



The world's local bank

Document 1 = Leaflet: (Bank account plus)

Description of the leaflet

The bank account plus leaflet is from HSBC. This leaflet gives you information about all the extra services the bank provides on top of your account, for example Credit Interest, World Wide Family Travel Insurance, and Cash ISA. Inside the leaflet on the second page it gives you all the terms and conditions the bank offers. On the last page HSBC provides different ways customers can get in touch, they also talk about other services they provide very briefly. If there are any questions or queries about their services they have given a phone number, a number for texting, their website and their address.

On the back page of the leaflet they have given a bit of information about the bank HSBC and they have given different ways you can contact the bank e.g. address, phone number and website. These are given so customers can get in touch if they have any problem, queries or questions.

Target Audience

This leaflet is aimed at both potential customers and existing customers of HSBC. The leaflet is for People who want to find out about the extra services HSBC provide on top of the standard bank accounts. E.g. travel insurance

There is no fixed age limit to be a holder of a bank account; however the services that are given in the bank account plus leaflet can only be used by people that are 18+.

The target audience have definitely been kept in mind when the leaflet was made. The language used is formal also the information provided relates and applies to people that are 18+.

Purpose

The purpose of this leaflet is to promote the extra service HSBC provide on top of their standard bank accounts. The leaflet tells customers about all the different facilities the bank offers; this is one of HSBC's main aims. By using this leaflet HSBC want customers to know what the bank offers; this is not the only purpose of the leaflet, as they also want more potential customers joining the bank by making them aware of the range of services they provide. This is they key purpose of the leaflet, making the

public aware about the facilities HSBC provide, and attracting potential customers.

By no means is the leaflet fit for its purpose as it shows people beyond the standard bank accounts and talks about all their extra services. The information given is relevant and easy to understand and by reading the leaflet you get an idea of what HSBC is and what they do.

Layout

This leaflet is a two paged leaflet. The layout of the front page is simple but unique. The picture which is in the centre of the page makes the leaflet eye-catching. At the very top there is a title in simple font coloured in black, below that there is a big picture covering most of the front page, and in the bottom right hand corner HSBC have used their logo. Everything just comes straight down; it's all in order from top to bottom.

Inside the leaflet the layout is arranged in order with pictures on the left and writing on the right. The layout of the leaflet inside is very cramped; pictures and text need to be more spaced out.

There is nothing special about the layout of the back page, the layout of the back looks like a list going from top to bottom, big titles which stand out are used

House style:

Throughout the leaflet the pictures used are of the same person. The person in the leaflet is Chinese; the picture style is same throughout the leaflet however the only difference is that he is holding different signs in each picture.

HSBC have used three main colours throughout the leaflet, these colours are red, black, and white. These are the main colours HSBC use for all their leaflets and documents. For titles they use the colour black which is in bold, for subheadings they use the colour red which is also in bold, and for text they use the colour black. For their logo they always use the colour black for the bank name HSBC, red for their slogan (the world local bank), and a mixture of red and white for their little picture.

Graphic/images/logos

On the centre of the front page there is a big image of a man showing 8% credit interest. Here HSBC are showing that they give high interest rates. The image is clear, unique and fit for purpose. The man who is holding the sign (8% credit interest) is Chinese. The colours used on the pictures are very common colours, they are not very eye-catching. On the front page a border which is thick and coloured red is used going around the

picture. Its shape is square. Below the picture, HSBC have put there logo so they are recognised.

Inside the leaflet there are three images of the same Chinese person holding three different signs. The first is **(8% credit interest)**, the second is **(world wide travel insurance)**, and the third is **(Cash ISA 5.25)**. The images are small but clear. They are all lined down

Text, textual styles, font, sizes paragraph formats

There is very little text on the front page, the image covers most of the page up. Above the picture there is a title (**Bank Account Plus**). The font is very simple and it is a very common font used by people all over the world. The font which is used is Arial black. The title is coloured black and Bold has been used on the title

Once you open the leaflet there is a lot more text. The font used throughout the leaflet is Arial. On the first page (left) inside the leaflet the text is clear and readable, they have used headings and subheadings in bold so it is easier to read and understand the leaflet. They have bullet pointed key information. Colour coding has also been used, black and red in bold is used to make headings and subheadings stand out. As the leaflet goes on to terms and conditions, the writing gets three times smaller than the size used before. It becomes quite hard to read therefore the text is not clear when it goes onto terms and conditions. Most of the text in the leaflet is under terms and conditions. Paragraph formats are used throughout the leaflet when topics are changed.

On the back page the text becomes much bigger and clear, this time headings and sub headings are coloured red, normal text is given in black and the font has also remained the same. Bold has also been used in different places.

Good points:

- *The leaflet itself is a good point as it is away of informing people about the great services and facilities HSBC offer.*
- *Information provided inside the leaflet is relevant, its brief yet clear and understandable*
- *The pictures given are relevant, eye-catching, fit for purpose and suitable. They make the leaflet look more better*
- *The layout on the front and back page is neat and spacious,*
- *Text used on some pages is big, clear, readable, stands out and placed properly*
- *different colours are used to make important information stand out so nobody misses it*
- *The logo is used on the front page. It is big and clear, and it is easy to recognise where the leaflet is from*

Bad points

- *The colours used are too simple, not very attractive and very boring*
- *The size of the font inside the leaflet on the right hand page is too small, difficult to read for people with reading difficulties due to poor eyes, does not stand out and too much irrelevant information is given on this page.*
- *Pictures and text inside the leaflet are too cramped together, not spaced out enough*

Improvements:

There are not many improvements which need to be made however the bad points given above should be taken into consideration. For example making improvement on the house style would be

good; instead of using the same three dull colours they should use different colours such as blue or green, these help make the leaflet look more interesting.

Improvement on the size of the text can also be made; there are some places in the leaflet where the text is way too small, therefore bigger sizes of text should be used on some parts of the leaflet to help people who have trouble reading due to poor eyes.



The world's local bank

Document 2 = Brochure: (Moving your business banking to us)

Description of the brochure:

This brochure is made as a book. The moving your business banking to us brochure is from HSBC. The aim of this brochure is to show business people that banking with HSBC will help move your business forward, in other words there are more advantages banking with HSBC. On the contents page they put five headings which are; *Moving your business banking to us, what you can expect from us, our business products and services, our quick guide to moving banks, and using our resources.* All of these headings are talked about in more detail throughout the brochure.

On the back page of the brochure they have given a bit of information about the bank HSBC and they have given different ways you can contact the bank e.g. address, phone number and website. These are given so customers can get in touch if they have any problem, queries or questions.

Target Audience:

The target audience for this brochure are people who have existing business or people that are going to start a business. This brochure is aimed at business people looking for good business bank accounts. There is no fixed target aged for this brochure however people who have or want to start up a professional business will most likely be over the age of 18, therefore this brochure is aimed at people who are 18+.

They have created this brochure keeping the target audience in mind. I know this because the brochure talks about businesses banking with HSBC and the benefits of the move. They guide the business person through this brochure and show what is best for them and their business.

Purpose

The purpose of this brochure is to promote the bank to different businesses showing all the beneficial services and facilities HSBC offer. They aim to show how business banking with HSBC helps businesses move forward. The key purpose of HSBC is to get more business people to open more bank accounts so HSBC benefit financially. Promoting HSBC to business people is what this leaflet is about.

By no means is this brochure fit for its purpose as it provides key information and it also gives you facts showing that business banking with HSBC will be beneficial for different businesses. The brochure provides all the information you need to know, if that is not enough then they have also attached another leaflet where essential information can be found at the back.

Layout

On the front page the page layout is neat and tidy. It is simple but empty, there is a lot of free space which make the leaflet look blank.

The page layout inside the brochure is similar on each page. On the right hand side of majority pages they have given space to make notes and near to the middle there is information/text and there is a picture on nearly every left hand page

In most the centre of most pages there are big titles in big red boxes, this is showing what the page will be about.

On each page there is too much empty space, the layout does not make much sense, everything should be given in a systematic order however a lot of text is all over the place, and there is no fixed place for anything.

House style

The colours which are used constantly are red and black. Red is used for big titles which are supposed to stand out and black is used for titles and general text. The three main colours used throughout the leaflet are red, black, and white.

Graphic/images/logos

The picture on the front is big, clear, and eye-catching but not relevant. A man is pushing a square box (with the title – moving your business banking to us) upside down making an impression that it is better to move your business account to HSBC. This picture is not very appropriate for a business brochure. It is not serious enough. The man who is on the front page is wearing orange and blue. Around the picture and title there is a border

coloured in thick red, this makes the page look more filled as there is a lot of empty space in and out the border.

Below the border HSBC have used their logo so they are recognised.

Inside the brochure there are fifteen pages and there is a picture on every double page, they are either looking up or pointing to a title, just to make the title or message stand out so the reader does not miss it. The images used are big and clear.

Text, textual styles, font, sizes paragraph formats

On the right hand side of majority pages they have given space to make notes, and near to the middle there is information/text. Key information is coloured red with the font being much bigger. Throughout the brochure the font has remained the same (Arial). The only changes that are made to the font are either size, bold, italic, underline, or colour. These features are used when something is important i.e. a word or a phrase. Colour is also changed when a title or subheading is used. The text has remained clear and legible throughout the brochure. Paragraph format has been used on every page except on the front and contents page. These are used when either a subject or a topic is changed. Near to the back they have fitted a leaflet into the brochure; here all the essential information is to be found.

Good points:

- *Information given is relevant, very easy to understand and everything is titled*
- *Extra source of information provided right at the back, so nobody gets stuck understanding the leaflet*
- *Font size clear on some pages, so easy to read*
- *Appropriate language used, not too formal and too informal, just normal*
- *Space given to jot down any notes*

Bad points

- *Too much empty space throughout the leaflet, makes the brochure look blank and unimportant*

- Picture of the front page is completely irrelevant, make no sense and looks immature
- Layout inside is completely a mess, looks to spaced out and a lot of empty spaces need covering up
- Not enough text given, too brief, necessary to go into much more detail
- Pictures inside the brochure again completely irrelevant, have no link with titles or text

Improvements:

There are many improvements which need to be made in this leaflet. First of all they need to give contact details where they are noticed easily.

A lot of empty space is around; this needs to be filled as it makes the leaflet look blank and very plain. One way of doing this is by making the font more bigger or by making the leaflet size A5 instead of A4.

Improvements need to be made on every picture which is in the leaflet, not one picture makes sense and none of them have any link to either the topic being talked about or business banking itself. Picture of money, people in smart clothing would help.

The layout inside the leaflet is not suitable for a brochure promoting business banking. All Information should be placed in a systematic order, however in this brochure everything is all over the place. Titles are placed where they shouldn't be e.g. in the middle of a double page, text placed any where on the page, and pictures also placed wrongly. In order to improve the layout it is necessary to place the text in a fixed place, the titles in a fixed place, and the pictures in a fixed place. This will look more organised.

If more text was given then the brochure would have looked more professional. By adding more text and explaining what was there in more depth would have helped people understand what the brochure was talking about. Giving examples would have helped a lot.



Document 1 = Leaflet: Bank accounts built to suit you

Description of the leaflet

This leaflet which is from Abbey is a three way folded leaflet. It is made to show customers the bank accounts which will suite them. In the leaflet it says that they have a range of bank accounts for under 18's and students. The leaflet talks about interest rates, overdrafts and finances, everything is explained in depth and they also provide good help to get bank accounts started for customers.

On the back page of the brochure they have given a bit of information about the bank abbey and they have given different ways you can contact the bank e.g. address, phone number and website. These are given so customers can get in touch if they have any problem, queries or questions.

Target Audience:

The target audience for this leaflet are people who want to open bank accounts, but the people do not know what sort of account to open or the account which will be most suitable. This leaflet is made to help people choose the most suitable bank accounts, according to the individual.

The target age group which this leaflet is aimed it is 18+, the reason for this is because you have to be over 18 to open a bank account, there is no age restriction to be an account holder. There are different sorts of accounts which a suitable for different people and different age groups, it is possible for a baby to be an account holder but the control of the account is in the hands of a older person

The target audience are kept in mind while producing this leaflet; I know this because they talk about students, adults, and under 18s inside the leaflet

Purpose.

The purpose of this leaflet is to promote different bank accounts according to different age groups, and other aspects linked to individual people. Their aim is to help people choose the bank account that is suitable for them. They aim to do this through this leaflet. They talk about all the great service that come once a

bank account is opened, this is done to attract more customers so more customer become bank holder in Abbey.

This leaflet is definitely fit for its because it talks about all the different bank accounts with the services they come with; interest rates are talked about, accounts for people over 18 ate talked about, and student accounts are also talked about.

Layout

The layout of the front page is a typical leaflet layout, Simple title at the top, image in the middle, and a bit of text below. There is nothing special or eye-catching about the layout.

When you open the leaflet and look inside, the layout again is very simple and nicely organised. In the three pages there are headings/subheadings and below there is information/text. Everything goes from top to bottom, however the layout is nicely made, it is spacious and well organised.

House style:

Abbey have hardly used any house style throughout this leaflet. The only house style they have used is the colour of the text. For titles and subheadings they have used the colour red and for normal text they have used the colour black.

Graphic/images/logos

On the front page there is a number 8 on the front page, this takes the place of picture. Underneath the number 8 there is some text and the Abbey logo. Abbey use their logo so they are recognised. Their logo is given above.

On the first page inside the leaflet there is also an image of Lewis Hamilton. This picture is used to promote the bank, if normal people see celebrities do something they tend to get inspired and do what they do therefore Lewis Hamilton is used to promote the bank as he is a role model of millions of people. People may think Lewis Hamilton banks with abbey so fans may join the bank.

The images are clear, big, and relevant.

Text, textual styles, font, sizes paragraph formats

The title on the front page is in big blocked capitals and it is in bold. It is simple and suitable.

Inside the leaflet there are headings/subheadings and below there is information/text. The text is big and readable. The font remains the same throughout the leaflet (Arial), the size, colour, and bold are changed in some places, only when important information is given or facts which must be noticed. Paragraph

formats are used often and they are used when a topic or subject is changed.

The information given is not relevant for this purpose of this leaflet. Other aspects are talked about rather than different bank accounts.

Good points:

- *Font is very good, suitable, clear, and readable and helps the leaflet look more interesting.*
- *Layout inside the leaflet is again really good, everything inside is organised so you know where what is and everything is spaced out properly so the leaflet does not look too congested or too empty, space is just right.*
- *Information is bullet pointed, there are not paragraphs and paragraphs of information, all information is easy to understand and given briefly yet the message gets across.*
- *Leaflet is fit for purpose and shows what bank account will suit which person*

Bad points:

- *Not enough information is provided.*
- *More pictures could have been used*

Improvements:

It is not necessary to make huge amounts of improvements on this leaflet; the reason for this is because it meets most of the aspects which must be covered. The only improvement they could make is adding more text for example going into more detail about the different bank accounts and talking about related services.

They could have also used more pictures which would have made the leaflet look more interesting and more eye catching, a picture on the front page would definitely have looked good.

**Document 2 = Brochure: Mortgages****Description of the brochure:**

This brochure is from Abbey, it is like a book giving you details about mortgages. Inside the brochure there are sections you can look up and there will be information given in detail. Under the contents page they have given the following headings about mortgages; *Make a fresh start, mortgages of all shapes and sizes, repayments options to suit you, remortgaging made easy with abbey, moving home with us, and a few other things to think through*. Everything above in italics is given in more depth throughout the brochure.

On the back page of the brochure they have given a bit of information about the bank abbey and they have given different ways you can contact the bank e.g. address, phone number and website. These are given so customers can get in touch if they have any problem, queries or questions.

Target Audience

The target audience for this brochure are people with current/potential mortgages. People who want to either change mortgages, or start one with abbey are the target group this brochure is aimed at.

In order to buy a mortgage you have to be 18+ and this brochure is aimed at people who are linked with mortgages, so the target age this brochure is aimed at is 18+

Purpose

The purpose of this brochure is to show current/potential mortgage holders that abbey provide the best mortgage facilities. They intend to use this brochure to promote the services they provide with mortgages. Their key purpose is to either get as many mortgage holders possible to move to abbey or to get other customers to start up a mortgage with abbey.

This brochure is 100% fit for its purpose because everything to know about mortgages is given in this leaflet as this was the aim of leaflet. The information is easy to understand and all the text is organised in a systematic way, this helps to know where a certain piece of information is written. There is more than enough

information so there will be no misunderstandings; everything is straight forward and clear

Layout

The layout of the front page is simple but unique. At the top they have given a title (mortgages). Below that there is a picture of a house which covers half the page and below that abbey have given their logo. Everything comes down in a line, top to bottom.

Inside the leaflet there are twenty three pages and the layout on all pages are similar. On most double page there is a title coloured in red placed in the top right hand corners, then information/text is given below with an image either on the left, right, middle, or centre.

The layout throughout the leaflet is spaced out properly, text and pictures are placed in different placed but they make the pages look neat and tidy.

House style:

On nearly every page abbey have given a box containing their contact details, the contact details given are phone number and address. The contact box is place in the bottom right hand corner on majority pages.

The colour used throughout the brochure for titles and subheadings is red and for general text the colour used it black. There are no other colours used repeatedly.

On a lot of pages, text boxes are used for extra information.

Graphic/images/logos

On the front page there is house which has been hand made in cotton, this has then been photographed and placed on the front page of the brochure. The picture is multi coloured. Underneath the image there is the Abbey logo, the logo is used so abbey are recognised.

Inside the leaflet there is an image given on every page below some text. The images are linked with the text. Each image suites the topic and they are all clear and colourful.

The images used are relevant, big, and they are all real images.

Text, textual styles, font, sizes paragraph formats

At the top of the front page, they have given a title (mortgages) which is in Arial font, it is coloured red and the AV is very loose. On most double pages there is a title coloured in red, then information/text is given below with an image. The text is clear, and readable, the font used for the text is Arial. This font has been used in the whole brochure. There are plenty of paragraph formats on each page; a new one is made when a topic or subject is changed.

The information given is completely relevant, all information given has been thought about and then been used in this brochure. The purpose of the brochure was to show customers about the mortgage facilities the bank provides, the text used has made the leaflet fit for its purpose.

Good points

- *The pictures are all real, they are all in colour and they help the leaflet look interesting*
- *The information provided is a 100% relevant, everything is easy to understand, easy to read and all text is clear*
- *The layout of each page is really spacious, well presented and information goes in an organised order*
- *Text boxes are provided for extra information which is important*
- *Contact details given repeatedly so customer remembers that it is possible to talk to the bank regarding problems, queries, and questions.*

Bad points:

- Text on the back page near to the bottom is too small, hard to read
- Brochure is too long and too big, easy to get bored whilst reading

Improvements:

Overall there are not many improvements which need to be made to this leaflet because everything is presented well. There are very few things which can be taken into consideration for improvement.

The text on the back page can be made bigger; this can be done by increasing the font size.

The brochure can be shortened down; using fewer pictures would help also sticking to relevant information would also make a difference.



Document 1=Leaflet: Customer service another way

Description of the leaflet

This leaflet is from NatWest, it is two way folding leaflet. The leaflet is designed for customers to comment on the service they have received from NatWest. The whole idea is that customers write inside the leaflet about how they feel about the service and employees of NatWest, by doing this NatWest will get an idea how customers feel and think about the bank and its facilities. If there are certain staffs that have provided more than satisfactory service, they will get a service nomination for a service award. Either good feedback or bad feedback they will both help NatWest improve the services and facilities they offer as a bank.

On the back they have given an address where the leaflet will be sent of to. It will go through free post.

Target audience:

This leaflet is aimed at all the customers that receive some sort of service from NatWest employees. Anyone who wonders into NatWest and receives good service from any employee is supposed to fill out this leaflet.

There is no age limit to use this leaflet; it is aimed at anyone who receives good services from NatWest staff.

Purpose:

The purpose of this leaflet is to help employees feel appreciated from customers and NatWest. If customers fill out the leaflet then deserving employees will receive some sort of award. The key purpose of this leaflet is to get customers to say what treatment/service they received from NatWest staffs.

This leaflet is definitely fit for its purpose. If customers care about the staffs that work in the NatWest bank, then this leaflet is aimed and made for them. The main purpose is to reward staffs by using customers help. There are two benefits of this leaflet; 1) the best staff will be rewarded for their hard and honest work, 2) NatWest will know if customers are happy with the staff and services

Layout:

On the front page there is no image, there is only text. The layout is very simple and straight forward, they have written the title in big letters and then text below that. Right at the bottom NatWest have put there logo and website so they are recognised.

When you look inside the leaflet there are two pages, the page layout are similar to an application form. Space has been given to written answers.

House style

NatWest have used the same colours throughout the leaflet. White/black for headings, black/blue for general text and light blue for text boxes.

Graphic/images/logos

On the front page there is no image, there is only text. At the bottom of the page NatWest have put there logo and website so they are recognised.

There are no images throughout the leaflet.

Text, textual styles, font and sizes paragraph formats

On the front page NatWest have written the title in big letters and then text below that. . Inside there is not much text, there is only guidance for what you need to do. The text used is clear and legible. In different areas they have used bold, different fonts, and bigger size for the text. There is very limited text as the customer has to fill in and right details of who they would like to nominate. Paragraph formats are used on the top left on the first page; they are used when the subject or topic is changed.

Good points

- *The leaflet itself is a good idea as employees will get rewarded for their hard work. This is good for both NatWest and the employees, the employees will be more motivated and NatWest will have loyal staffs.*
- The layout inside the leaflet is nicely spaced out, and enough room has been given to make notes.
- The form inside does not take too long to fill in, it is short and it wont take long to fill out,

Bad points:

- *No pictures are given which make the leaflet look so boring*

- *Material used to make the leaflet seems really cheap, not good quality*
- *Font on the front page looks like the leaflet has been designed at school*

Improvements:

There are not many improvements which need to be made on this leaflet. The aspects which can be taken into consideration are pictures, material and font.

If NatWest would have used some pictures on the front page then customers would have been attracted to the leaflet.

The material used is not good quality; this makes the leaflet look cheap and less important. To solve this NatWest could have used quality paper.

The font which is used on the front page does not look very professional; it seems as if it has been designed in a rush. Therefore NatWest should redesign the front page, change the font and use more relevant pictures.

Graphic/images/logos

On the front page there are pictures of 5 lamps going across the centre of the page. These images make the front cover look more eye-catching and they also suit the title. Below the images, NatWest have placed their logo so they are recognised.

There are hardly any images inside the brochure however at the bottom of every page there are images of a small computer mouse, a phone, and a picture implying to be a NatWest branch. These images show the target audience how they can get in contact with.



Document 2 = Brochure: Mortgages

Description of the brochure:

This brochure is from NatWest, it is very similar to the brochure from Abbey which is also on mortgages. The brochure is in a form of a book, everything you need to know about mortgages with NatWest is given in this brochure. The brochure talks about the following; *existing customers, first time buyers, moving home, buy to let, remortgages, extra borrowing, flexible mortgages, fixed rate mortgages, variable rate mortgages and lifetime mortgage*. Everything given in Italics above will be explained in depth throughout the brochure.

On the back of the brochure NatWest have given their company details e.g. address, website, and phone number. These are given if customers have any problems, queries or questions.

Target Audience:

The target audience for this brochure are people that want information on mortgages with NatWest. This brochure has been created for people who either want to move mortgages to NatWest, or want to start a Mortgage with NatWest.

In order to start a mortgage you have to be 18+, therefore the target age group this brochure is aimed at is 18+.

The target audience have been kept in minds who are people that are interested in mortgages and want to find out more. I know this because the information given is all relevant and they have given facts, so it is likely that there will be very few

misunderstandings. Everything is clear straight forward and fit for purpose

Purpose:

The purpose of this brochure is to provide key information about mortgages, so customers either start mortgages with NatWest or move mortgages with NatWest. The key purpose of this brochure is to promote the mortgage facilities and services NatWest Provide.

This brochure is definitely fit for its purpose because it has provided all the information about the facilities and services NatWest provide for mortgages.

The information is written formally and it is easy to understand.

Layout:

On the front page the page layout is very modern and tidy. In the top right corner they have placed a title (Mortgages another way) and below that they have wrote some text.

Inside the brochure there are nineteen pages and all nineteen pages have the same or very similar layouts

The layout on each page is very organised, the titles and text are placed in appropriate places, titles and sub headings are mainly at the top half of the page, and below they provided relevant information which relates to the title. There are hardly any pictures so on each page all you see is big text at the top and smaller text below.

House style:

The colours which are used throughout the leaflet are orange, white, blue and black. The colour orange is used for the background on the front and back page; it is also used for bullet points, and text boxes on the bottom of each page.

On every page NatWest have used a text box on the bottom of every page giving three ways of getting in touch with the bank. The three ways are website, phone, and the nearest branch. For each way they have provided little images. For the website they have used a mouse, for phone they have used an image of a telephone, and for visiting the nearest branch they have used an image of a small NatWest bank. All text boxes have been coloured in oranges as the background, and contact details along with images are given in white. The colour blue is given for titles and the colour black has been used for general text.

On majority pages NatWest have given a text box on the right coloured in blue with white text summarising what the page is about in small phrases.

Text, textual styles, font and sizes paragraph formats

On the front page there is very little text. The text is big, clear, and simple. It covers the top half of the front page.

Inside the brochure a title coloured in blue with the font Arial is given on the top right of nearly every page, then below there is information/text given. The text they have given varies in size, colour, bold and italics. These features are used when something is supposed to stand out and indicate something is important. They have also bullet pointed information on nearly every page, the bullet pointed information is supposed to be facts. There are no borders or alignments. Paragraph formats are given on nearly every page when a subject or topic is changed.

The text given is clear, relevant, and fit for purpose.

Good points

- The brochure is colourful which makes it look attractive, a variety of colours are used so the brochure does not look boring.
- Pictures used on the front page are really relevant, they help the brochure look more interesting and important
- The theme throughout the brochure is very unique, it helps the brochure look more stylish and formal
- The text provided is completely relevant, it is easy to understand, all information is clear, and the font used is big and legible
- Every page has titles and texts so it is easier for readers to understand
- Inside the leaflet everything is nicely spaced out so nothing looks congested or squashed

Bad Points:

- *There are not many pictures inside the brochure which makes it look a bit boring as there is too much text.*

Improvements:

There are not many improvements which need to be made to this leaflet because there are hardly any bad points about this brochure.

If NatWest want to make improvements then they can take the following into consideration. They can use more pictures inside the brochure to make the leaflet look more interesting. They can also get rid of some irrelevant text so the reader does not get bored.

There are hardly any bad points about this brochure. Therefore there are not many improvements which need to be made.