brand●you
marketing guide
for Partners, Advertisers and Members

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The Big Idea

Consumer expectations and mobility continue to increase, even as attention spans continue to decrease. Simply put, that means that if you want your marketing to succeed, it must be polished, accessible and consistent at all times. Otherwise, no one will notice, remember or care about your brand, product or message.

That's why a carefully developed Integrated Marketing Communications (IMC) plan must be in place at all times.

The OAA continually invests time and resources into making sure our own brand presence remains strong, compelling and accessible to consumers. This doesn't just help us as an organization. It reflects in consumer ideas about opticians and the field of opticianry. It builds authority and trust within the marketplace. And it causes people to view our valued partners in the most positive and attractive light.

In other words, when we look good, you look good.

But the converse is also true. In order for our branding image to remain strong, we need all marketing we present to be equally strong. That is the aim of this guide.
Submission Deadlines

Cohesive branding doesn’t happen by accident. It takes a good deal of time spent in thought, planning and execution.

For instance, did you know that it takes about 20 total man-hours (and woman-hours!) to complete the monthly OAA newsletter?

Whether they will appear on our website, in our newsletter, in printed conference materials or on a co-branded billboard, we want to be sure we have enough time to thoughtfully place and optimally present your logo, feature, banner, video or other marketing material. Believe it or not, entire layouts — from color themes to flow of ideas — must be altered to accommodate last-minute submissions. We never just “throw them in.”

Help us help you, by submitting all marketing materials on time and in the proper format (covered shortly in this document).

For newsletters, we ask that all marketing materials be received by the 25th of the month to be included in the next month’s edition. For instance, to be included in the June newsletter, you’ll want to be sure we have your properly formatted materials no later than May 25. Materials received after the 25th may appear in the edition that is published approximately 30 days later. Again for instance, if you submit an ad on May 30, it will appear in the July newsletter.

For new Partners, once we have received your logo in the appropriate format(s), you can expect to see your logo appear throughout our site within five business days.

For all other marketing placement, from conference materials to digital displays and beyond, the rule of thumb is to have all marketing materials submitted in the proper format(s) at least one week prior to the print, display or distribution date.
File Formats

Unless you are a seasoned graphic designer, understanding and keeping track of the maze of different file types can be overwhelming. And yet the reason there are so many file types in the first place is that they are specific to the way in which they’ll be used. Then, not only is the file type crucial, the size and the way the color is encoded within each file can mean the difference between your marketing looking polished and professional — or cheap. Even unreadable or unusable altogether.

Today’s consumers are absolutely making snap judgments about products, services and entire organizations based on the quality of the media those organizations present to the world.

If your company or organization doesn’t have a graphic design department or specialist who prepares your files, it’s time to seriously consider investing in one. That said, we’ll try to explain in simple, clear terms the file types, sizes and specifications that we at the OAA need in order to display your marketing material, based on the most common media channels.

When you become a corporate Partner of the OAA, your logo will be featured in several places on our website, including the Home page. It will also appear in nearly every piece of marketing we publish. So we want your logo to look 100% clear and professional every time it is displayed.

Your logo art should be submitted as vector art. Common vector art extensions are .AI, .EPS, .SVG, .CDR or .PDF

Vector art is the professional standard for key branding elements such as logos. If you don’t have easy, immediate access to the vector art version of your corporate logo, you really need to make sure you resolve that as soon as possible. It is that important.
When it comes to image files, there are basically two big categories: vector art and raster art.

Raster art is made of pixels, which are tiny squares of color. The resolution of a raster image refers to how many squares of color are lined up across each one inch of display space. So, for instance, 72 PPI means that there are 72 tiny squares of color lined up across and down within each inch of the image at full size. (This might sound like a lot, but it is actually consider low resolution. High resolution starts at 300 PPI.)

Vector art, on the other hand, is not made of pixels. It is mathematically redrawn to scale, each and every time the file is opened or resized. It does not have “resolution” at all, because it is not made of pixels.

Look at the logo image below. It is a .JPG file — a very common format for raster images — which is rendered at 72 PPI at one inch in size. Depending on the current zoom of this .PDF document you're reading, the logo below may look fine to you at first. But zoom in on it and you will quickly begin to see the individual pixels.

By comparison, now take a look at the same logo below. This version is vector art. Zoom in as much as you like. Each time you zoom, the image is immediately redrawn to perfection: every line and curve.

Because your corporate logo will appear in print at varying sizes at different times, we will want to have your vector art on hand. Vector art will assure that your logo looks the best it can in print and at every size. From that vector art file, every other file format we need for web use, digital display— even billboards — can be made to optimal size and resolution for each medium.

Make sure that all fonts have been converted to outlines before submitting your vector logo file. (In Adobe Illustrator, click Ctrl A (or Cmd A on Mac) to select all art, then choose Type > Create Outlines from the main menu.)
Video, if done well, can be a powerful tool. We at the OAA have made video a staple part of marketing the American optician to consumers.

If you’d like to submit a video for your particular marketing spot (for instance, in our monthly newsletter), the submission guidelines are simple:

1. **Upload your video to your YouTube channel and then submit the YouTube link.**

We are not able to accept or publish video files in any other way than as an existing YouTube link.

If you do not yet have a YouTube channel, now is the time to set one up. **It’s easy and free.**

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**Banner ads**

A banner ad is any ad that contains graphics or images with minimal text, and which is intended to be displayed in a digital format (usually the Internet).

**The most important thing to keep in mind when designing and submitting your banner ad is responsive design.** Responsive design means that your ad is carefully formatted to **display clearly on all devices, including laptop and desktop computers, tablets and mobile phones.**

As of 2019, **over 52% of worldwide Internet traffic is now happening on mobile phones.**

That means that if you are not designing your banner ads for mobile, **you are missing more than half of your potential audience** right out of the gate.
In order to display clearly on all devices and all orientations (i.e., whether someone turns their phone or tablet vertically or horizontally)...

... all banner ad images should be submitted as .JPG, .PNG or .GIF files at 72 PPI with a TOTAL width of at least 1000 pixels.

Please make sure your banner ads meet the following criteria before you submit them:

• Banner ads should be **mostly graphic with very few words** (5 to 7 is ideal).

• **Does your ad look sharp and read clearly on both laptop and mobile?** View your banner ad on a mobile phone held in the upright position (i.e., portrait layout). Can you clearly see and understand all graphics and read all text without zooming? If not, you’ll want to redesign the banner ad until you can. Again, if your ad doesn’t read well on mobile, you are immediately losing more than 50% of your potential audience.

• Banner ads **should appeal to curiosity. They should not give full details of a product or event, contain legal disclaimers, etc.** They are meant only to entice users to click the ad, after which they will be brought to a page on your site where they can read the complete details. **Simple sells.** If your banner ads are not racking up clicks, it’s likely that you’re trying to include too much.
For maximum responsive design, consider breaking your banner ad up into meaningful chunks that can be stacked differently depending on the device.

For instance:

... might work better if designed as three images ...

... so that it can be set up to be stacked like this on mobile:

All you need to do is send the images in the proper formats and sizes. We make sure it is optimally responsive on our media channels.
**File Formats**

A traditional ad—whether it will appear in print, online or in a digital newsletter—is made up of several components which may include any or all of the following:

- a headline
- a banner (see previous section)
- one or more ungrouped images
- extended copy (e.g., to give some details about a product or event)
- a call-to-action button

For our purposes here, the main thing that determines whether an ad is a banner ad or a traditional ad is **the amount of copy**. If text exceeds 10 words, your ad is a traditional ad and should not be treated as a banner ad.

Remember: **no modern ad of any type should try to use the ad space to explain every detail** of a product, company, event, sale or disclaimer. An ad is an entry point for consumers to learn more by clicking a button or visiting a website URL. For this reason, any ad that can be designed as a banner ad alone **should be**.

However, there are times when including a few additional details may be what sparks curiosity. Perhaps an event will cover certain hot topics or feature well-known guest speakers that you feel need to be listed. We'll leave that decision up to you. But if you do feel your ad will best be presented in a traditional format made up of multiple components, here’s how to submit it:

- Submit a .PSD (Photoshop), .AI (Illustrator), .INDD (InDesign) or .HTML document containing your layout as it should appear on desktop/laptop.
- Make sure that you view the ad on mobile and that all parts are clear and legible without zooming. Otherwise, break up the ad (see previous section).
- All copy should be editable fonts. Copy should not be part of an image or overlaid on a background image of any kind.
- Each image that will span the full width of the ad should be a minimum of 1000 pixels wide. (If an image will only appear at half the width of the ad, it should be at least 500 pixels wide, etc.)
- All call-to-action buttons should be submitted as transparent .PNG images, not as HTML code. Buttons submitted as HTML code cannot be used.
Closing Reminders

We hope that you’ll have found this guide both helpful and informative. Keep in mind that we aren’t arbitrarily making up rules for rules’ sake, or even sharing preferences that happen to work best for us alone. We’re sharing standards designed to make sure that any marketing we publish on your behalf is as strong and effective as it can be.

Remember these main points at all times:

- We’re in this together. When we look good, you look good.

- Design responsively. Make sure your ads are clear and legible on mobile.

- If you have any questions, just ask. We’re here to help. Just make sure to allow enough time for your completed ad to be submitted at least one week prior to the desired publication date.