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www.nasansistan.com

Communication Campaigns:

Designing Effective Collaterals

August 6, 2018

Baguio City

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Adobe Certified Specialist

Why Choose Digital Arts?

DE LA SALLE UNIVERSITY
RELIGIO MORES CULTURA
MANILA

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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.

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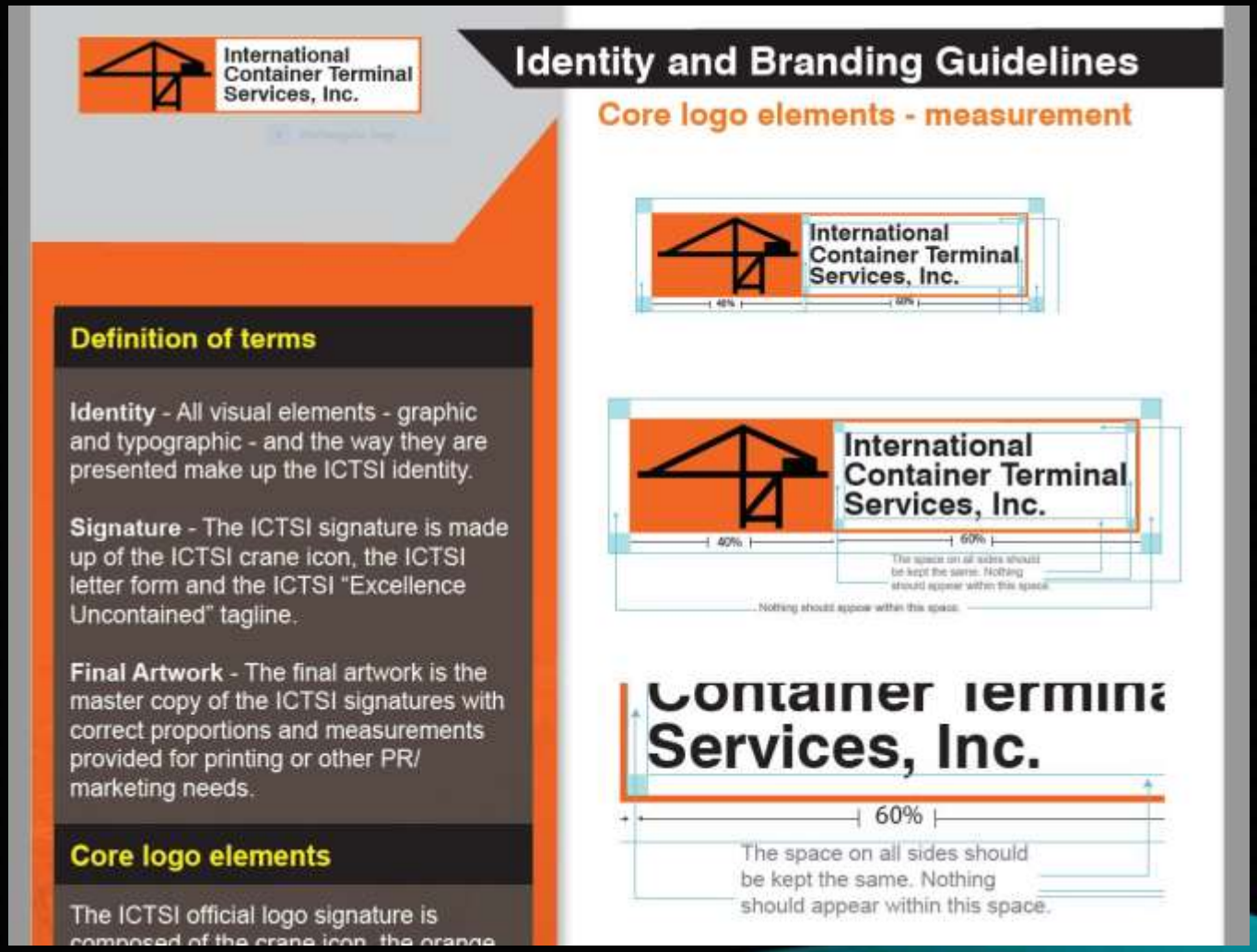
What is branding?

- 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



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Sample materials based on proper branding.

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Sample materials based on proper branding.

How branding affects your materials.

Beevai Case study

Old logo

Old website

Beevai

Old website

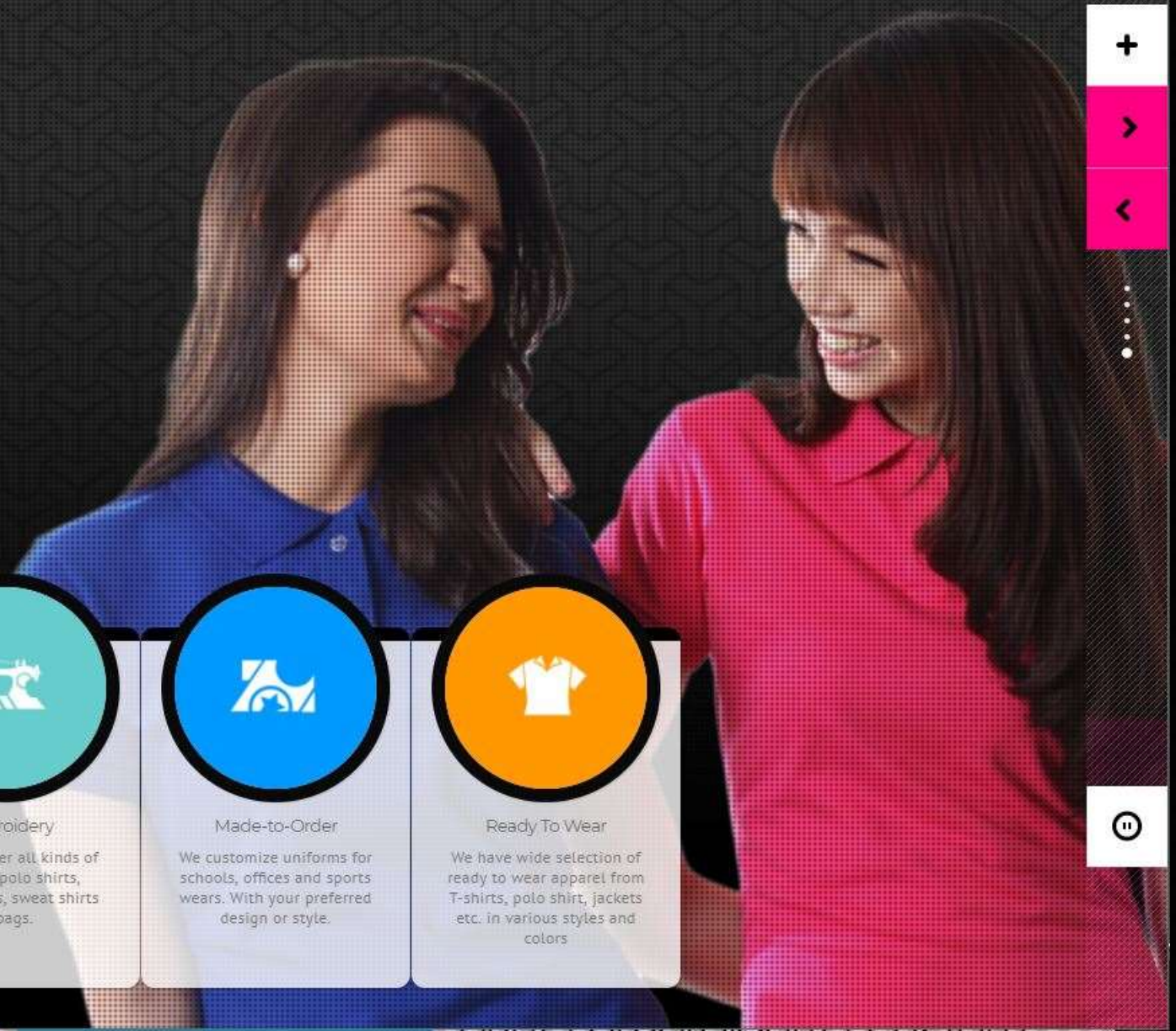
Beevai

Old logo

New logo

Scheduled Photoshoots

BE BEEVAI



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

beevai apparel
print | embroidery | custom

HOME | ABOUT US | OUR SERVICES | ORDER FORM | OUR PRODUCTS | CONTACT US

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

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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

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Foundations of effective Layout

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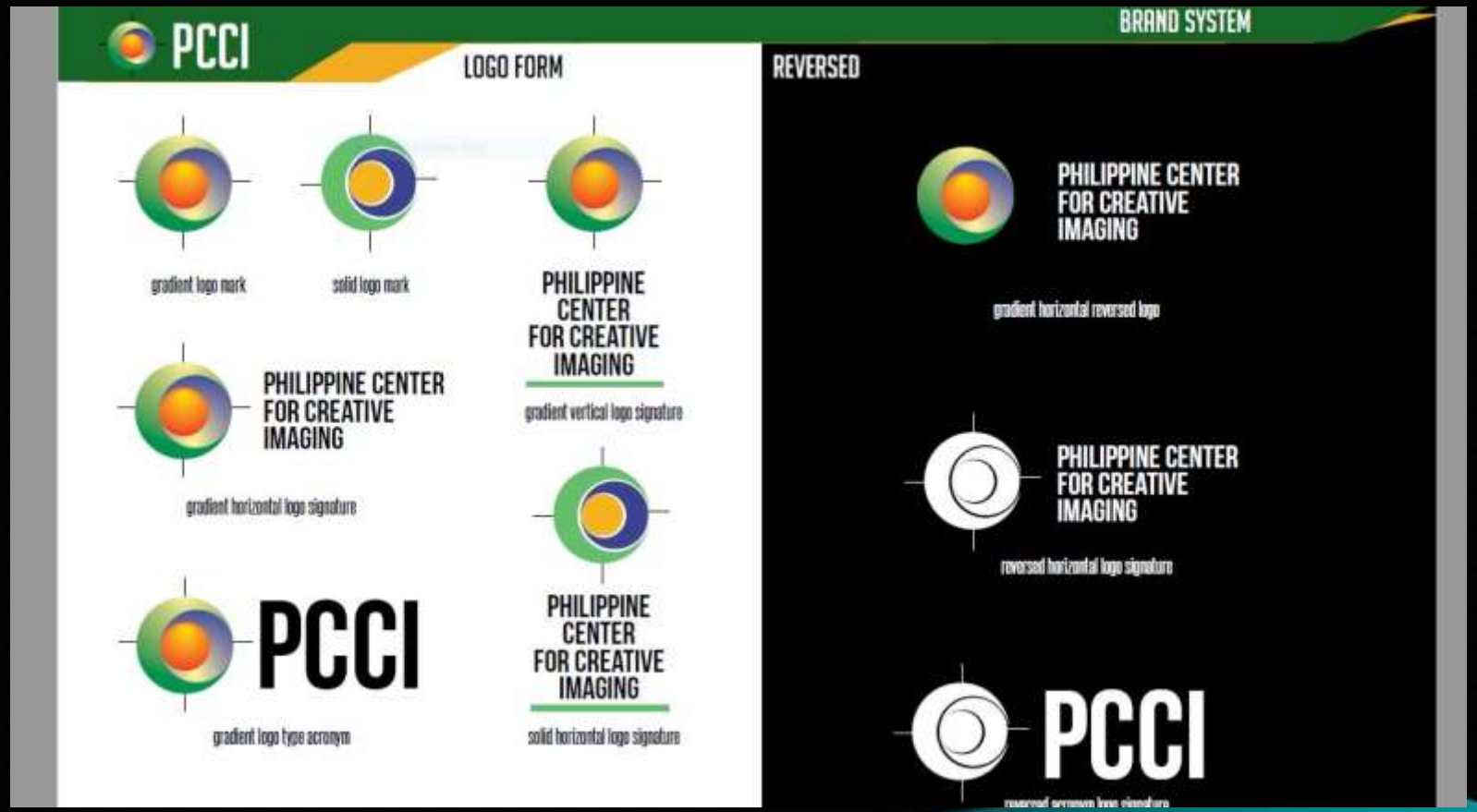
1. Study your company/client's branding



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1. Don't use too much text

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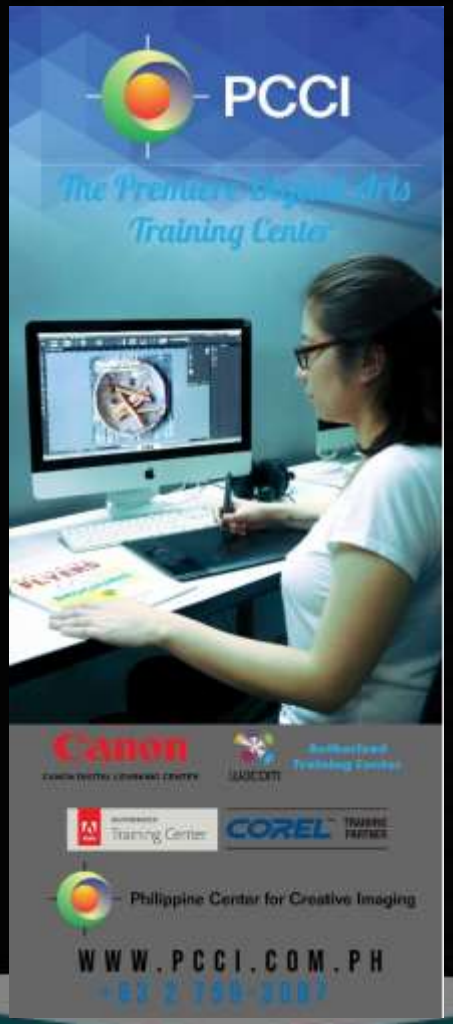
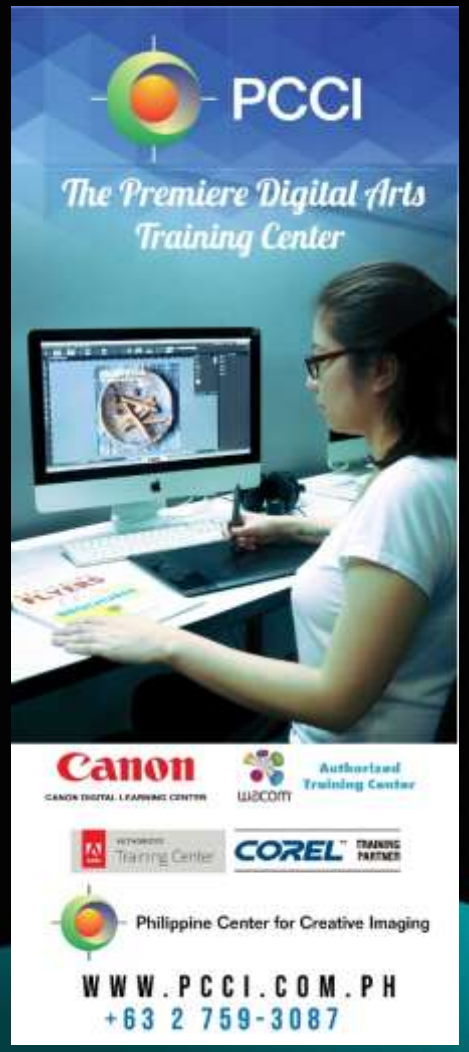
2. Maintain a good contrast





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3. Don’t use too many colors

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4. Maintain a good visual focal point

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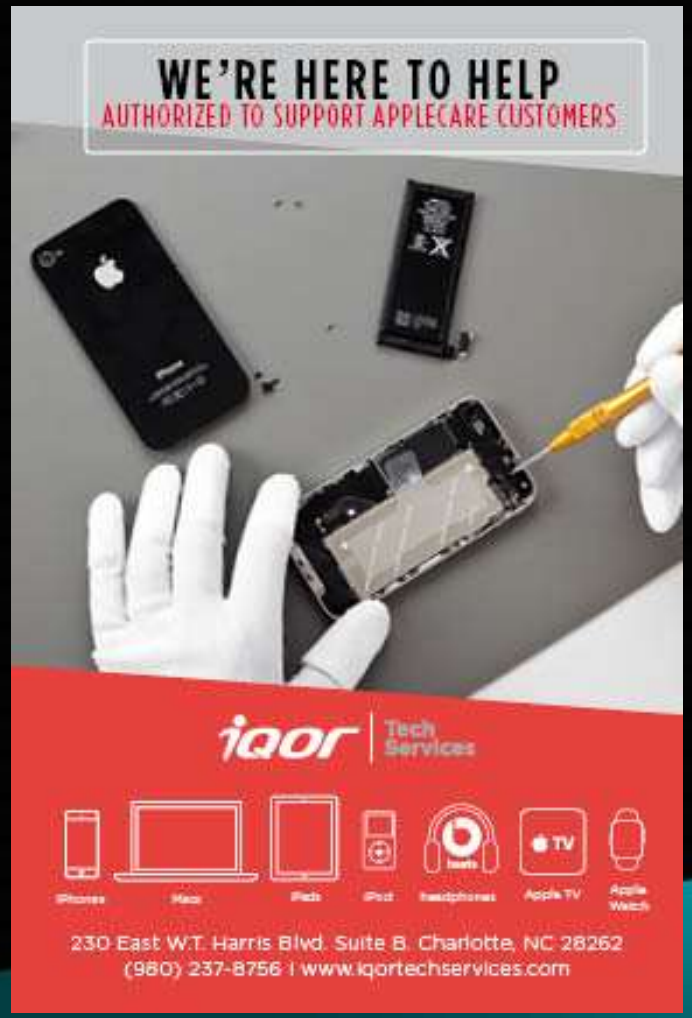
5. Don’t use fancy or too many fonts



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6. Use proper placement of text

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7. Use hi-res images or graphics

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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.

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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

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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)

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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

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Where to take your training?

Philippine Center for Creative Imaging

www.pcci.com.ph

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Q and A

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Thank You!

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