

## Overview

This guide provides a structured checklist for submitting your marketing collateral designs for boAt Lifestyle,

### 1. Folder Structure

- Marketing Collaterals Submission
- ■ Business Card (Front & Back)
- ■ Social Media Templates (Promo, Announcement, Testimonial)
- ■ Promotional Poster
- ■ Mockups & Presentations
- Keep all editable and final assets organized under each category.

### 2. Export File Formats

- AI/PSD: Editable source files for future revisions
- PNG/JPEG: Digital-friendly previews (RGB mode)
- PDF: Print-ready versions (CMYK, high-resolution)
- SVG: Scalable vector formats (for logos, icons)

### 3. Optional Portfolio Presentation

- Prepare a short PDF or PPT presentation:
  - Design rationale and branding decisions
  - Final design visuals (card, templates, poster)
  - Mockups on phones, posters, business cards, etc.

### 4. Upload & Share

- Upload to Google Drive, Dropbox, or Notion
- Publish to Behance or Dribbble for exposure
- Share links with mentors, Internship Studio, or as part of your portfolio

### 5. Final Quality Checklist

- ✓ Text proofed (e.g., names, emails, CTAs)
- ✓ Colors aligned with brand palette
- ✓ File names are clear and descriptive
- ✓ Mockups are realistic and professionally presented

### Final Tip

Treat this submission as part of your professional portfolio. Make sure your designs reflect clarity, consistency,