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SIGNS • PRINT • MARKETING

# Basically **Business**

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## Creative Event Signage Ideas

Event signage is essential for guiding and welcoming attendees, reinforcing branding and highlighting exhibitors. But have you considered some “out of the box” ways you can increase your impact? Below are signage ideas to elevate your next event from expected to outstanding.

### Stair Wraps

Keep your attendees on their toes with messaging on the stairs. Transform this often-overlooked space with promotion or wayfinding messaging and create a visual journey that is told as visitors go up or down the staircase.

### Barriers

Take advantage of barriers used to funnel or direct traffic into the facility to share navigational information, deliver marketing messages or feature sponsors. You can

also use the space to entertain waiting guests by featuring a QR code directing to interesting or informational videos.

### Vehicle Wraps

Promote your event using a vehicle as a mobile billboard—the more eye-catching, the better. Wrap your vehicle in vinyl, add magnetic signs or apply large decals and drive around the area ahead of the event. Park on-site in a visible area to use your vehicle as a large sign.

### Step & Repeat Wall

An oldie but a goodie, a step & repeat wall is a backdrop featuring repeated logos. Use the event logos or charge exhibitors to boost their exposure. People will generally take snapshots in front of a step & repeat to check into an event.

### Floor Graphics

Take advantage of all unused visual space available to you—including the floor. Use for promoting the event, wayfinding, sponsorship or branding. Customizable decals are excellent and removable floor signage is designed to be functional and durable. They are especially valuable at large-scale venues and outdoor spaces.

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## Embracing Innovation in Printing

The print industry is experiencing a surge of innovations that reflect the needs and interests of marketers and consumers. Spanning a wide range of interests from sustainability practices to the evolution of print-on-demand, organizations are redefining their practices.

### Sustainable Materials

With the rising demand for eco-consciousness, there is a greater incentive for marketers to pursue sustainable material options. The most obvious sustainability-driven material selection is paper. There are a few possibilities available if you want to decrease your environmental footprint and reduce the amount of waste sent to landfills, including the use of recycled post-consumer wastepaper, bamboo paper, hemp paper and cotton and tree-free cotton options. Ink is another area where you can explore more sustainable choices, including vegetable, UV, algae, soy and water-based options.

Another emerging substrate option is synthetic paper made from polypropylene. If you're not looking to print on paper, you may want to consider fabric, plastic, glass or metal printing.

### Growth in Custom Labeling

If you're on the lookout for standout packaging, consider how custom labeling may be the solution you need. Reinforce your brand with eye-catching labels that tell your brand story. Available in different materials, shapes and sizes, your labels can include variable data printing for unique text, images, QR codes or other differentiators that ensure your product stands out from the competition. This type of personalization aligns with a broader shift towards more meaningful and authentic brand communication.

### Special Print Effects

Give your print work a unique edge with special effects and finishes like foils, spot

UV, embossing, debossing, die-cutting, laminates, varnishes, soft-touch coatings or special inks. The use of specialty effects helps your mailer or other print material stand out from the rest of the pieces in your customer's mailbox. The best part is these are not necessarily expensive additions to your work, but they can add depth and texture and increase the durability of a piece.

### Print-On-Demand (POD) Service Growth

POD services allow for small batches of customized items to be printed digitally in specific amounts, leading to reduced waste and lower costs. The expansion of digital printing services makes POD possible with its quick setup, high-quality output, cost-effectiveness and efficiency.



# Understanding Branding



Branding is the essence of what your company is and how it makes customers, prospects and your employees feel. Branding is what makes you want to work with or for a company.

## Why It Matters

Your branding is the basis for everything you do, your brand story, how you communicate with customers and how you present your company to the world. Branding makes your business memorable, invites engagement from prospects, supports your marketing, drives sales, and builds employee support.

## The Elements of Branding

Branding is more than a company name and logo, it is the strategy behind the image of your brand, made up of several fundamentals.

- **Mission & Values** – what you believe.
- **Voice & Tone** – how you communicate.

- **Brand Story** – your origin story.
- **Brand Identity** – the visuals that support your brand.

## Benefits of Branding

Because of its centrality to your company and its power to attract and retain customers, help you advance your position in the market, and make sales, developing your branding is critical. Brand building also comes with a lot of benefits for your company.

- Increased brand recognition.
- Customer loyalty and trust.
- Competitive differentiation/ advantage.
- Increased revenue potential.
- Employee pride and satisfaction.
- Consistent customer experience.
- Boosts advertising and marketing efforts.

As your brand grows, regularly evaluate how things are going: Is it still resonating with your audience? Do you need a refresh? Follow these guidelines to smoothly manage your brand and branding over the years.

## Did you know?

**Custom Packaging** is essential to creating a consistent brand experience. With so much riding on making a first impression, you can't neglect the packaging. Our team can work closely with you to create custom packaging solutions that meet your unique needs. We offer a wide range of options, including different sizes and styles, as well as a variety of finishes and ink colors.

Don't forget the inside of the package too! Many packages now include a hand-written card, a sticker, or other on-brand, personalized collateral piece. With so many options to choose from, we can help you create quality packaging that truly stands out and leaves a lasting impression with your customers.

Additionally, if you frequently require packaging orders, we can help streamline your process by setting up an online ordering portal. Turn to our team of experts to get started.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Understanding Branding

## Building a Brand in 9 Steps

A brand is made up of many interrelated parts that together tell your story, highlight your unique selling proposition and allow you to connect with your audience. It is your identity, made up of visual elements, tone of voice, mission and values, and more. Before you can start creating those secondary elements, you must build a solid brand foundation.

- **Market Research:** understand the market, your audience, your competitors.
- **Positioning Statement:** define your place in the market, what you offer, how you're different.
- **Voice & Tone:** how you want to sound to customers, the feelings you want to produce in them.
- **Business Name:** make it easy to remember, unique, and reflect your brand.
- **Your Brand Story:** the 'why' behind your company, your purpose, how you impact your audience.
- **Your Look:** the visuals that define your brand; colors, fonts, images.
- **Slogan:** concise, sticky, shareable.
- **Logo:** an impactful, clear image.
- **Share:** marketing, social media, e-commerce.

## First Impressions Count



**From Simple to Complex Print Projects,  
We're the Resource You Can Trust to  
Get It Done Right.**

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