

Promotional Material





# Our Promotional Material

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As promotional materials are gifts that we give to our friends, partners and clients they should all reflect the standards and values of our brand. We should not give anything that we would not be pleased to receive. Guidelines and specifications for most of these important items are provided in this section. Carefully follow the basic identity standards in the design and production of all promotional items.

As a number of outside vendors are typically involved in these activities, it is essential that they be familiar with the standards for signature reproduction control, including the area surrounding the signature, color usage, sizing, and all other standards relevant to their promotional work.

The following material was especially developed for our brand and is on the resources CD that we have provided along with this guide. Please do not create your own designs for Polytechnic's promotional material as it will lose the brand's integrity.



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