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EVENTS

HOW TO MAKE YOURS STAND OUT

Spring and early summer are the perfect seasons for events and celebrations of all kinds. Fundraisers are in full swing – from formal galas to road races. Graduation and end-of-school festivities are just around the corner and dance and music studios are planning their annual recitals.

Big or small, how can you give your event that **WOW** factor?

Creating a brand for your event can help generate interest, encourage participation, and create a unique experience for attendees. You might be thinking

... a brand? For an event? Yup... and you're welcome. Now you know the secret ingredient for event success.

Event branding is the combination of elements — an event logo, colors, and fonts — that help communicate the vibe of your event. It makes it easier to generate recognition and excitement leading up to your event and helps create a memorable experience during the event itself.



The aesthetics of your event are increasingly important in our digitally-driven world — shorter attention spans and more competing messages mean that creating attractive visuals is necessary to capture attention.

But it isn't **JUST** about **LOOKING** pretty ... humans are visual beings and we **process visual information in the blink of an eye** — so much more effectively than we process text. The bottom line is that you can capture more attention and

boost engagement if your event has a compelling visual to help make a lasting impression.



How do you brand an event?

Logo

This might sound intimidating but an event logo is just the artwork that you consistently use to represent the event.

Tagline

Think of how you would describe your event's purpose in one sentence. Now cut that in half, workshop it a bit and voilà there you have it ... your tagline.

Colors and fonts

Establish these elements and stick to them across mediums to create consistency and increase recognition.



Where will you use these elements?

- Event signage
- Social Media promoting your event
- Event Registration & Ticketing
- Event website
- Volunteer uniforms
- Participant gifts
- Swag



Want to learn more?

Check out [this article](#) about event branding.

We can help you create an event logo, provide inspiration for unique event swag, and help your volunteers and attendees look amazing.

Get in Touch







Package deals for schools and camps!

With the end of the school year and the beginning of summer in site, we've put together some great deals to make ordering custom t-shirts easy and affordable!

MORE INFO

Spring & Summer Lookbook

Introducing some **Spring/Summer 2022 trending colors** — a needed dose of calm with a dash of free spirit and a side of adventure.

**PANTONE 12-4401***Spun Sugar*

Spun Sugar is a sweetened pastel with an airy nature.

**PANTONE 13-1513***Gossamer Pink*

Soft and powdery Gossamer Pink has a light and tender touch.

**PANTONE 18-2042***Innuendo*

High visibility Innuendo sends a tantalizing message.

**PANTONE 19-4151***Skydiver*

Skydiver inspires us to new heights.

**PANTONE 14-0850***Daffodil*

Joyful Daffodil connects us to the spontaneity of a spring garden.

**PANTONE 18-3324***Dahlia*

Dahlia is a stand-out purple exuding a dynamic vibe.

**Hammer T-shirt****Crop Hoodie****Youth Fine Jersey
T-shirt**



**Unisex Heavyweight
Tank**



Can Holder



Tie-dye Hoodie

Looking for something specific? We can help!

Get in Touch



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