Leave a lasting impression with custom presentation folders

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You've nailed the presentation and delivered a great first impression. Now, it's time for your leave behind materials that will help close the sale and you need to leave a lasting impression. Stand apart from the competition—hook your customers and establish brand identity with custom presentation folders that have professional flare.

Building your brand identity through superior design

Your brand identity distinguishes your company from its competitors. Superior brand design strengthens your business and will bring all aspects of your company to life.

Well-designed presentation folders help define your identity:



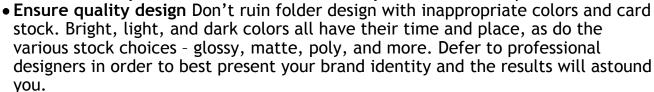
- Custom designed presentation folders provide a functional yet unique design and will catch the eye of your target audience.
- Superior presentation folders grab the customer's attention, offering a proper introduction and providing a lasting impression.
- Professionally designed folders are consistent in their design and preserve the strength of your brand identity through proper use of typefaces, colors, space, and style.

What type of presentation folder is the best fit for my company?

- Standard presentation folders Much like a file folder, standard presentation folders hold your professional materials together, organizing and protecting them. They are typically comprised of a thin, stiff material such as heavy paper or poly (plastic).
- Pocket presentation folders Pocket folders take the organization and presentation of your professional material one step further, offering options such as one or two pocket folders, fasteners, tabs, and built-in business card, brochure, or CD slots.
- Custom presentation folders Looking for something unique? Our team of professional designers can help bring your ideas to reality. Multiple pockets, tri-fold, envelope-style, die-cut, embossing, and many more options are at your disposal with the help of our creative team.

Presentation folder design tips:

- Avoid information
 overload Overwhelming
 your customers with excess
 information increases the
 chance of your company's
 folder getting tossed into
 the "later" bin. Be concise,
 providing just the amount
 of information customers
 NEED to know and letting
 them come to your business
 for the rest. Separate text
 into digestible chunks using
 ample white space and
 large, engaging pictures.
- Use Plain English Stay away from the latest slang and don't talk over the heads of your customers - explain any industry terms and acronyms that you use.
- Offer up the unexpected In most cases, your customers
 - care more about what sets you apart than your company history. Offer information beyond the norm to differentiate yourself from competitors.



• Utilize special design features effectively For example, if you add a window to the front of your folder, have something visually impressive to place behind it, not just the back of your price list.

Don't let your company's image fall short due to inferior design and poor presentation. Your brand identity is a great gift to your company's future, and exceptionally designed presentation folders help wrap it up quite nicely. Add to the confidence of both your company and its customers with stunning presentation folders that deliver your message perfectly.

View additional presentation folder designs.

Ready for a free estimate? Let's Talk

