

Palette, type, spacing

Everything on the following pages is assembled from these parts. Replace the sample text; keep the sizes.

01 PALETTE

EIGHT VALUES



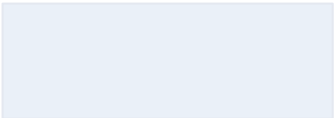
INK
#1C2230
display · dark ground



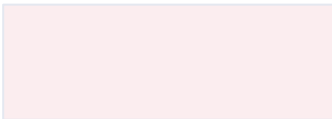
RED
#C42039
the mark · active



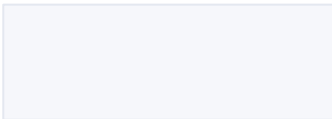
BLUE FILL
#D4E0EE
filled shapes



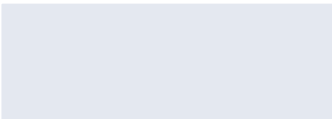
BLUE WASH
#EAF0F8
governed panel



RED WASH
#FBEDEF
caution panel



PANEL
#F6F7FB
the quiet card



RULE
#E4E8F0
hairlines



GREEN
#1A6852
third accent

02 TYPE

GEORGIA + ARIAL

Display headline

Georgia Bold · 34 / 30

Page title

Georgia Bold · 24

Panel heading

Georgia Bold · 15

Lede and body copy

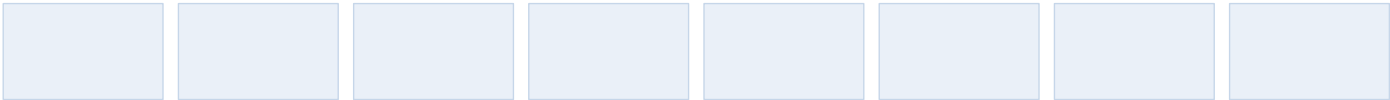
Arial · 12 / 10.5

LABEL · EYEBROW

Arial Bold · 8.5 · +2.2

03 GRID AND SPACING

8 COLUMNS



Margin 0.60" · Gutter 0.08" · Block gap 0.30" · Hairline 0.75pt

04 PARTS

COPY ANY OF THESE



■ Square bullet row — the list mark

✓ Check row

\$ Cost row

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Display headline over three lines

One sentence of subtitle that says what this is and who it is for. Replace it and keep it under twenty-five words.

Chip label

Chip label

Chip label

■ KICKER LABEL

A panel on the cover

Two or three lines that carry the promise, in the muted tone.

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FUNCTION

Your role

ISSUE

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SET

REF-00-0

Display headline, set in three lines if it needs them

A subtitle line that carries the promise. Replace this sentence with yours.

■ KICKER · 01

Panel heading

Supporting copy, three lines at most.

■ KICKER · 02

Panel heading

The counterweight to the panel beside it.

00

LABEL

one line of basis

0-0

LABEL

one line of basis

\$00k

LABEL

one line of basis

The line that closes it. Bold lead, muted rest.

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FUNCTION

Your role

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Page title, in the display face

A lede line under the title that sets up what follows.

■ KICKER · 01

Panel heading

Two lines of body copy. Replace this text.

■ KICKER · 02

Panel heading

Two lines of body copy. Replace this text.

■ KICKER · 03

Panel heading

Two lines of body copy. Replace this text.

Left column

SUBHEAD IN CAPS

- ✓ A row of evidence
- ✓ A row of evidence
- \$ A row of evidence

Right column

SUBHEAD IN CAPS

- ✓ A row of evidence
- ✓ A row of evidence
- \$ A row of evidence

Callout lead. The rest in the muted tone.

One

Two

Three

Four

04 / 19

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A sequence, running down

- **Step name**

One line on what happens at this step, and who does it.
- Then
- **Step name**

One line on what happens at this step, and who does it.
- Then
- **Step name**

One line on what happens at this step, and who does it.
- Then
- **Step name**

One line on what happens at this step, and who does it.
- Last

Numbered steps

- 01

Step label — one line
- 02

Step label — one line
- 03

Step label — one line

00

LABEL

the basis, one line

0%

LABEL

the basis, one line

\$00k

LABEL

the basis, one line

■ a mono line — for anything copied verbatim

One

Two

Three

Four

05 / 19

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What is in here

00	Section name	Page 02
01	Section name	Page 03
02	Section name	Page 04
03	Section name	Page 05
04	Section name	Page 06

PARTS BIN



LOOSE SHAPES



FRAMES AND FILLS



FIVE



■ CLOSING LABEL

The closing statement

One or two lines, in the muted tone, that say what to do next.

Contact chip

Second chip

Third chip

NAME	ROLE	EMAIL	SITE
Your name	Your role	name@example.com	example.com

One last line. Bold lead, muted rest.

Identity, date and marks

The parts a brochure needs in its first four inches.

01 DATE PLATE



04 AWARD MEDALLION



02 RIBBON · ACCENT



03 RIBBON · INK



05 LOCATION PIN



Venue name

Street address · City, ST

06 MASTHEAD LOCKUP

■ EVENT LABEL · SECOND

Event name,
two lines

One line of promise

07 STAT BAND · LIGHT

200	12	1
CARS	CLASSES	DAY

08 STAT BAND · DARK

00	00	00
LABEL	LABEL	LABEL

Every part on this board is loose. Nothing is grouped — copy the shapes, drag them, retype them.

■ READ THIS ONCE

How to use these boards

Boards 05 to 09 hold forty numbered parts. Page 10 shows them assembled into a finished brochure page, so you can see what each one is for before you take it.

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Programme and time

A schedule people can read standing up, in a field, holding a coffee.

09 DAY TABS

SATURDAY

SUNDAY

13 TIME CHIPS

8:00 AM

11:30

2:00 PM

4:00

10 SCHEDULE ROW

8:00 AM

Gates open · entrant load-in

Main gate

11 SCHEDULE ROW · HIGHLIGHTED

3:30 PM

Awards and Best in Show

Main stage

12 FULL SCHEDULE BLOCK

9:00 AM

Judging opens

Field A

11:00

Feature run · demonstration laps

Track

12:30 PM

Lunch · vendors open

Paddock

2:00 PM

Class results posted

Board B

3:30 PM

Awards and Best in Show

Main stage

14 TWO-COLUMN PROGRAMME

MORNING

00:00

Programme item

00:00

Programme item

00:00

Programme item

AFTERNOON

00:00

Programme item

00:00

Programme item

00:00

Programme item

15 GATE CALLOUT

Gates 8 AM. Entrants by 7.

16 DEADLINE CALLOUT

Entries close Sep 1. No day-of entry.

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Classes, judging and awards

The list an entrant reads first and a spectator reads second.

17 CLASS ROW

01	Class name — the period or the marque	24 entered
----	---------------------------------------	------------

18 CLASS LIST BLOCK

01	Pre-war · 1939 and earlier	12 entered
02	Post-war · 1940 to 1959	15 entered
03	Muscle · 1960 to 1975	18 entered
04	Modern classic · 1976 to 1999	21 entered
05	Trucks and utility	24 entered
06	Modified · any year	27 entered

19 CATEGORY CARD

■ CLASS 01

Category name

One line on what belongs in it.

20 AWARD TIER CARD

■ THE BIG ONE

Best in Show

One line on how it is chosen.

21 PODIUM TRIO



23 FEATURED ENTRY



Feature car

One line on why it is here.

22 JUDGING CRITERIA

Authenticity to period

- 02 Condition and finish
- 03 Engine bay and underside
- 04 Interior and documentation

24 SPEC TABLE

YEAR	1967
MAKE	Marque
CLASS	03

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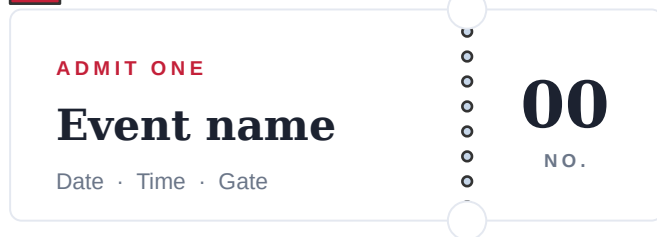
PAGE

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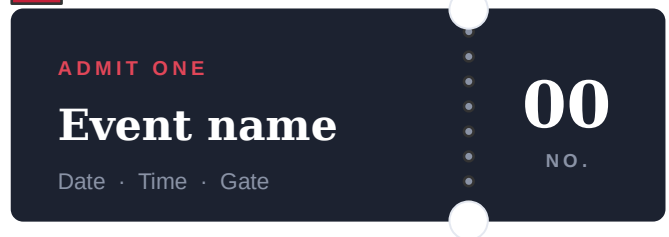
Tickets, pricing and sign-up

The parts that turn a reader into an attendee.

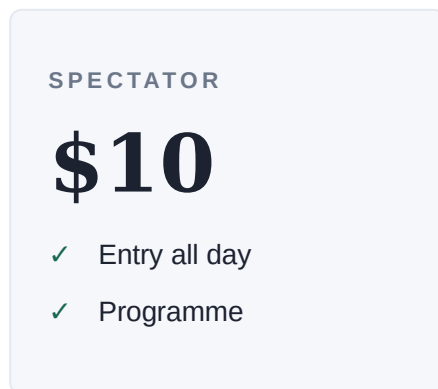
25 TICKET STUB · LIGHT



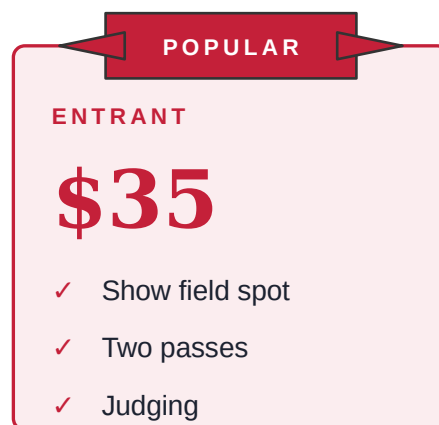
26 TICKET STUB · DARK



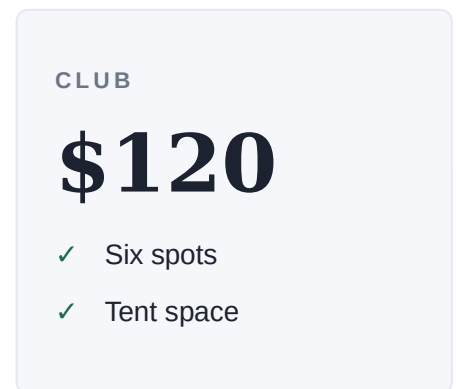
27 PRICE TIER



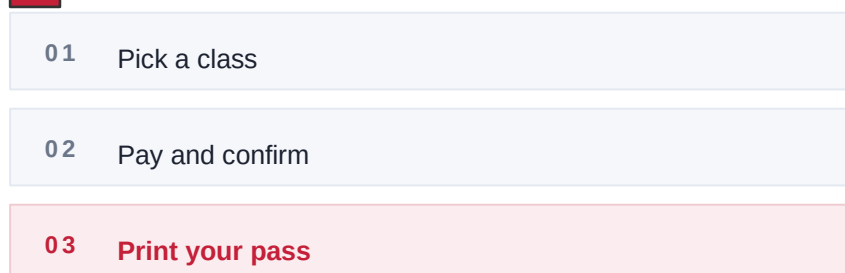
28 FEATURED TIER



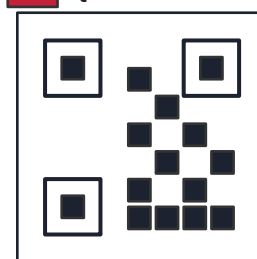
29 THREE-TIER ROW



31 REGISTRATION STEPS

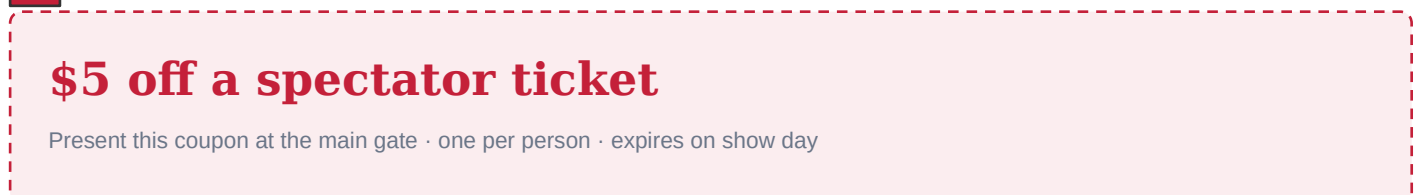


30 QR PLATE



Scan to register

32 VOUCHER · DETACHABLE

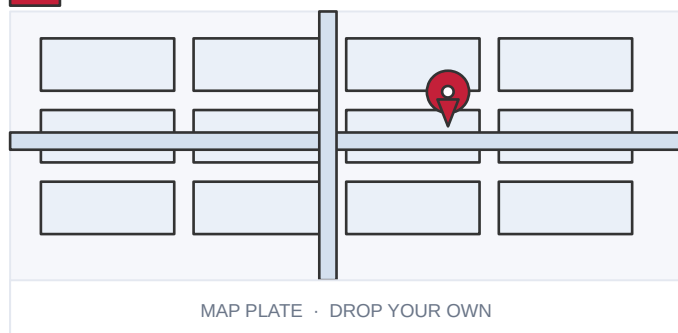


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Map, rules, sponsors and contact

Getting there, behaving there, and who paid for it.

33 MAP PLATE



34 DIRECTIONS AND PARKING



Show field

Gate B off the main road



Spectator parking

Free · overflow in lot C



Accessible drop-off

At the main gate

35 NUMBERED RULES

- 01 No burnouts, no revving on the field.
- 02 Vehicles stay parked until 4 PM.
- 03 Leashed dogs welcome; not in the paddock.
- 04 Rain or shine — no rain date.

36 FAQ PAIR

Can I bring a cooler?

Yes. No glass, no grills.

Is there day-of entry?

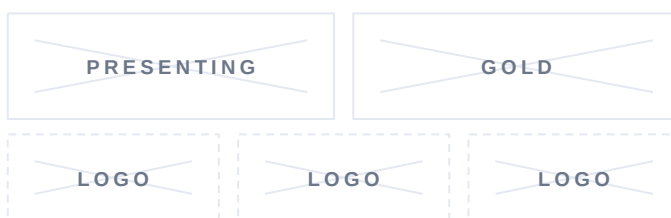
No. Entries close a week before.

37 AMENITY ICON ROW



38 SPONSOR TIERS

PRESENTING



39 CONTACT AND CALL TO ACTION

Register now

Become a sponsor

Volunteer

name@example.com · (000) 000-0000 · example.com · @handle

40 TEAR-OFF STRIP

Cut along the dashes — the one part of a flyer that only exists on paper.

example.com	example.com	example.com	example.com	example.com	example.com	example.com	example.com	
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Event name in two lines

One line of promise, in the muted tone.



 **Venue name**
Street address · City, ST

200
CARS

12
CLASSES

1
DAY

PROGRAMME

SATURDAY

8:00 AM	Gates open · entrant load-in	Main gate
9:00	Judging opens	Field A
12:30 PM	Lunch · vendors open	Paddock
3:30 PM	Awards and Best in Show	Main stage

CLASSES

TWELVE

ADMISSION

GATE

- 01 Pre-war · 1939 and earlier
- 02 Post-war · 1940 to 1959
- 03 Muscle · 1960 to 1975
- 04 Modified · any year



Register



Food



Restrooms

SPECTATOR

\$10

✓ All day

Register now

POPULAR

ENTRANT

\$35

✓ Field spot

Sponsor

name@example.com · (000) 000-0000 · example.com

example.com

example.com

example.com

example.com

example.com

example.com

example.com

example.com

Rain or shine · no rain date · leashed dogs welcome

LIVE AREA

Drop your page in here

The frame's innermost mark sits 0.62in in and this live area clears it by another third. Single-column parts off boards 05 to 09 are 3.5in and drop straight in; the full-width ones are 7.3in, so drag the right edge to 6.6in.

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LIVE AREA

A spine you can read across a room

The name runs up the spine, so a stack of these is legible edge-on. The wedge is two right triangles — recolour the inner one and the corner changes meaning.

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LIVE AREA

The page as a ticket

The perforation is a row of circles, not a dashed line, so it stays a perforation when you scale the page. The four notches are what sell it.

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A page with an angle on it

The band runs at 25 degrees and clears the top half of the page. Put the headline above it and the detail below.

Chip label

Chip label

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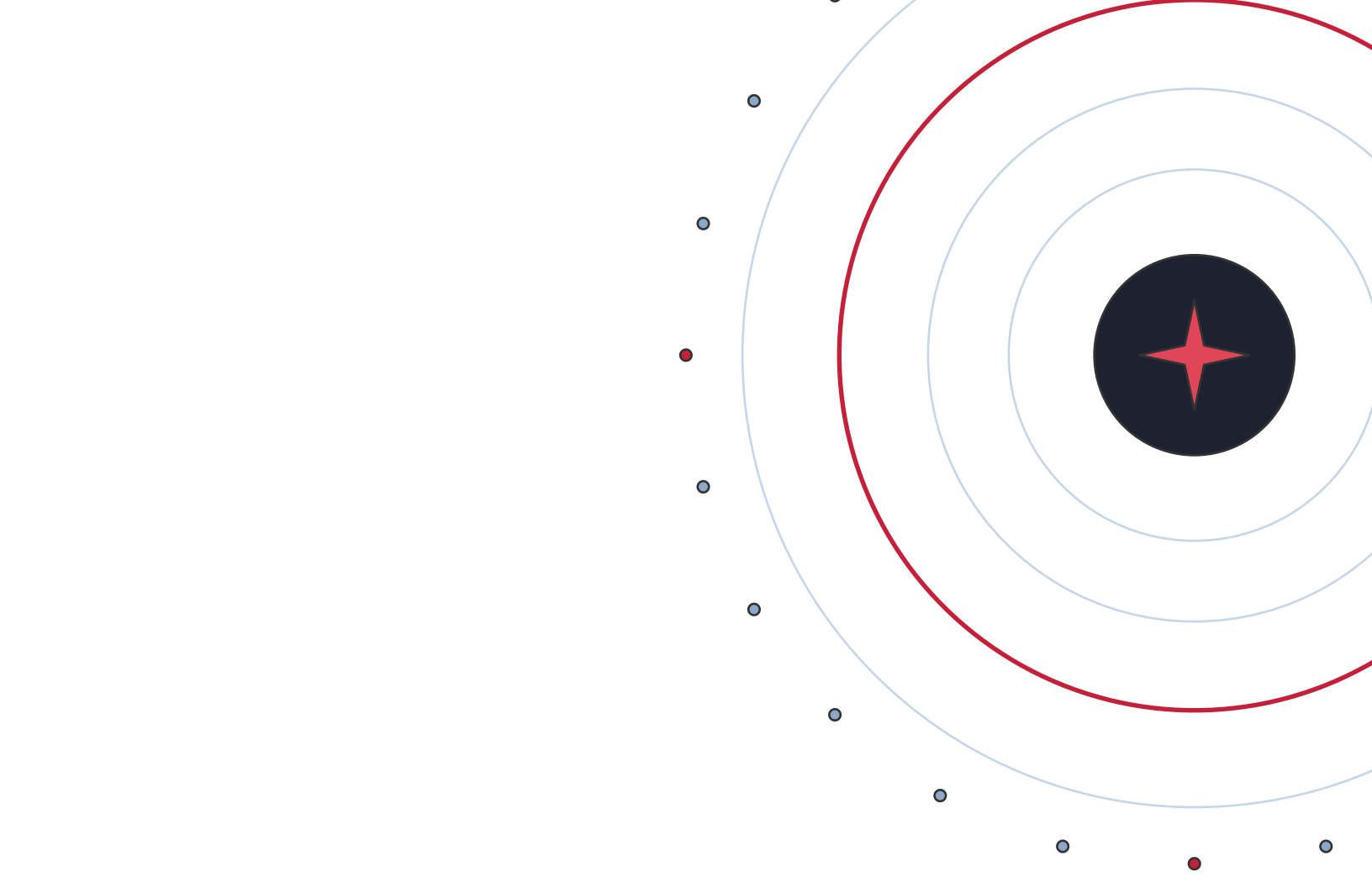
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A page built around one mark

The rings are four ellipses and twenty-four dots. Move the centre and the whole composition follows it.

Callout lead. Bold lead, muted rest.

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A measured page

The grid is 0.30in, this page's own block gap, with every fifth line heavier — so the majors fall every 1.5in. It is a field to place against, not a grid the other pages were built on. A white panel is how you make a readable block inside it.

Chip label

Chip label

- ✓ A row inside the panel
- ✓ Another row



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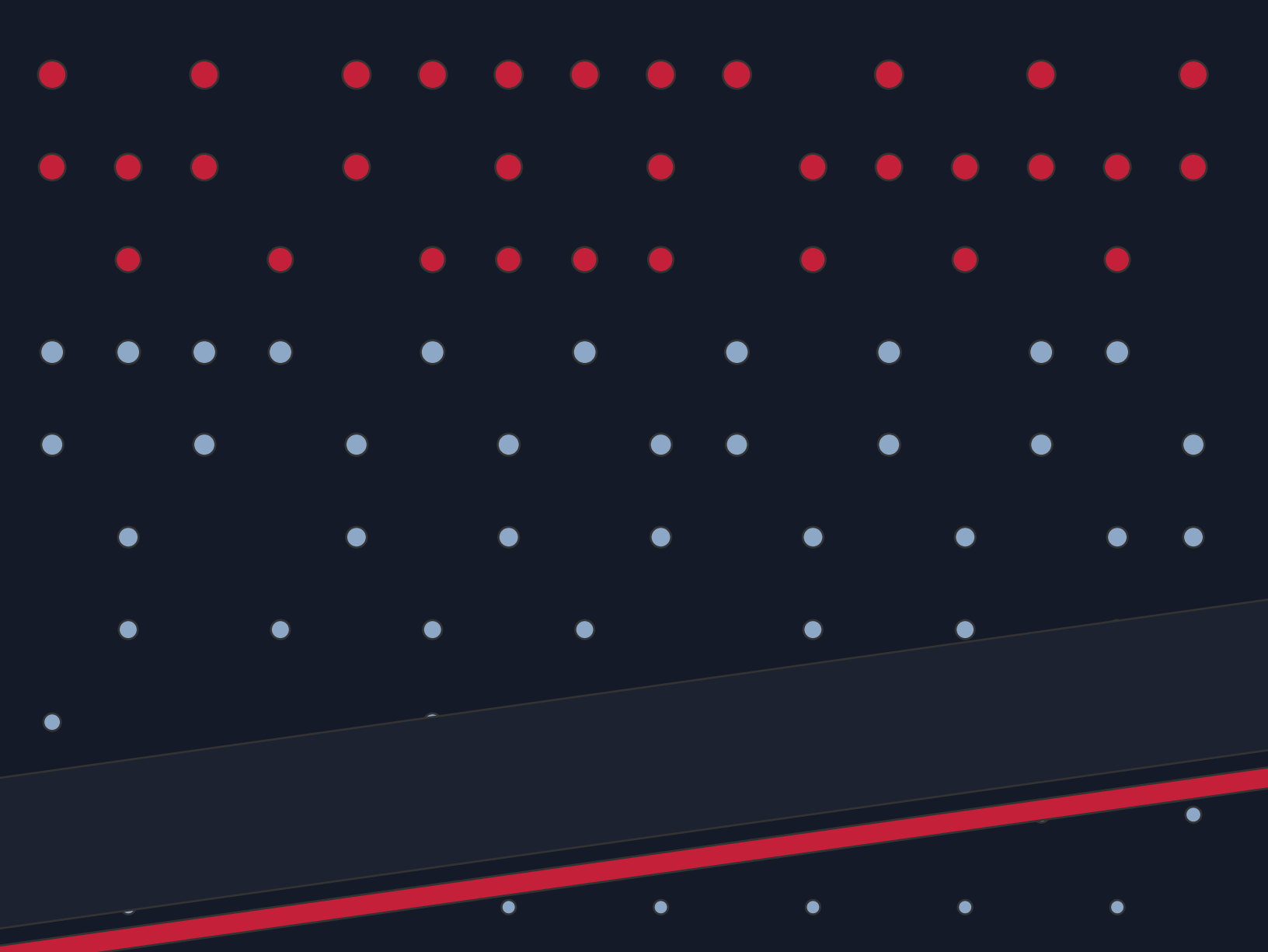
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A page that fades downward

The fall is a rule, not a picture: density drops with the row, so deleting a row keeps the gradient honest.