



Checklist for Print Catalogs

Cover

The cover should be visually appealing and instantly grab the reader's attention. It should clearly convey the theme or focus of the catalog.

Table of Contents

A table of contents helps the reader easily navigate the catalog and find specific products or categories. The catalog should be organized in a way that makes sense for the end user.

Product Photographs

High-quality, professional product photographs are critical. All images and graphics should be high resolution 300 dpi at 100% size. Show products from different angles. Include photos of product variations such as color options.

Product Descriptions

Every product needs a clear and compelling description that provides all necessary information a consumer might want. This includes features, benefits, sizes, variations, delivery options, and pricing.

Personality can also be a big help. Don't be afraid to include storytelling about the products, employees, interesting customers, or the local area. A [Harvard Business Review study](#) found catalog "...designs with photos and narratives are 40% more effective in sales and customer engagement than designs with only photos and product names."

Textures and Scents

Unusual textures and aromas create a multi-dimensional print experience that can't be duplicated online. Would this help the client's catalog?

Personalization

Consumer data can be used to personalize each catalog with items such as past purchases or groups of products targeted to various niches. What past data might be used?

Links

Relevant links to product pages or other website pages can be included as either text or QR codes (or both.)

Pricing

Consumers want to see pricing for all products in the catalog. If pricing is volatile or subject to frequent change, you can include a separate price sheet with the catalog.



Ordering Information

An effective catalog needs clear instructions on how to place an order, including contact information. Instructions should also be included on how to get relevant discounts or promotions. It helps to be consistent about the design and placement of calls-to-action (CTAs).

Return Policy

The company or product return policy should be clearly stated in the catalog to build customer trust.

Customer Service Information

A catalog should include clear customer service contact information. Include phone numbers, emails and website links.

Branding

The catalog should reflect the branding and aesthetic of the company, including the logo and color scheme.

Digital Catalog

Will there be an online version of the catalog? If so, it's best to select the digital format while the catalog is in the design phase. There are plenty of digital catalog makers that quickly convert PDF files to online versions.

Product Videos

You can link to relevant product videos in the print catalog. And of course, videos can and should be included in nearly any online catalog.

Mailing or Fulfillment

Does the client have an internal mail list? Is it up to date? Do they need to purchase a mailing list?

Print Provider

Work with your print provider from the beginning. They will help you design and lay out a catalog that meets postal requirements and end user needs.