



BE GREEN BE HAPPY

GREEN MARKETING QUICK TIPS

We've been making our clients' business image our business since 1991 by creating and maintaining effective communications programs through graphic and multimedia design. Our services include all aspects of visual communications — from branding, logos and collateral pieces to website design and development.

 trenddesign

114 e second st • rochester, mi 48307
248.652.8307 • 248.651.0031 fx

Become a fan at [facebook.com/trenddesign](https://www.facebook.com/trenddesign)
and follow us at twitter.com/trenddesign!



BE COLORFUL

RECYCLED PAPER & SOY BASED INK

There are many ways to be green and still have a successful print marketing campaign. With an abundance of radiant and colorful papers made out of 100% post consumer material, green marketing is easier than ever. Have your custom graphics printed on one of these fine papers using soy based ink and you have a letterhead or brochure that Mother Nature is sure to appreciate!

DIE CUTTING & EMBOSSING

Die cutting and embossing are creative ways to make your print materials stand out without using ink.

BE FLUID

MOTION GRAPHICS

Using animation to tell a story or present data is a great way to convey a lot of information in a short amount of time. Motion is captivating and always grabs people's attention — especially when using bright, vivid colors and beautifully designed graphics. Motion graphics are all around us — you see them in commercials, movies, websites and other forms of digital media. Integrating motion graphics into your website can engage a potential client to learn more about your company when they first load your site; or you can use them for social media integration with your website by posting short informational clips through services like YouTube or Vimeo.

BE EVERYWHERE

WEBSITES & E-NEWSLETTERS

Websites are the first resource people turn to for information — so they should be clean, easy to navigate and full of useful up-to-date material. They also serve as a portal for information gathering from potential clients by offering an e-newsletter sign-up and links to social media sites your business participates in. It's all about keeping your information current and your followers updated, so integrating a blog or sending out e-newsletters on a regular basis is a great way to keep them interested in your company. And because it's all digital, you don't have to worry about paper or ink!

SOCIAL MEDIA

Although social media is “free,” to use it effectively you need to invest your time or hire a social media professional. Linking to your social media sites through your website and e-newsletter campaigns can draw in a larger audience and grow your fan base.

- Facebook
- Twitter
- YouTube
- Vimeo
- LinkedIn
- Flickr

BLOGS

Blogging is one of the most cost effective ways to engage your current and potential clientele. Blogging can position you as an expert in your industry as you provide direction and insight on industry related news and events. Blogs can be designed and integrated into almost any preexisting website or set up as a stand alone method of communication.