

Here you can read the latest news of Passaat Graphic & Web Design

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The power of design on an event

As an all-round design company, we love to create the right communication tools for the best result. And we really enjoy a bit of a challenge. Take, for example, design work for an event or a workshop. Certainly not a routine job...Because what is the most effective way to announce an event? How to attract enough people? How to show the participants their way on location? And, most important, how to achieve your target?

Design plays a major role on events. It is responsible for a lot of things: the right atmosphere, effective promotion material, a professional look for spaces and clear signage. A creative design concept can work as a practical guideline for all necessary tools. And in our experience, only the right tools guarantee the best possible results. Even with a modest budget!

This newsletter shows some of the events for which we create the promotion material. Interested to learn more? We are happy to advice you. Also check our [website](#).

Event Move with Merrell

Positive brand experience is one of the most important effects of an event. In 2012, Changes store



& the sports brand Merrell organized a successful event. The goal: stimulating a healthier lifestyle and bring the new products of Merrell under the attention of a wide audience in a playful but effective way. Participants could walk, run, zumba, beachvolleyball, soccer, play and also join workshops and clinics. With the theme 'Move with Merrell' in mind, we created the promotion material for this day filled with sportive activities. We took care of the design and production of ads, posters, stickers, banners and T-shirts. For an overview & photo's go to [our website](#).



Event Dynaf Group - Beyond Energetic Solutions

To give her customers the opportunity to meet experts in the field, our client the Dynaf Group organized an international seminar in the Hilton Curaçao Resort. Key speakers from all over the world shared their knowledge in several workshops during this one-day event. Passaat created and produced the communication tools: overall design concept, event logo, digital registration form, posters, flyers, ads (also for social media), program book, banners, badges and PowerPoint presentation. For an impression of the event go to [our website](#).

What do you need NGO?

SPONSER
PRESENTATION

FOLDER

LETTER
HEAD

LOGO

SIGN @
BUILDING

INFO
GRAPHIC

T-SHIRT
DESIGN



Free design hours for NGO's

Because of our 20th anniversary this year, we organized the campaign 'Giving back to the Community'. This action enables NGO's on Curaçao to win a free design for promotional material such as a logo or poster. Together with our partner Curaçao Cares we selected 5 winners. Each of them won 4 hours design free of charge. We'll keep you up to date on our website and on Facebook. Check [Giving Back to the Community](#).



ACTION: 20% DISCOUNT ON THE PRODUCTION OF A BANNER

Banners love attention. They live for it. They shine and attract.

Every event or trade fair needs banners. But also your company building or store can profit from them. Brand awareness is always important. As many people as possible should know the name of your company, store or organization. A banner can do the trick.

Now you can get 20% discount on the production of your banner. Send an email before June 30th 2017 at info@passaatdesign.com



Passaat Design Newsletter | FEBRUARI 2017

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More news about Passaat? Please have a look at our new website!

www.passaatdesign.com

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