

Communication Campaigns:

Designing Effective Collaterals

August 6, 2018

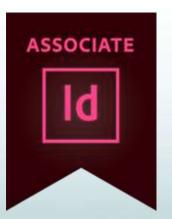
Baguio City



Adobe Certified Specialist









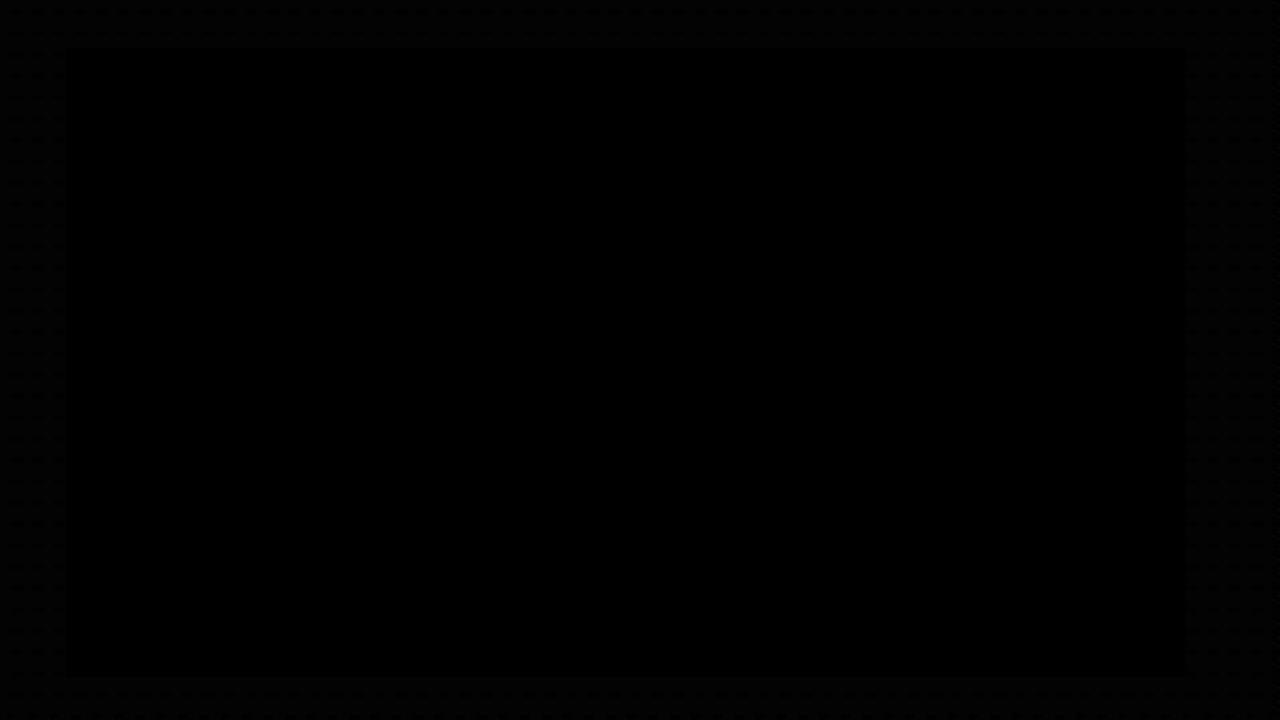














Seminar Objectives

- Understand the basics of branding and it's importance in creating communication materials.
- Understand the differences between print and web (digital).
- Learn the foundations of layout to create effective communication materials.
- Understand the standard tools in creating creative collaterals.



What is branding?

- Brand: A promise about who you are and what benefits you deliver that gets reinforced every time people come in contact with any facet of you or your business.
- Brand Identity: The marks that visually represents your brand.
- Branding guidelines: A set of rules that defines how to properly use your brand in different mediums.



Sample brand guidelines

The ICTSI official logo signature is



be kept the same. Nothing should appear within this space.



Sample materials based on proper branding.





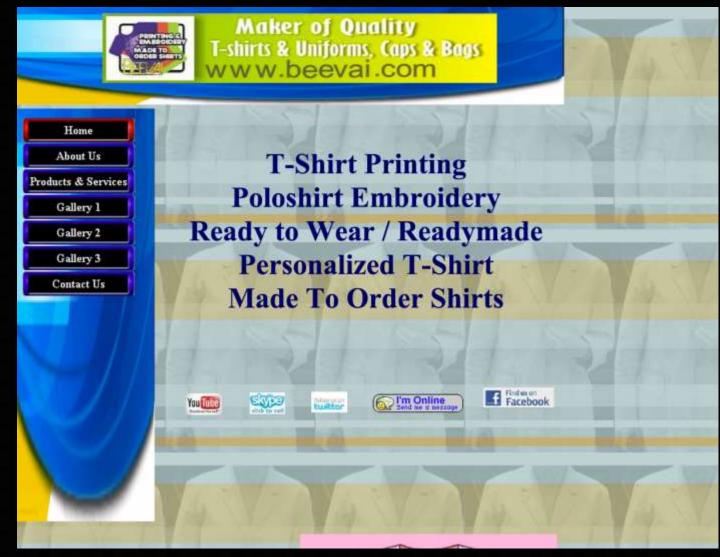
Sample materials based on proper branding.



How branding affects your materials.

Beevai Case study





Beevai





Old website

Beevai





Old logo

New logo

Scheduled Photoshoots











HOME

ABOUT US

OUR SERVICES

ORDER FORM

OUR PRODUCTS

CONTACT US

BEBEVAI

(Z)

Print

We offer T-shirt printing design for personal or business logos, school emblems, company advertisements.



Embroidery

We embroider all kinds of logos for polo shirts, jackets, caps, sweat shirts & bags.



Made-to-Order

We customize uniforms for schools, offices and sports wears. With your preferred design or style.



Ready To Wear

We have wide selection of ready to wear apparel from T-shirts, polo shirt, jackets etc. in various styles and colors



HOME

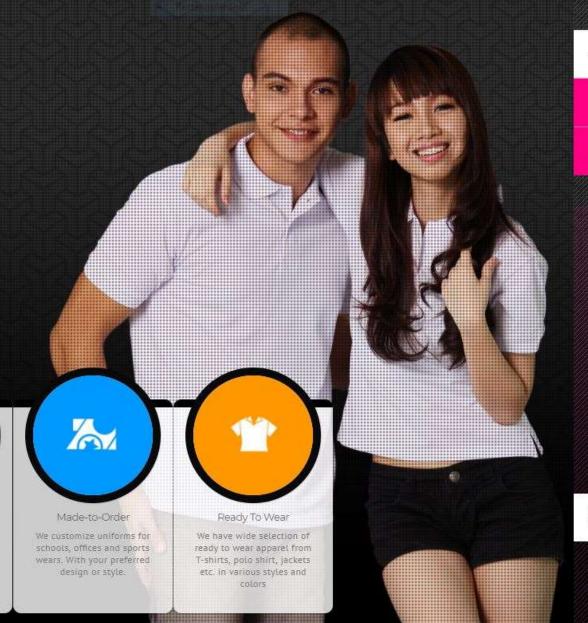
ABOUT US

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ORDER FORM

OUR PRODUCTS +

CONTACT US



(77)

Print

We offer T-shirt printing design for personal or business logos, school emblems, company advertisements.



We embroider all kinds of logos for polo shirts, jackets, caps, sweat shirts & bags.



W H







Print

We offer T-shirt printing design for personal or business logos, school emblems, company advertisements. We also print tshirts for election campaigns, class reunions and anniversaries



Embroidery

We embroider all kinds of logos for polo shirts, jackets, caps, sweat shirts & bags



Made-to-order

We customize uniforms for schools, offices and sports wears. With your preferred design or style.



Ready-to-Wear

We have wide selection of ready to wear apparel from T-shirts, polo shirt, jackets etc. in various styles and colors



Differences between print and digital

STANDARDS	PRINT	WEB
Image Resolution	300 dpi and up	72 dpi
Image Color space	RGB	CMYK
File formats	TIFF, PDF	JPEG, PNG, GIF
Image File size	Bigger file size	Smaller file size

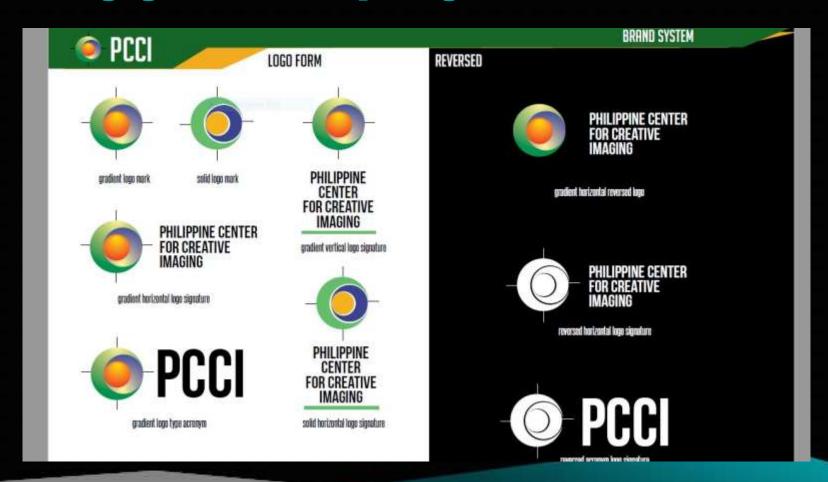


Foundations of effective Layout





1. Study your company/client's branding





1. Don't use too much text



Get TEXtified!

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Be More in iQor Learn.Grow.Earn.Care









Get TEXtified!

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Place Title Here

Subtitle Here

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Experts

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Contact info here

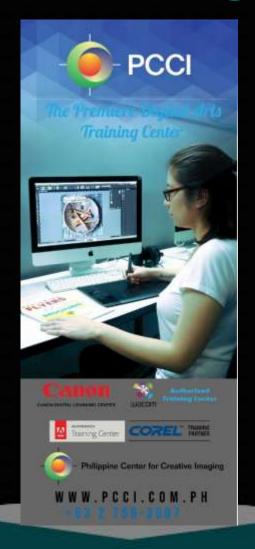




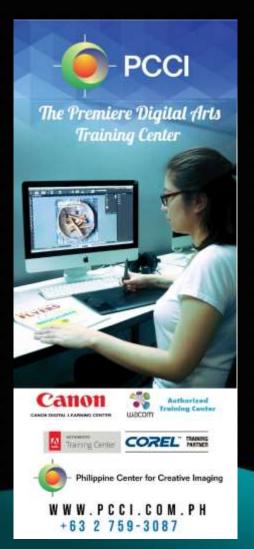




2. Maintain a good contrast

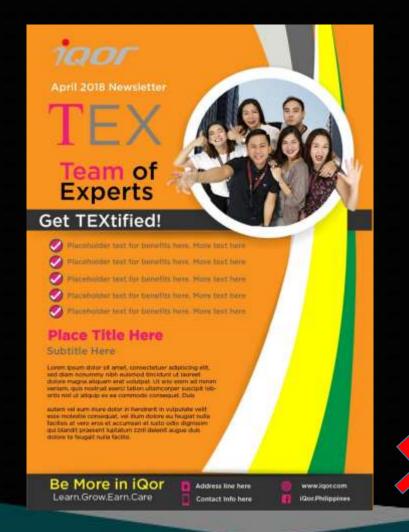








3. Don't use too many colors





Contact info here

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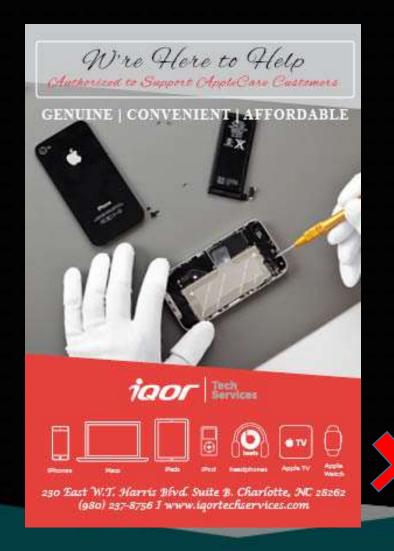
4. Maintain a good visual focal point







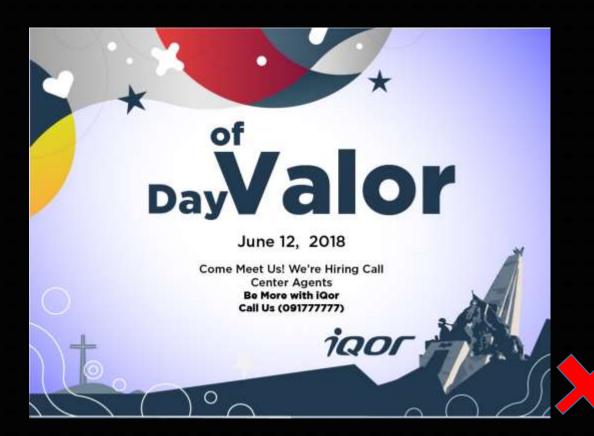
5. Don't use fancy or too many fonts







6. Use proper placement of text







7. Use hi-res images or graphics











8. Use infographics to convey your message better



90% Interactions for users under 25 are digital.



25-34 Age group conduct 80 percent of interactions on digital channels.



50% interactions of consumers aged 35-54 are digital.



Asynchronous SMS, social media, IM apps make up the fastest-growing DX segment.



Standard tools in layout

Design and Layout



Adobe Indesign



Adobe Illustrator

Design and Mockup



Adobe Photoshop



Adobe Dimension CC

Using the wrong software in design and layout will result to more difficult and longer work



Standard paper sizes



- Poster
 - 24in x 36in (large)
 - 18in x 24in(medium)
 - 11in x 17in (small)
- Business Card (3.5in x 2 in)
- Letterhead (8.5in x 11in)
- Envelope (4.125in x 9.5in (#10)



Recap

- Make use of branding guidelines
- Understand the difference between print and digital
- Practice proper layout techniques
- Learn the proper tools in design and layout



Where to take your training?



Philippine Center for Creative Imaging www.pcci.com.ph



Q and A



Thank You!

#nasansistan