6 Elements of Print Advertising

*by Catherine Hudgins; Updated June 29, 2018 & doerrtosuccess.weebly.com/uploads/8/9/0/1/8901716/springboard\_2.10.pdf*

Each of the seven elements of print advertising must enhance your ad’s effectiveness.

1. Text or copy

The actual text of the ad. The text or copy must communicate in clear, concise and focused language. It must grab the reader’s attention and sparks interest in your product. This is where particular **claims** are usually made, and specific **persuasive words** are used. Even in brochures or catalogs, keep body copy brief and on point. Use **fonts** (typefaces) that complement your message and are **easy to read**.

1. Headline

A **short** piece of text, usually in **larger type**, designed to be the first words the audience reads. The headline is usually **not** the slogan (see below) but is unique to one particular product.

1. Image

Any drawing, photograph, illustration, chart, or other graphic that is designed to **affect** the audience in some **purposeful way**. For example, an image of an SUV perched high up on a rugged mountain cliff may appeal to one’s sense of adventure. A study by Texas State University showed that more attention goes to pictures than words and human models get the most attention in magazine ads.

1. Slogan

A **catchphrase** that evokes some kind of feeling about the company and the product. Companies look for slogans that are **motivating and empowering**. A company’s slogan **rarely changes**, especially during a particular ad campaign.

1. Logo

A **unique design symbol** that helps identify the company visually. Nike’s swoosh, McDonald’s golden arches, and Apple’s partially bitten apple are examples of widely recognized company logos. **Not all** companies have logos like these; sometimes the company’s name is written in a **distinctive style or font that acts** as a logo.

1. Graphic Elements

Integrate these graphic elements with your headline and copy for maximum effect.

Color vs. B&W

Layout - Your layout needs a focal point — usually the picture or headline — for readers’ eyes to land on, then the white space, graphic and text elements should lead them through the copy to the company signature. Make the final layout match the ad’s ultimate printed appearance in every detail.

Size and shape - Use appropriate size and shape, linked to purpose and corporate image

*Inconsistency between your headline and your illustration will confuse the viewer and reduce the ad’s impact.*