

BRIEF

Create a unique folded piece promoting Lawton to potential clients using provided copy. Our theme celebrates our 80th anniversary with the focus being our tagline "Lawton—for 80 years, the company you trust."

PROJECT GOALS

The piece will be used to reinforce that partners with clients to achieve their company and marketing goals using targeted, data driven solutions. 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, 28" x 5.5" (flat size) piece, that folds up into a 5.875" x 5.5" rectangle (finished size). It will be printed on the HP Indigo 10000 in 4-color process using 80# uncoated cover 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.

2020 COPY GUIDELINES

Lawton Printing Services is a company with a mission to guide other companies toward greatness. (And we're on Mission! The avenue.) Whether that greatness comes in the form of better company visibility, rebranding, beautiful printing for an upcoming event, or fabulous organization, our goal is to give custom greatness to each customer to help them shine.

We want to encourage our clients to be creative, try new options, and stand out from the crowd.

The copy here is a starting point, if you have a creative idea that has different or additional text, you should run with it! You do not need to use everything here, pick and choose parts that fit your design.

COPY POINTS

A company founded in the midst of WWII, 2020 marks 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, data, and strategy expertise.

Our Team

Our team-approached customer service assures that your project is completed on-time and by a team that is dedicated to excellence. We understand the importance of your projects to your bottom line, and we are committed to making sure that all goes as planned. Whether it's meeting a tight deadline or engineering a complex print solution, our team is here to help you succeed every step of the way.

Lawton Capabilities

We are known for providing a variety of solutions to help our clients which can include print and can also include:

- Branding: Need help getting a logo put together for your new business? Does your current logo need a refresh? We can help you get it where you want it to be!
- Bulk Mail Addressing and Preparation: We send out over a million pieces of direct mail a year! Find out how our expert mailing team can help you get your message out.
- Die-Cutting, Embossing & Foil Stamping: It's the finishing and the attention to detail that will make your business stand out from the crowd.
- Digital and Short-Run Printing; Data Driven and Personalized Messaging: We embrace technology! Let us show you how to use it more effectively to increase your reach and get the most out of your budget. Learn how to make targeted, data driven messaging do the work for you.
- Graphic Design Services: Creative problem solving is our specialty! We can help you pull any project together and take your ideas and bring them to life. Our in-house design team will meet and exceed your expectations.
- Marketing and Strategy: Leverage our years of experience and your unique market knowledge to create an effective marketing strategy to grow your business.

- Promotional Products: Anything you can imagine! Visit: <http://lawtonpromoproducts.espwebsite.com/>
- Website Development and Hosting: We can help you make your debut appearance on the web, refine and refresh your current site, or even build you a custom site from scratch!

REQUIRED COPY

www.lawtonprinting.com

509.534.1044

4111 East Mission Avenue, Spokane, WA 99202

Social Media Icons: Facebook; Instagram; Twitter; LinkedIn

Lawton or Lawton Printing Services logo must appear on the piece somewhere. Minimum size for the logo is .5" on the shorter side (horizontal or vertical).