

## **GRA3611 Vector Art Editing**

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### **PROMOTIONS**

Inspiration Websites:

www.aiga.org - inspiration/design archives

[www.commarts.com](http://www.commarts.com)

<http://www.vecteezy.com/Templates/401-Packaging-Templates>

**Promotional materials** are meant to attract attention and increase brand awareness. The goal in creating promotional items is to help your product gain visibility in a competitive market. To increase customer response, promotional materials often feature free offers or give-aways (see last weeks handout).

Promotional materials should relate to your product and target your audience. Some traditional promotional items include:

- Business cards
- Flyers
- Brochures
- Postcards
- Free merchandise and accessories including:
- Notepads
- Tissues
- Key chains
- Limited edition paper samples/ cards
- Tee-Shirts/ Hats/ Scarves
- Bookmarks
- Key-chains
- Pens/pencils
- Coasters
- Magnets
- Pins
- Badges

Be sure to include the following in your designs:

1. Product's identity
2. Style-guide specifications as outlined in your project deck
3. Clever and succinct tagline (optional)
4. Contact information and/or website