BACK TO SCHOOL WITH CREATIV

Advertising & Design 101

SAFEGUARD®

Contents

- **The elements of good design**

  Basic Design Principles and Components of Design
  Examples

- **The basics of good advertising**

  Top ten components of good advertising
  Examples

- **The Creativ design process**

  Live demonstration of creating a postcard for a customer promotion
  Using the information gathering tools

- **Creativ Portfolio**

  Logos
  Design Work

4 Basic Design Principles

1. **Contrast:**
   Items that look different makes things stand apart.

2. **Repetition:**
   Some aspects of the design should be repeated across the entire design.

3. **Alignment:**
   All elements should have a visual connection with something else on the page.

4. **Proximity:**
   Related items should be grouped together. This lets you know, at a glance, which headings, icons and text go together.

Contrast

Repetition

Alignment

Proximity

The 7 Main Components of Good Design

Unity:

When your design elements are in agreement (They belong together.)

- Visual or conceptual unity (pertaining to the same subject)
- Too much unity can be dull; variety adds interest, but too much can be chaotic. Must find a BALANCE.

Gestalt:

Form and shape. Refers to the human mind's ability to visually organize forms and shapes into a unified whole.

- Playing into this are:
  - Figure/Ground: The relationship of a subject to its surrounding space
  - Closure: The viewer's tendency to complete unfinished forms
  - Continuation: The arrangement of elements to lead the eye across the page and create flow in your design

FedEx Office SM
Print & Ship Services

White Space:

Space between design elements. Just as important (if not more important) than the space you fill.

Dominance:

Creating an area of interest and a focal point — lets the reader know where to focus first.

Hierarchy:

Allows your page to be scanned quickly and communicates the relative importance of different parts of the whole.

The 7 Main Components of Good Design

Balance:

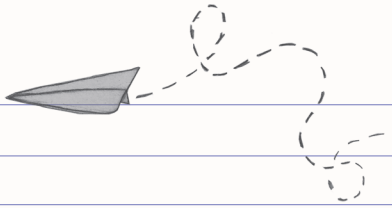
A state of equalized tension. Using like size, color, space and density to visually balance each other and create a pleasing whole.

Color Theory:

Color evokes emotions.

- Darker colors are seen before lighter colors.
- Warmer colors move elements forward while cooler colors make elements recede into the background.
- Psychology and cultural differences influence the way people react to, and interpret, color.

Notes:



For Thought...

Perception:

- ❑ Scary
- ❑ Wild
- ❑ Beautiful
- ❑ Angry

- ❑ Victorious
- ❑ Stretching
- ❑ Defiant
- ❑ Concession

- ❑ Sad
- ❑ Angry
- ❑ Nauseous
- ❑ In Love

Notes:

The Basics of Good Advertising

Top 10 Tips for an Effective Advertising Campaign

1. **Go after your target audience.**
   An advertising campaign should be geared to your niche market. It is a common mistake to create generic ads that do not speak the language or grab the attention of potential customers.

2. **Highlight your competitive advantage.**
   One of the keys to all advertising is to accentuate the pros of your company, those factors that give you a competitive edge. Too many ads are clever but fail to sell the benefits of the product or service.

3. **The headline needs to grab attention.**
   The biggest challenge for advertising to be effective is to get people to read your ad. It's not about selling a product or service at this stage — it's about stopping the reader and getting them to read the ad.

   The headline needs to be about the reader — not about you. Those companies that include their company name in the headline are missing out on potential inquiries and sales.

   For example: Which one would you read and respond to?

   Life policies from Wilson Haregreave Associates

   How secure will *your* family be when you have gone?

   Using a question in your headline helps to create intrigue and interest and is an effective device for encouraging the reader to read more.

4. **Establish an image.**

   You can recognize the McDonald's arches while whizzing by on the highway. Likewise, there are plenty of products that you recognize by their packaging or logo. Image counts when it comes to advertising and promoting your business. Too many advertisers do not work to build a consistent image.

5. **You have to spend money to make money.**
   There are ways to save money, but typically advertising is not the place to cut corners. It will affect sales, and that affects the bottom line. Successful advertising may cost some money, but that is because it works.

6. **Advertise in the right places.**
   Your favorite magazine, radio station, or even television program might not be a favorite of your audience. Know what they read, watch, and listen to, and advertise in media that reaches your target market.

7. **Don't allow your budget to run your advertising campaign.**
   If you budget $5,000 per month for advertising, you've made it very easy from a bookkeeping perspective. However, if like most businesses you have seasonal highs and lows, you are spending too much money advertising during down times and not enough when you want to attract customers. Too many entrepreneurs do not budget according to their seasonal advertising needs.

8. Diversify.

All too often, business owners choose the best place to advertise based on price and potential rate of returns and then stop. As is the case with investing, you do not want to put all of your eggs in one basket. Spread your advertising dollars around.

9. Don't try to be everything to everyone.

No product or service will appeal to everyone. Many business owners, including corporate executives, try to come up with ways to reach every market. Typically, this does not work. It can spell disaster for small businesses, who cannot afford to spread themselves too thin. Therefore, find your market and be everything you can be to that audience.

10. Employ testing and measurement.

If you don't test and measure, you have no way of knowing the success or failure rate of your advertising campaign. This is true in any area of marketing activity. It is simple and easy to implement.

Use a method of identifying where the person heard about you:

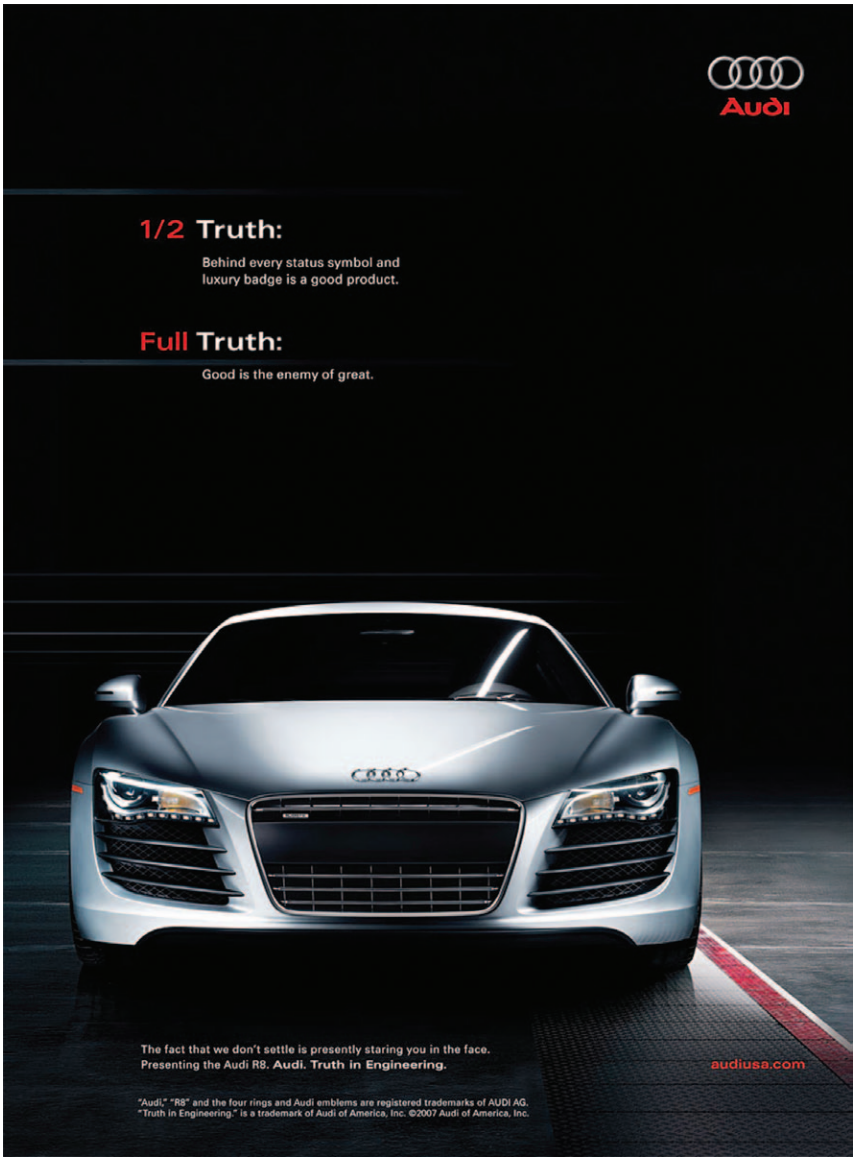
a) If you are using a coupon device, then include a code specific to the offer and/or publication so that when the coupon arrives on your desk, you know from where it came.

b) If you include a telephone number on the ad, ask the caller where they got your number. Even ask them to quote the promotional code so that you know from which ad in which publication it came.

c) If you direct them to a website, use a specific URL for the ad so that when the inquiry comes in you know from where it originated. If you can't do this, then include a drop-down list on your standard contact page to request where they heard about you and to include the publication name.

Notes:

Good Advertising



CARS • TRUCKS • VANS • SUVS
REALLY DO COST LESS AT FAMILY DODGE
IT'S A NEW DAY
DODGE
PRESIDENTS' CELEBRATION EVENT
MONUMENTAL
PRESIDENTS' SALE
ZERO% APR AVAILABLE
ZERO$ DOWN AVAILABLE
'08 CALIBER
MSRP $16,685
FACTORY REBATE $1,250
FAMILY DISCOUNT $500
CASH OR TRADE EQUITY $4,500
$10,435
NOT A LEASE!
ONLY
$149 MO.

Creativ Logos

Customer: Premier Residential Management
Distributor: Marty Pomerantz

Customer: Synergy
Distributor: Matt Mock

Customer: Valley View Appliance Service Ltd.
Distributor: Gordon Cousins

Customer: hair garden Salon
Distributor: Patrick Ryan

Customer: Premier Residential Management
Distributor: Marty Pomerantz

Customer: Jentry White, CPA
Distributor: Jackie Jones

JW
Jentry White, CPA

UMBRA
Window Tinting
Automotive ▪ Commercial ▪ Residential

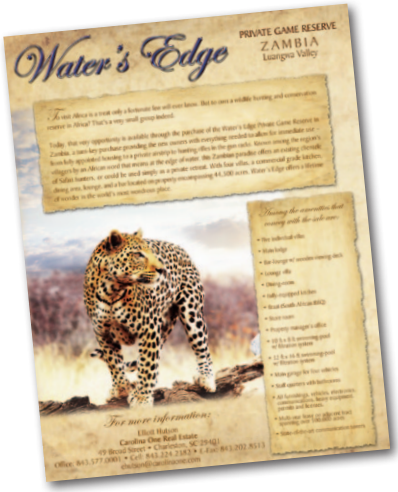
Customer: Umbra Window Tinting
Distributor: Marty Pomerantz

Customer: HR Compliance Solutions
Distributor: Richard Starcher

HR
COMPLIANCE SOLUTIONS

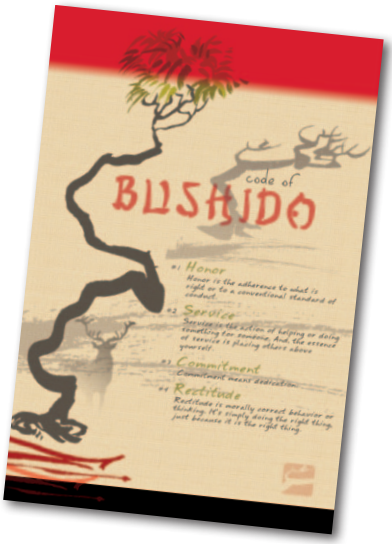
Creativ Design

Customer: Pia Manzi Private Game Reserve
Project: Email Blast
Distributor: Jeff Haulbrook



Customer: Holy Trinity Roman Catholic Church
Project: Invitation
Distributor: Patrick Ryan

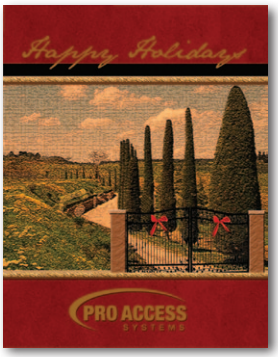
Customer: Holy Trinity Roman Catholic Church
Project: Presentation Folder
Distributor: Patrick Ryan



Customer: Elk Grove Village Bank and Trust
Project: Poster
Distributor: Patrick Ryan

Customer: Mikado 23 Restaurant
Project: Menu
Distributor: Paul Tauro

Customer: Pro Access Systems
Project: Wine Label
Distributor: Patrick Ryan



Customer: Garcia's Wood Works Corp.
Project: Business Stationery
Distributor: Linda Christensen

Notes:

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