Graphic Design Hints & Tips

A guide for the important elements needed when creating print marketing materials.

When it is time to make sales materials for your company, these are some of the basic elements that need to be included. Try to put yourself in the "customer frame of mind", and how you can appeal to what is important to them. Before you start this process, you should have a defined goal that includes the action you want the customer to take.

A: HEADLINE/SUBHEAD

What is the single most important message you want to communicate?

B: IMAGES

What visually speaks to your customers that supports your main idea above. Images speak louder than words.

C: BODY TEXT

Less is more. People mostly do not read all the text. Keep it simple.

D: SPECIAL OFFER

What is in it for the customer? Make this something you can afford, and limit the time opportunity so it has urgency.

E: CONTACT INFO

Logo (tif/jpg/tif) and all contact info: phone, fax, email, website.
This area can also be used to clarify any special offer details or fine print disclosures.

NOTES:

This information is provided as a starting point to help you organize all the parts needed to produce your materials. It is meant to be used in conjunction with Appletree graphic design services. Each project will differ in exact usage of information, and will not be shared with anyone outside of our organization.

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APPLETREE GRAPHIC DESIGN & PRINT SERVICES ADVERTISING

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