



## Higher Education Industry

### WELCOME STUDENTS IN A BIG WAY

- **Durable Banners** make a bold statement near building entrances and are visible from a distance
- Perfect for inside or out, **Sandwich Board Signs** are durable, portable, and easy to swap out messages
- **Sail Signs** can be positioned near entryways to help new students navigate an unfamiliar campus
- Lightweight and economical **Yard Signs** can be used to spread your message all across campus
- Colorful **Floor Decals** can be used for indoor or short-term outdoor use, to provide welcome messages or advertise campus events

### AMPLIFY BRAND VISIBILITY

- Inform and direct students and campus visitors with branded, engraved **Directional, ADA, Desk** and **Wall Signage**
- Full color or engraved **Name Badges** and **ID Badges** identify faculty, staff and students
- **Business Cards, Letterhead** and **Envelopes** are essential for making a strong first impression
- **Custom Business Forms** give a branded and professional image to applications, HR forms, invoices and requisitions
- Support alumni and fundraising events with full color **Invitations, Posters** and perforated **Event Tickets**



### Consistency Counts

Maintaining a consistent brand image across all departments and mediums (marketing materials, business stationery, signage, promo, apparel, online presence) is crucial.



## A Personalized Touch

Use variable data to create personal, tailored direct marketing pieces to individually appeal to each student's unique interests.

## Get Phygital!

To stand out in the crowded digital space, plan your student recruitment strategies to balance both "tried and true" print tools and digital methods. Use QR codes on print materials to link to online content that changes frequently.

## RISE ABOVE THE COMPETITION

- Full color **Flyers** and **Posters** are efficient ways to get your name in front of prospective students at high schools and businesses
- Use direct mail **Post Card** programs to reach out to niche audiences such as nontraditional students looking to enhance skills or change careers
- Lend credibility to degree programs with testimonials from well-known alumni in **Booklets** and **Brochures**

## KEEP NEW STUDENTS ORGANIZED

- Full color **Presentation Folders** keep orientation materials and important documents safe and easy to find.
- Help students keep track of their tasks with branded to-do list on **Post-it® Notes** or **Memo Pads**
- **Rack Cards** or **Magnets** can be used to list important campus phone numbers, resources and links, or an academic calendar

## REINFORCE SCHOOL PRIDE & LOYALTY

- Brand bottles of water with custom **Water Bottle Labels**
- Custom **Cello-Wrapped Pens** and **T-shirts** are useful and welcome gifts to add to student "swag bags" at orientation
- **Window Decals** and **Bumper Stickers** are like mobile billboards for your school
- Branded **Promotional Products** such as **Drinkware** and **Apparel** make great thank-you gifts for donors and distinguished alumni