



Brochures – Color vs. B&W

(Article courtesy of www.soooperarticles.com)

In planning to print brochures, there is one important decision that can affect the cost of brochure printing as well as its overall impact to your audience. This decision is about the color of your print brochures. Color is an important decision to make because it has far reaching effects on the whole process of brochure printing. In this article we will compare for you the benefits and burdens of black and white brochures versus full colored brochures. This should be able to aid you in solidifying your decision about the color of your print brochures.

- The great thing about black and white – The great thing about printing black and white brochures is its simplicity. There are no color values to think of, and no color matching to compare with. You just have text and classic black and white pictures to deal with. Of course the cheap cost is very great as well since you can print a lot more custom brochures in black and white than if you went for color printing. So for simple, information heavy brochures this is the most economical and practical way to print brochures.
- The sacrifices of black and white brochure printing – Of course, since it is devoid of color, you basically sacrifice one very big thing in black and white brochures, and that is its impact. Black and white isn't really appealing to the eyes, and most people relate the colors black and white to boring or old style printing. So as a **marketing** brochure, or an advertising brochure a black and white one won't get you that eye catching appeal. You won't get the "wow look at that" reaction that you typically want. So it is cheap, but its effectiveness is limited.
- Benefits of color brochure printing – Color brochure printing on the other hand offers impact aplenty. Full color brochures are always a delight to see, and many people exploit this feature by adding a huge number of pictures in their brochures. People can really respond to these pictures on a personal level making reading the brochure all the more pleasurable and useful. That is why most **businesses** and other marketing campaigns use color brochure printing in most of their **advertising campaigns**. It gets the information read and it helps the audience choose the things that they want.
- Difficulties of color printing – The only big down side though are the cost. Color brochure printing can cost three to five times the amount that you would have paid for a black and white printing. This means that you can only print a smaller amount of color versus five times that number if you just printed in black and white.

So those are the facts about colored and uncolored brochure printing. It all really depends on you, your goals and your reserved finances if you want to use one or the other. Either way, brochures are great tools that can help you market your **business**. So it is worth investing in them.