



NATIONAL CHEESESTEAK DAY

GRAPHICS KIT

USAGE GUIDE

The *Original Philly*® Brand Team created this package of promotional graphics to help you generate energy and sales around the greatest 'holiday' of the year: National Cheesesteak Day!

IT'S GO TIME! Use these assets in your digital marketing to drive online traffic and engagement...and/or print them to inspire cheesesteak love (and orders) at your establishment. Check out the tips below to help you get started—and let's get those customers ready to celebrate!



Marquee Graphic

Our primary Cheesesteak Day visual—optimized for your social media channels and your website. Feel free to post this as much as you want in lead-up to the big day.



Save The Date

We've created these "teasers" in a couple formats for you to share via social media. Post in your feed or your Stories to get on customers' radar ahead of time.



Spark the Social Conversation

Encourage customers to get their plans in place by providing multiple great options. Invite them to come in for cheesesteaks, grab 'em for takeout, or order for delivery.



Cheesesteak Glam Shots

It's all about the eye candy. Who doesn't drool over a Philly cheesesteak hot off the grill? Feel free to get creative—add some text or pop 'em in your own graphic banner. Or just post each pic as-is and watch the Likes pile up!