

# CREATIVE

WINTER 2017

IDEAS AND INSIGHTS FOR MARKETING PROFESSIONALS



## MORE...

**We LOVE the 2017  
Pantone Color of  
the Year!**

**Is Influencer Marketing  
the Next Big Thing  
for You?**

**How Many Hats Can a  
Marketer Wear? (When  
outsourcing makes sense.)**

## Notes for DESIGNER:

Check out the different layers.

Masthead is vector art, color can be changed to contrast with background. But do NOT change the green V3 graphic in masthead. Text lines below masthead can also change color.

Please use "designer art layer" for your design.

"Teaser text" is on separate layer, and can be moved as a group for best placement with your layout. Text color can be changed to fit design.