

# An easy to use guide for SouthMACH marketing

A simple guide to promoting your business  
for the upcoming SouthMACH

**SOUTH  
MACH**

# SOUTH MACH

The South Island's leading  
manufacturing technology trade show

## Digital Assets

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

## Print Assets

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- ☐ Flyer/Poster

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- ☐ 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 i.e exhibiting at SouthMACH.

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

Email Signature



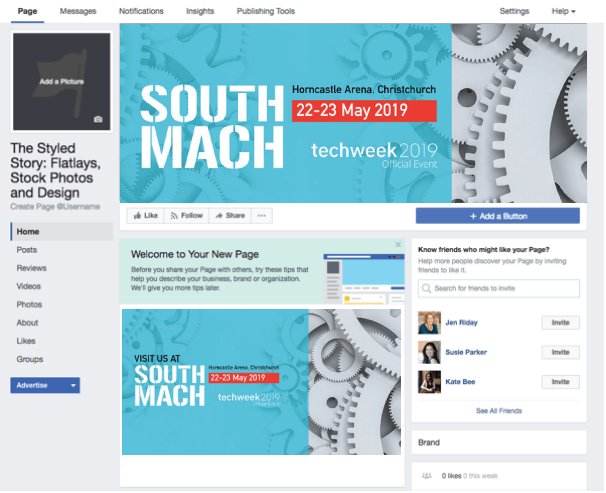
# Digital Download

## 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 your doing it. Update and post the SouthMACH cover image and link post to your business Facebook page to engage your buyers to visit you at the upcoming trade show.

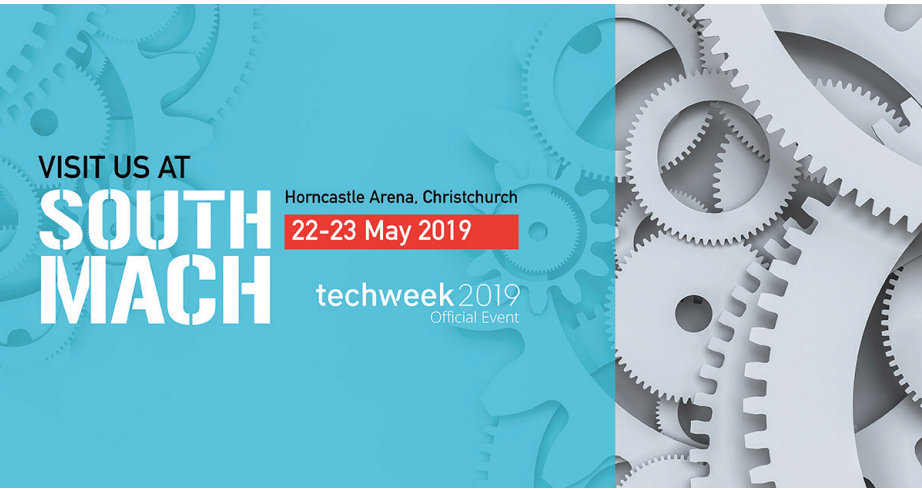
Facebook Layout example



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 SouthMACH.

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)



# Logo variations



Original



Black



White  
(do not use black background)

## 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**



# Typography

# Din

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 = Din Bold**

**Sub Heading = Din Alternate Bold**

Body text = Din Regular

# Colour palette

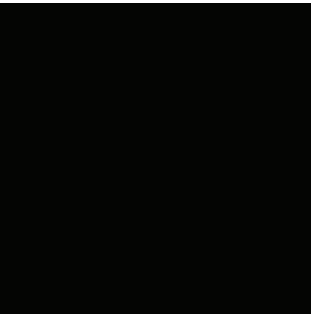
## Primary



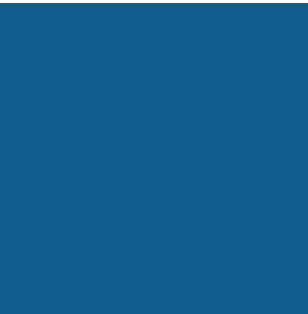
HEX 20bbd7  
R32 G187 B215  
C69 M2 Y13 K0



HEX ea3e34  
R234 G62 B52  
C2 M91 Y87 K0



HEX 010101  
R1 G1 B1  
C75 M68 Y67 K90



HEX 005d8d  
R0 G93 B141  
C96 M64 Y23 K5

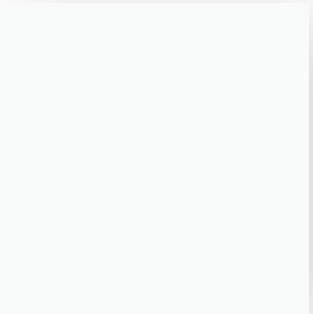
## Secondary



HEX a7a9ac  
R167 G169 B172  
C0 M0 Y0 K40



HEX 58595b  
R88 G89 B91  
C0 M0 Y0 K80



HEX ffffff  
R255 G255 B255  
C0 M0 Y0 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

# Hierarchy of messaging

EXHIBITOR			
Hero message	Layer 1	Name of Show	SouthMACH
Sub headline	Layer 2	What the show is about	The South Island's leading engineering, manufacturing and technology trade show
Subsidiary Message	Layer 3	Tagline	Celebrating Kiwi Innovation in the heartland of manufacturing
Key elements	Layer 4	must include text	22-23 May 2019 / <a href="http://www.southmach.co.nz">www.southmach.co.nz</a>
CTA	Layer 5	What we want our audience to think/feel/do	Book now
VISITOR			
Hero message	Layer 1	Name of Show	SouthMACH
Sub headline	Layer 2	What the show is about	The South Island's leading engineering, manufacturing and technology trade show
Subsidiary Message	Layer 3	Tagline	Celebrating Kiwi Innovation in the heartland of manufacturing
Key elements	Layer 4	must include text	22-23 May 2019 / <a href="http://www.southmach.co.nz">www.southmach.co.nz</a>
CTA	Layer 5	What we want our audience to think/feel/do	Register to attend for free/Register Now/Free to attend

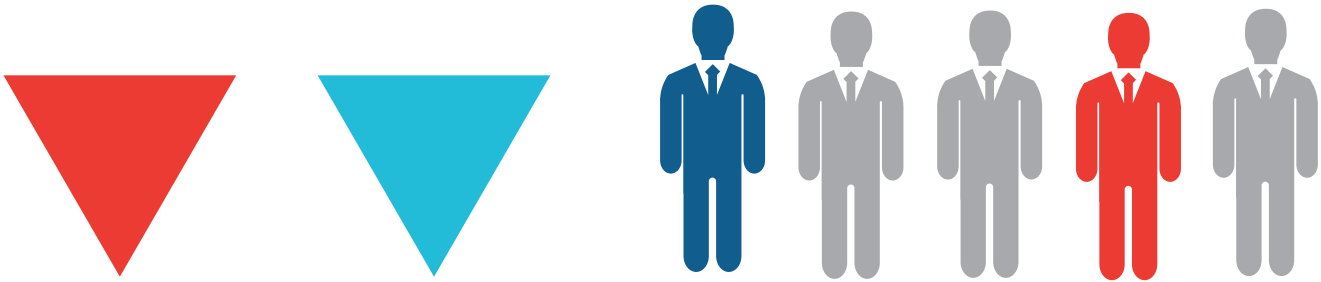
# Icons

Icons for general use throughout advertising, launch brochure, website and eDM.

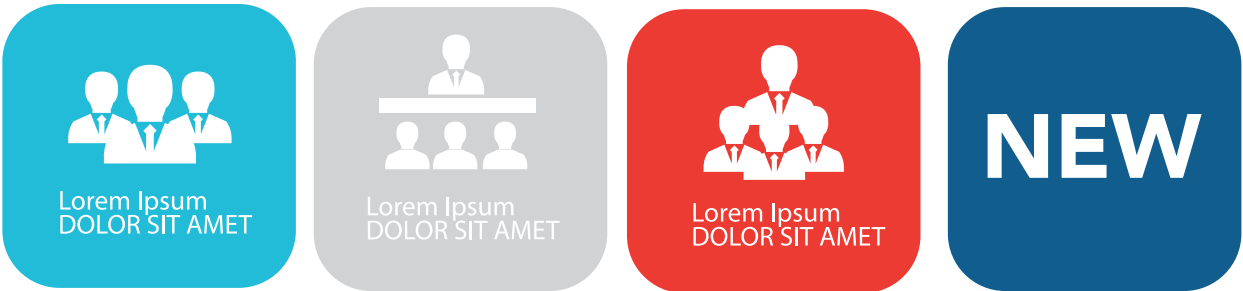
Icons to be used near headings and in references to figures/stats

Icons can be used in the three colours shown only. Please do not use % or tints of the colours, colours to be at 100% only

Note: overuse of icons on a page is not encouraged.



Examples of icon use:



# Icons - Speech




Examples of bubble use:



“Being a first time exhibitor we didn’t know what to expect. However it far exceeded our expectations! A good percentage of the people coming through were in the right position to make decisions.....we had never done a tradeshow and based on the positivity and results we are definitely looking at doing more”

Hamish Patterson, Kormax




**Don’t miss out!**

Live machine tooling displays, full to capacity seminar program, competitions, buisness growth workshop and so much more!

Do not change colour of bubbles, use only as shown.  
Quotes/Testimonials/Highlighted Info displayed as example shown

Alternative use of bubble. Only to be used if previous example not suitable e.g for use in an eDM



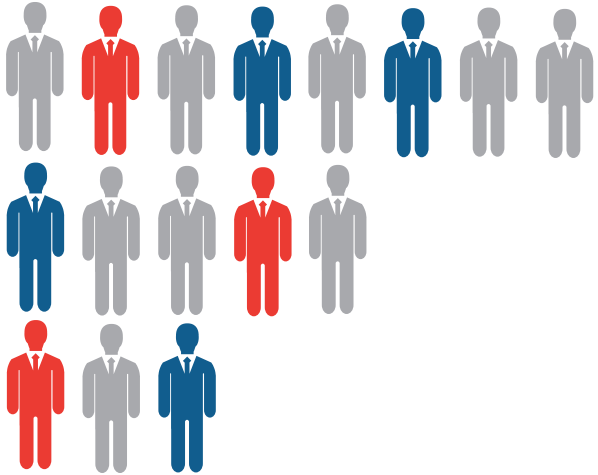
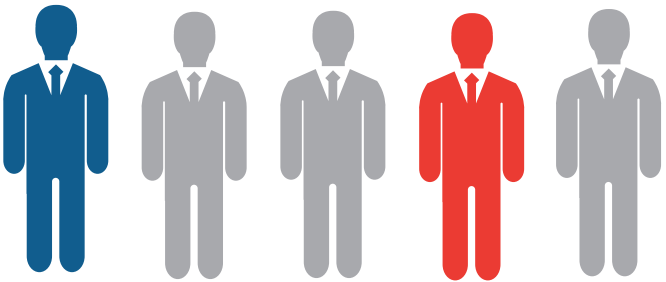
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



**LOREM IPSUM  
DOLOR SIT AMET**



# Graphs and Charts



# 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.