2. Delete all layers in the AutoCAD plan.
 - 2.3. Compound wall: Solid line.
 - 2.4. Walls: Two parallel black/grey lines with grey fill.
 - 2.5. Columns: Same as walls.
 - 2.6. Preferably only use one or two types of lines/line thickness.
 - 2.7. Remove all hatching and shading.
 - 2.8. Windows: Same as walls but without fill; use lighter/blue lines.
 - 2.9. Doors: Thick line/double line with a thin quarter-circle arc.
 - 2.10. Green strip buffer: Thin black outline with light green fill.
 - 2.11. Totlots / open areas: Same as buffer, but slightly darker green.
 - 2.12. Roads / driveways: Light grey.
 - 2.13. Pedestrian-only driveways: Light brown.
 - 2.14. Gates: Same as doors.
 - 2.15. Use only 2 font sizes (maximum 3).
 - 2.16. Preferred font style: Times New Roman.
 - 2.17. Preferably use A4 size (ratio of sides 1:1.414) – scalable format.
3. Promotions Team – Guidelines for Brochures, Paper Ads, Flyers, etc
 - 3.1. Use only 2 font sizes (maximum 3).
 - 3.2. Preferred font style: Times New Roman.
 - 3.3. Maintain uniform spacing between lines, paragraphs, and words.
 - 3.4. Left align text; do not justify.
 - 3.5. Add page numbers to brochures (except cover page).
 - 3.6. Label/name files correctly with date and version number.
 - 3.7. The name of file, size, publication, etc., must be printed on last page in very small font at the bottom or side.
 - 3.8. Provide serial numbers only where necessary; otherwise, use bullets.
 - 3.9. Ensure indentation reflects paragraphs and sub-paragraphs.
 - 3.10. Text must be clear, crisp, brief, and use simple words. Rework using AI tools where needed.
 - 3.11. Images may be cropped, but must not be stretched or compacted in one direction.
 - 3.12. PDF documents must have selectable text (copy-paste enabled).
 - 3.13. Preferably use A4 size (ratio of sides 1:1.414) – scalable format.
 - 3.14. Typically, for roads the carriage way is 60% of the road width and the footpath on the either side 20% of the road width. For roads of more than 12 mtrs width – the footpath can be further split into avenue plantation and walkway – approximately equal. However, for roads upto 12mtrs, the entire footpath should be shown as walkway. Curb-cut is the entry into respective plots from the public road. Provide a quarter arc on the footpath equal to width of footpath on all curb-cuts.

3.15. Dimensions:

- 3.15.1. Provide plot dimensions – on 2 sides.
- 3.15.2. Provide dimensions of building where required on 2 sides.
- 3.15.3. Provide dimensions of column gridline at one place within the floor plan.
- 3.15.4. Dimension should be in meters with decimal points Eg.: 12.00 M, 13.55 M.
- 3.15.5. Dimension must be in the direction of the plot/building line and should be as close to the line as possible.
- 3.15.6. Dimensions placed outside the plot or building indicate outer-outer dimensions. Dimensions placed inside the building indicate inner-inner dimensions.
- 3.15.7. Limit labelling to building name, ramp, lift, DG, HT yard, electrical panel room, sumps, fire pump room, ETP, STP, open area, driveway, roads, parking nos., cafeteria, lobby, natural ground level, security kiosk.
- 3.15.8. Driveway to be mentioned only at select places. Add driveway dimension only if absolutely necessary.
- 3.15.9. Road width must always be with dimension. Eg.: 12 M wide road.

Soham Modi.