



Campaign Collateral Visual Guide



◀ Pilot International’s “Get Real - Show You Care” public awareness campaign includes the use of specially designed campaign collateral. These items - shown at left as printed and unassembled - are available to download from the Pilot International website. Materials have been designed to be printed on 8 1/2” x 11” heavy white cardstock or glossy photo paper (either on a home printer or at a local copy shop). See the Get Real Quick Start Guide for information and tips on printing campaign collateral.



◀ Full complement of finished Get Real campaign collateral - Table Mat version. Four table mat designs are available to download from the Pilot International Website. Full package includes choice of table mat design (pictured laminated), Get Real Conversation Cards and the Get Real Table Tent. Cell phone pictured as visual aid only. See document “Get Real Campaign Collateral Assembly Guide” for tips and information on assembling materials.



◀ Full complement of finished Get Real campaign collateral - Basket Card version. Full package includes Basket Card (pictured laminated), Get Real Conversation Cards and the Get Real Table Tent. Cell phone and basket pictured as visual aids only. See document “Get Real Campaign Collateral Assembly Guide” for tips and information on assembling materials.