

Tips for... Producing promotional items

PROMOTIONAL ITEMS OR ACCESSORIES BOOST VISIBILITY ON THE GROUND, ENHANCE BRAND IMAGE, ENGAGE THE PUBLIC, AND ENCOURAGE WORD-OF-MOUTH ADVERTISING, THUS CONTRIBUTING TO THE WIDER PROMOTION OF THE PROJECT. PROMOTIONAL ITEMS SHOULD NOT BE ALWAYS BE PRODUCED AND MUST BE DIRECTLY LINKED TO THE THEME OF THE PROJECT. THESE ITEMS MUST ADD VALUE TO THE PROJECT WHILE HAVING A CLEAR USE FOR BENEFICIARIES

To optimize the impact of these items, certain rules should be followed:

ENSURE QUALITY VISIBILITY

Make sure that you leave a protective zone around the logo so that it remains fully visible and is not cut off when items are printed. Always check the finished result with the printing company by asking to see a press proof before printing. If the item has a colored background, ensure sufficient contrast so that the logo is always clearly visible.

PRODUCE RESPONSIBLY

Plan to produce a reasonable number of promotional items. This means determining in advance when these items will be distributed, and to whom.

Think carefully about the type of items produced: prioritize sustainable, useful items, made from eco-friendly materials.

PRODUCE ITEMS WITH A LINK TO THE PROJECT

Produce items related to the type of project: for example, notebooks and pens would be appropriate items for a project involving training/access to education.

HIGHLIGHT PARTNER LOGOS

The logos of partners must be displayed in a visible and legible way on the items produced for a project. Logos must be the right size and proportion to ensure they are legible.

