PRINTED MATERIALS

Printed materials are very handy especially for building brand awareness. You can use it for virtually any school function. Consistent use of similar visuals (logo, colors, etc) is very pleasing and effective. Most importantly, this is still necessary to work with, and very easy to create. One, you still need to create a lot of informational materials for all kinds of purposes – from annual reports, school news to flyers about the Christmas students' performance. Making them impressive is only a bonus. Two, this is not hard to do – there is already a myriad of easy online tools and editors you can use to spice up any of your materials.

It is advised to conduct proper expectation management though – always know what your goals are and how exactly are you going to use what you have prepared – so that instead of just lying somewhere on the table, your materials are circulating and are actually being used.