

TOOL 3 - Collection PDF

Think of the collection PDF as a mini brochure for each collection. Most designers add all or part of the previews to each product. This creates extra work for the designer to add these to your products and extra work for customers because they only need one copy of each preview.

In this system we create a single previews folder that includes each preview PLUS the clickable Collection PDF. The customer only needs to download one copy of the zip file but the zip file becomes another marketing tool.

BONUS! You can use the previews folder to cross sell similar products.

If you are creating a new product and it coordinates with an older product in your shop, you can use the previews folder to show customers the similar product.

Your Collection PDF also includes a subscribe to newsletter area and links to your social media.

The template is provided so you can complete this quickly but feel free to create your own.

Important - You want to **link to the entire collection so when a customer clicks, they are able to see everything.** You could also add an area at the bottom that says "Other Products You May Link" and link to each collection.

Don't add sale information or dates and this PDF will be good for years.

The Collection and Promotion uses the same template so be sure to save a tif until you've completed the Promotion part of the assignment.

Steps

- [Download this file](#) to see samples of Collection PDFs and the Master tif file
- OR Design your business card from scratch. If you design from scratch, start with a 8.5 x 11 inch document, 300 ppi
- When you have completed your design, save your PSD/Tif file AND save as a .JPG (not "save for web" at a quality of at least 9. You will use the .JPG later when it is time to add the linking for the PDF

The sample layered file contains the important things that your design should include.

The **Top section** should include your branding image and/or your picture or logo

- The Name of the Collection

The **Middle section** is for you to add an attractive graphic to break up the design.

- The next area should contain previews and layouts that show the beauty or versatility of this collection.
- When it is time to link to the collection, you can use the top bar or center black bar, or both.

The Bottom section - Set this up the way you want. Links to specific areas of your shop won't change and when you are ready to add the links, you will only have to do this once.

The **Subscribe section** is what will be linked later to your mailing list subscribe form

- If you do not have a mailing list yet, you can replace this area with another pretty graphic until we have that set up. You will notice the subscribe button takes up less space on this image than it did on the Business Card.

The **Social Media icon section** will eventually be linked to your ACTIVE social media.

- The icons on the template represent the following. Remove any of the icons that do not apply to you.
 - Facebook
 - Facebook Group
 - Facebook Messenger
 - Instagram
 - Pinterest
 - Your Website
 - Your Email Address
- Replace your email address in the "contact" area with the sample email address

Save this file as a tif or psd with the name of the collection. You will come back to this when you get to the PROMOTION PDF.

Save as a full resolution jpg. Your PDF will look better when you save a print quality version.

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