



Marketing Guide

A simple guide to promoting
your business for the upcoming event

FOODTECH
PACKTECH 

NZ's leading trade show for the food & beverage manufacturing and supply chain industries.

Digital Assets

- ☐ Email Signature/Header
- ☐ Facebook
- ☐ Web Banners

Print Assets

- ☐ Photo Standards
- ☐ Flyer/Poster

General

- ☐ Logos
- ☐ Fonts
- ☐ Glossary

Digital Download

Email Signature

Your personal email signature can provide a serious marketing opportunity.

You are most likely already using your own email signature to provide information about who you are and where you work. But you can take this practice to the next level by updating your signature to reflect the marketing campaigns you are running today

This is an ideal opportunity to spread awareness to you buyers.

Email Signature



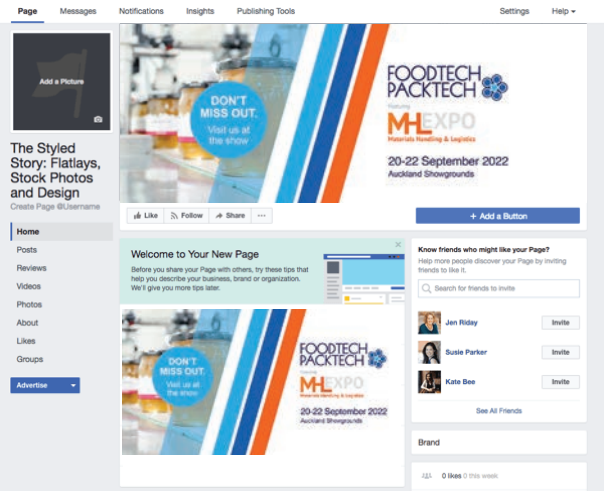
Digital Download

Facebook

A Facebook Brand Awareness ad can help you promote your business at large and reach new prospects.

Let your customers know what your doing and when you’re doing it. Update and post the cover image and link post to your business Facebook page to engage your buyers to visit you at the upcoming trade show.

Facebook Layout example



Facebook cover image



Facebook Link Post



Digital Download

Web Banner

A web banner or banner ad is a form of advertising used on websites and email newsletters. The ad should be: Compelling, Concise, and Clear.

It is an important to-do item on your marketing plan on the weeks running up to exhibiting at the event.

Pop one of the banners provided in your weekly/monthly email newsletter and/or on your website.



300x250 pixels



728x90 pixels



160x600 pixels

Photo and Image Standard

Why image quality is important when printing.

Image resolution can make the difference between a crisp, clear image and blurry, pixelated image.

The simplest way to understand this is how many dots of information your image has. High resolution means lots of info/lots of dots (and usually a large image). Low resolution images have less visual information so they're small and great for viewing on screen, but won't work as well in print.

- High Resolution – better quality – better printing
- Low Resolution – Poor Quality – Poor printing – but ok for online
- Images for print should be approx 5MB
- Images for online should be approx 1MB

High Resolution



Low Resolution



Print Download

Print Template

Creating new documents for every opportunity your company approaches can waste valuable time and money. Instead, focus on templates that can be utilized for a variety of projects.

Our print template is simple and easy to use, simply drop your images/images onto the space provided, along with any other relevant information e.g date of trade show location of trade show and your stand number. With a call to action for your buyers to visit you at the trade show.

Then simply press print and your all done.



A5 Flyer (148mm x 210mm) and/or A4 Flyer (210mm x 297mm)



Logos



Logo usage

Please use logo as shown above only.

N.B. DO NOT CHANGE THE COLOUR OF THE LOGO – ONLY USE COLOURS AS SHOWN ABOVE

(A black and white version of the logo has also been supplied)

Typography

Helvetica

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

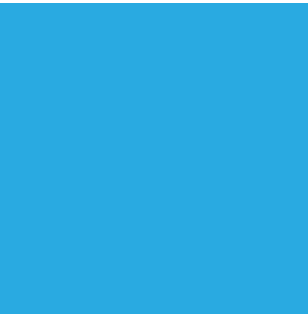
**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Heading – Bold Helvetica

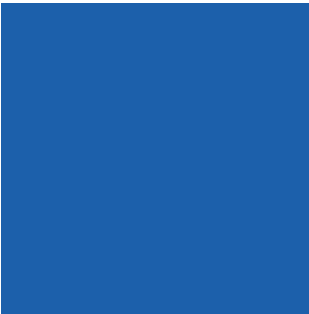
Paragraph – Regular Helvetica

Colour palette

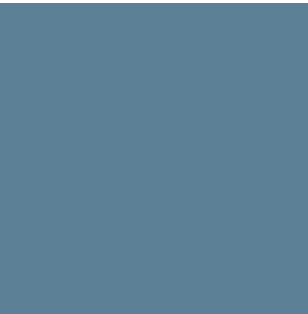
Primary



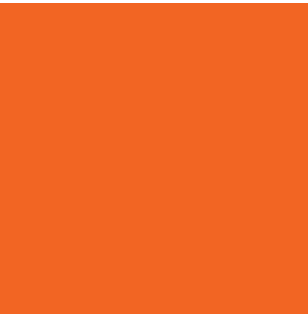
HEX #2aabe2
R42 G171 B226
C69 M14 Y0 K0



HEX #055fab
R5 G95 B171
C93 M66 Y2 K0



HEX #5e8097
R94 G128 B151
C67 M42 Y29 K3



HEX #f46521
R244 G101 B33
C0 M74 Y98 K0

Colour usage

Please use colours as shown above only.
N.B. DO NOT USE TINTS OR % OF COLOURS. COLOURS ARE ALWAYS TO BE USED AT 100% UNLESS OVERLAY OVER A PHOTO/IMAGE

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

PIXELS

Pixels per inch (PPI) or pixels per centimeter (PPCM) are measurements of the pixel density (resolution) of an electronic image device, such as a computer monitor or television display, or image digitizing device such as a camera or image scanner.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

RESOLUTION

Image resolution is the detail an image holds. The term applies to raster digital images, film images, and other types of images. High-resolution JPEG files are used to store large images in a way that prevents too much leaking, or loss of image details. The format is used by print publications, which have a minimum requirement of 300 DPI (dots per inch). Photos or images used for online or web graphics can be at low resolution (72 DPI) and will look great on a computer screen.