Company Brochure Content Checklist

Use this checklist to plan the content for a company brochure, from the cover through to your call to action.

How to use this checklist: review each item, decide whether it is needed for your brochure, then tick it off once the content is ready.

Content item	Purpose / what it does	Tick
Logo	Reinforces brand recognition on the cover.	☐
Headline	Tells readers what you do or who you help, in one clear line.	☐
Cover image	Reflects your business and draws the reader in, rather than a generic stock photo.	☐
Company introduction	A short explanation of who you are and what you do.	☐
Products or services overview	Describes what you offer, in plain language.	☐
Benefits	Explains why your products or services matter to the reader, not just what they are.	☐
Testimonials or case studies	Provide proof that backs up your claims.	☐
Accreditations or client logos	Add credibility and trust for readers who don't know you yet.	☐
Call to action	Tells the reader exactly what to do next.	☐
Phone number	Gives readers a direct way to get in touch.	☐
Email address	Gives readers an alternative way to get in touch.	☐
Website	Directs readers to more information online.	☐
Physical address	Useful for visits, deliveries or formal correspondence.	☐
QR code	Links straight to your website or a landing page, useful for tracking responses.	☐

Planning note: keep each page focused on one idea. It is usually better to add a page than to shrink text to make everything fit.

Firstpointprint can help with brochure printing, including paper stock, finishing options and binding advice, whatever your finished piece needs to do.