

Designing Mailers and Print Brochures

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Overview of the SOP - This document is intended to be used as a guide to get canva pro access for new employees.

Resources {Heading 1}

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Main Section 1 {Heading 1} - [This is a simplified set of instructions for the SOP. Helpful to reference when someone is already familiar with the details but just need a reminder.]

Introduction:

Maintain a high resolution (300 dpi) for all images and graphics to ensure print quality.

Main Section 2 {Heading 1} - [This is a simplified set of instructions for the SOP. Helpful to reference when someone is already familiar with the details but just need a reminder.]

Golf Summit Brochure:

- Size: 11x8.5 inches
- Pages: 2 (4 faces - front cover, inside-left, inside-right, back cover)
- Orientation:
 - a. Landscape for front and back cover
 - b. Portrait for the other ones
- Design Considerations:

- a. Front Cover: Include an eye-catching title, event logo, and relevant imagery.
- b. Inside Pages: Organize information logically, with highlights, schedules, and key speakers.
- c. Back Cover: Include dates, contact details, website, hotel, prices, and a compelling call-to-action.

Medical Conference Brochure:

- Size: 11x8.5 inches
- Pages: 3 (6 faces - front cover, inside-left, inside-center, inside-right, outside center, back cover)
- Orientation:
 - a. Landscape for front and back cover
 - b. Portrait for the other ones
- Design Considerations:
 - a. Front Cover: Feature the event name, theme, and engaging visuals related to healthcare.
 - b. Inside Pages: Arrange sessions, workshops, and presenter information in a clear format.
 - c. Back Cover: Include dates, contact details, website, hotel, prices, and a compelling call-to-action.

Finance Conference Mailer:

- Size: 9.5x6 inches
- Faces: 2 (front and back)
- Orientation: Landscape
- Design Considerations:
 - a. Front Side: Highlight the conference details, keynote speakers, and key benefits.
 - b. Back Side: Provide a brief registration process, website link, and contact information.

Foldable Mailer for Finance Conference:

- Size: 9.5x12 inches (folded to 9.5x6 inches)
- Faces: 3 (front cover, inside, back cover)
- Orientation: Landscape
- Design Considerations:
 - a. Front Cover: Make a strong visual impact with the event theme and branding.
 - b. Inside Pages: Divide content logically, including agenda, featured sessions, and networking opportunities.

c. Back Cover: Include a concise registration guide, website link, hotel, and website.

Other Details {Heading 1} - Include other reminders, fyi's for the SOP

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