

# Tips for enhanced catalog designing services

Catalogs are a great marketing tool. Here some effective tips followed by a typical graphic design company are explained.

- Product photography is crucial
- Brand identity must be maintained
- Complement design with content
- Design based on audience
- Use white space and right fonts
- Cover design is most important - Without an attractive front cover, you can't expect someone to open and look into the catalog.
- Pay layout must be carried out strategically