

BRIEF

Lawton is targeting a few key niche markets with a print marketing campaign this year. For each niche market there is a unique story and folded card piece. Each student will choose one niche market and design a piece using the provided template and designated copy.

Our chosen niche markets for this project are:

- Credit Unions
- Real Estate Agencies
- Not For Profits

PROJECT GOALS

The piece will be used to reinforce that Lawton is a trusted guide that leads clients to achieve their goals. The Design should stand out, be aesthetically pleasing, and tell our clients how Lawton can help find solutions to their individual market needs. It will be distributed to clients, present and potential, as a leave-behind piece.

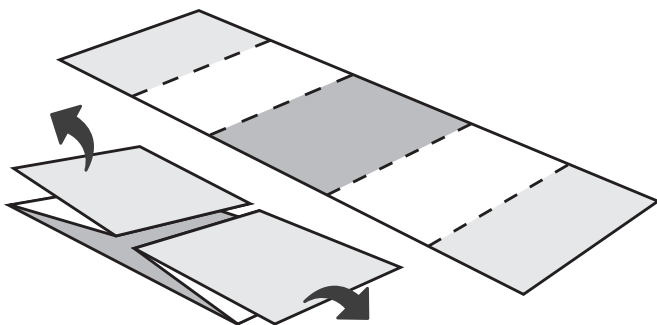
PROJECT SPECIFICATIONS

Students will create a 2-sided, 17.9275" x 4" (flat size) piece, that folds up into a 4" x 6" (finished size). It will be printed on the HP Indigo 10000 in 4-color process using a white cover weight stock. It will be possible to add bleed if it is needed to help execute your design. Please design with .125" of bleed on all sides. Design may be done vertical or horizontal, student's choice.

Lawton will set up an InDesign template you can use for the project that will be available on our website:

www.lawtondesignscholarship.com/specifications

Students must register and create an account to submit a final file for judging on our website.



BRAND STANDARDS

Our CMYK colors are

Green: C50, M0, Y100, K0

Gray: C0, M2, Y7, K42 or C0, M0, Y0, K50

Our main font is Avenir, and secondary font is ITC Lubalin Graph. Students can use similar fonts if you don't have them. (a sans serif and a slab serif, respectively)

Logos are available on our website for your use in this project. Please do not alter the logo color. It is okay to change the logo to all black if it makes sense in the design. The logo can be used with or without "Printing Services" underneath it.

ABOUT THE LAWTON BRAND

"**Boldly Creative**" is our new tagline. Here's what it means to us:

Boldly Creative has dual meaning. One is for what we want to be here at Lawton and the other is for what our clients want to become.

A company founded in the midst of WWII, it's been almost 80 years since Frank H. Lawton pioneered this operation. Now that we're in the fourth generation of the Lawton family's leadership, it's safe to say that not only is printing in our blood, perseverance and adaptability are as well. It takes bold people and creative thinking to stay and thrive in business like Lawton has. Leverage our stability and ingenuity to help your business attain meaningful growth in your community.

You're not here to be average, you're here to be awesome! Discover your path and take your brand from conventional to exceptional when you combine your goals with Lawton's design, print, web, and strategy expertise.

LAWTON CAPABILITIES

We are moving away from being known for only printing into being known for providing a variety of solutions to help our clients which can include print, but can also include:

- **Branding**
- **Bulk Mail Addressing and Preparation**
- Die-Cutting, Embossing & Foil Stamping
- **Digital and Short-Run Printing**
- **Graphic Design**
- **Marketing and Strategy**
- **Promotional Products**
- Social Media Setup and Presence
- **Variable Data and Personalized Messaging**
- Website Development and Hosting

Bold indicates our areas of main focus.