



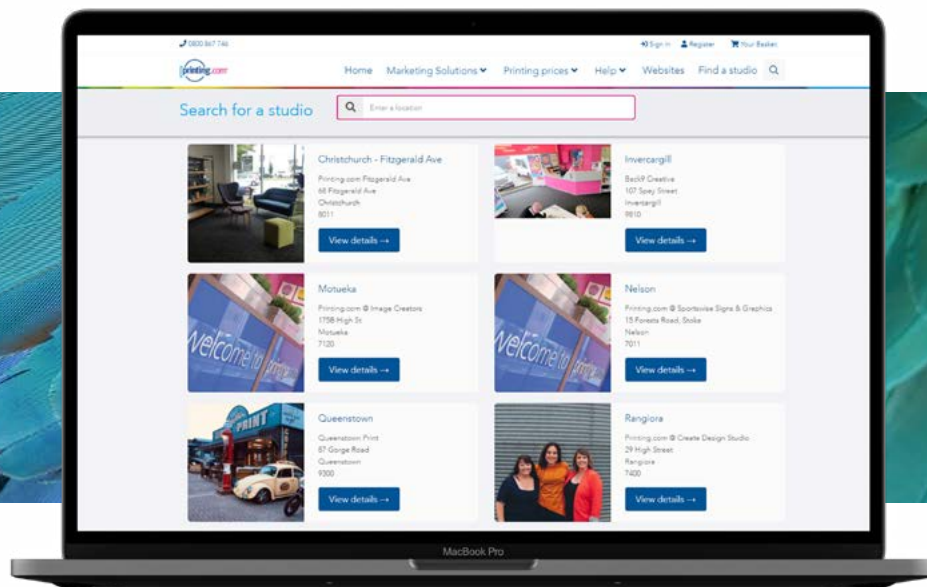
MARKETING & PRINT IDEAS

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Vol. 2

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WEB DESIGN



GRAPHIC DESIGN



MARKETING



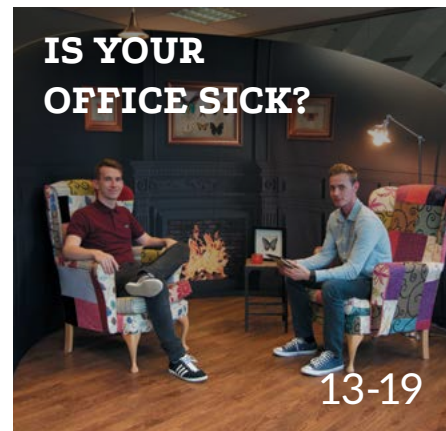
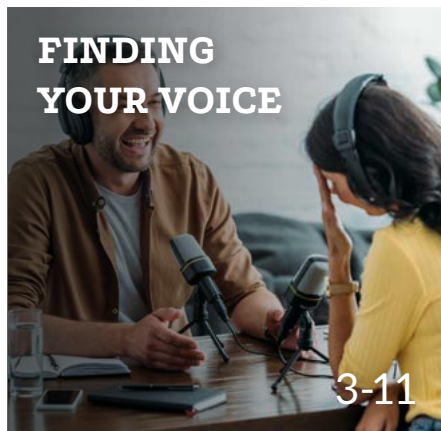
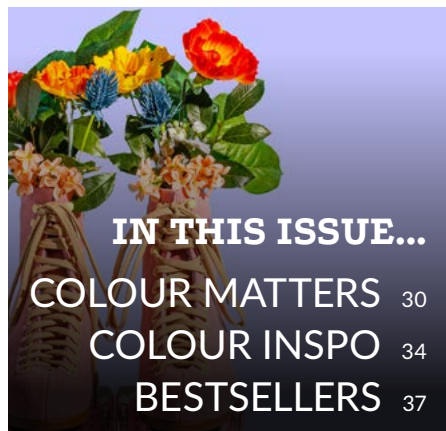
PRINTING



PROMOTIONAL



EXHIBITION







FINDING YOUR VOICE

Establishing your
brand tone of voice
& replicating it.

What does tone of voice mean in branding?

Your voice is the essence of how you express yourself, your values and your mission as a business in written and spoken communications. The tone of your brand voice helps your customers pre-empt what to expect from your service and guides your team to deliver that consistently. Tone of Voice describes the way your brand speaks to its audience. What your business sounds like, and what people can expect from you.

What is an example of tone of voice?

There are a multitude of aspects making up tones of voice, each can be used in isolation or in conjunction with others.

A brand's voice might be that of a caring, parental, confident presence that evokes a cosy and protected feeling that builds trust in the brand. An example of this is seen in brands whose ideal client would be parents of babies, like Aptamil. It builds confidence in the consumer that this brand shares the parents' value and is a trustworthy business who shares their interests; raising healthy, strong babies.

A different tone of voice might be that of the pioneer, at the forefront of technology and ready to upset the status quo. They may use short sentences and superlatives (words like most, best, fastest). Tesla would be an example of a brand with a tone of voice like this. They make their clients and audience envision that fast, futuristic and luxurious life they want to live. ➤



Why does tone of voice matter to my branding?

Branding is the way to share your values and mission with your audience across all senses; visual, aural, tactile, olfactory and gustatory.

Your brand Voice appeals to your target clients' emotions and goals. It tells the story of what life is like when they work with you. It gives another layer of personality to your brand.

Tone of voice to distinguish your brand from competitors

How do you stand out from the crowd? In a world of stiff, bureaucratic businesses, are you a voice of human connection and understanding? When your competitors take a lacklustre approach, do you champion efficiency and results?

Appeal to an audience with tone of voice

When trying to break into a new customer segment or establish yourself in a geographical location, mirroring the language of your target audience can be a great way to speak to the people, literally. Use the phrases of your ideal age

demographic. Adapt for the colloquialisms of your new location.

Your tone of voice can connect you to the people, or create a contrast from competitors. Use it wisely.

How can a clear, consistent and intentional tone of voice help my business?

It's not what you said, it's how you said it.

When speaking to someone, the nonverbal cues we share massively influence the message they receive. In a world where our clients are inundated with communications, every touch point we make is crucial to grabbing attention and making an impression. Establishing a clear, consistent and intentional tone of voice increases the likelihood that your message will be received and resonate with your target audience.

- Bring your brand to life with tone of voice, inject anything from humour to comfort to authority, with your voice.
- Make yourself relatable to your audience by mirroring the language and tones they use when speaking to one another.

- Motivate your target audience to envision a certain life for themselves through your brand voice. Tell the story of what their life will look like with your product or service.
- Remove a barrier to trade – the unknown – by allowing your audience to build an image of what to expect from your brand if they work with you. Are you cheeky and informal? Or factual and no-nonsense? Pave a clear path to working with you by sharing an insight into your personality.
- Useful content – an established tone of voice enables you to speak directly to the reader, in words that they understand and connect with. This builds confidence in your brand and improves the user's experience as they interact with your marketing. ➤

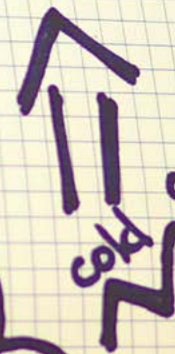


TARGET



???

AIM
HIGH!!



How do I create my tone of voice?

1. List your Brand Values

The voice of your brand should emulate who you are, what you value and how you interact with your audience. Begin by identifying what your brand values are.

2. Create an Ideal Customer Avatar

Answer these questions to build an image of who your ideal customer is:

- Who would benefit the most from your offering? How would it impact their lives?
- What do they do for a living, where are they based, what are they interested in?
- Why would they love your product or service?

It may help to answer the above questions thinking of a particular person you know would fit the description. Highlight the outstanding qualities about them that would make them a perfect match for your business.

If you're in business, list your 3 best/ most profitable clients, and answer these questions:

- What industry are they in?
- What is your contact's role in the business?
- Where are they based?
- Why do you enjoy working with them?
- How would you describe their demographic?
Think about their age, interests, values. etc.

3. Once you have established the avatar of your ideal client, brainstorm how you should speak to them:

What are they looking for from your business? To feel luxurious? Efficient? Safe? Avant garde?

Where do these audiences currently get your service from? What do those sources sound like? Are they authoritative and factual? Quirky and witty? Caring and homely?

Research your target audience to identify if they have certain needs or expectations from a business like yours. How do they want to interact with you as a service provider? What language do they use together?

4. You should now have a bank of information that builds a picture of the feelings you want to evoke with your voice. Identify the following:

Which common types of tone fit into your goal? Formal or colloquial? Quirky and friendly? Or official and authoritative, with lots of specific terminology? Add to this list if you have identified other prominent qualities.

What literary techniques are you going to use to emulate this type of tone? You could draw from and take a look through examples of literary techniques at work in copywriting.

I already have an established brand, how do I uncover my tone of voice?

What great news, you're way ahead already! Many businesses have adopted a distinct tone of voice without even realising it. Here are some ways to uncover yours.

Particularly if your tone of voice came into existence pretty organically, annotating marketing or communications that effectively sound like your brand, can help you identify what it is that makes your tone of voice, and also highlight to others ways in which they can recreate it. ➤

WET YOUR

WHISTLE!



Find your tone of voice

Take 1-5 documents that effectively sound like your brand and ask yourself:

1. What tone is it written in? Is it serious, playful, informative, cheeky, sarcastic, caring?
2. If I knew nothing about the company, how would I feel when reading this? Are they authoritative, expert, relatable, forward-thinking?
3. What literary techniques or words keep cropping up? Are there a lot of short sentences and technical terms? Does it have metaphors or similes? Alliteration or assonance, rhyme or rhetorical questions?

From your answers in 1-3 above, which are the most crucial parts to sounding like your brand? What should be included **always** and what should be dispersed **sparingly** throughout? Begin building key aspects that form the core of what your tone of voice really is.

Challenges with brand tone of voice

My employees keep butchering my brand's tone of voice!

Sometimes, as hard as we will and want our colleagues and partners to adopt and use our tone of voice, they still fall flat. Here's how you can prevent others sounding farcical when they create content for you.

Your tone of voice should seep into everything you do. Remind your teams of the key internal and external communication routes where they should bear the brand tone of voice in mind.

External

- Website content
- Website blogs
- Marketing collateral
- Social media captions and comments
- Press Releases
- Interviews

Internal

- Brand Identity Document
- Brand values
- Internal knowledge articles
- Internal group communications

Help – my digital marketing agency just asked me what my tone of voice is, what do I say?

You may have many people (internally or externally) working on projects that require your tone of voice, sometimes team members can struggle to get the tone of voice. When dealing with external parties like social media management companies, content creators or copywriters they will also ask you for input on your tone of voice to create authentic work.

Keep reading on for some tips on replicating your tone of voice more easily! ➤

DO
MORE.



Guidelines to maintaining a consistent tone of voice across marketing and communications

If you don't have Brand Guidelines and you're looking to grow and scale your business, you need to contact a marketing or design team, like your local Printing.com, to get those sorted, pronto. If you have already created your Brand Guidelines, make sure you've included some instructions around tone of voice.

Include a framework tone and literary techniques used with examples of them in action. This way, until your team internalises your tone of voice themselves, they can pluck a few examples from here.

- Create a bank of tone of voice types / phrases
- List the literary techniques that achieve this tone, with explanations of each
- Add key questions others can use to review whether they've nailed the tone of voice

Here's an example of tone of voice Guidelines:

Your tone of voice could be described as, quirky, fun, old-timely, other-worldly and informal.

We've collected some literary techniques, phrases and words for you to include in your writing to help achieve something quintessentially quirky in nature.

Access their attention with alliteration

Repeated use of the first letter in a word. It makes writing more playful and helps it roll off the tongue.

Zack the zoo-keeper read his zodiac zealously.

Rhyme

Using words that end in the same sound. This adds a musical feel to the writing and encourages people to keep reading on.

*Great tales need a moral and lines to read between
So choose us, because more customers, Old Bean*

Help me create my tone of voice!

If this has left your brain a little frazzled don't fret, **we're here to help**. Reach out to your local studio for help and advice on creating a brand that brings your business to life and speaks personally to your target audience.

Look how this Curved booth makes a cosy secret meeting place.
Stand + custom graphic
from \$2,541

Product code: FBCBF40



IS YOUR OFFICE SICK?

Why lean, open-plan offices are bad for productivity and how to fix them



Let's clear this up. 'Sick' as in unhealthy.

Not 'sick' as in cool. But actually, thinking about it, it doesn't take much to turn a sick (vomit) office into a sick (wicked) office.

There's been a trend for lean, open-plan offices. These sanitised spaces are designed to avoid distraction and let staff just get on with their work. Some businesses even enforce clear desk policies, banning personal stuff from cluttering up their employee's focus.

But, there isn't a single branch of science which proves this makes workers happier or boosts productivity. So is it sanitised or insanity?

University of Exeter's Dr Knight has been studying the psychology of working environments for 12 years. His study asked participants to work in four different office spaces.

First was **lean**, with only things needed for the task. Second was **enriched**, with art and plants already arranged. Next had the same art and plants, but the participant was **empowered** to arrange them. In the last space, the participant was told to arrange the plants and art, but the experimenter **disempowered** them by reverting their changes back to the enriched layout.

The study found people worked 15% quicker in the enriched office than the lean office and had fewer health complaints. This rate doubled for people working in the empowered space. Yet for those people who had their personal touches interfered with, disempowered productivity levels were the same as the lean office. ➤



zip me up,
and off you go!

WORKPLACE TRENDS

That's pretty clear. A workspace enriched with art is better for productivity. Far from being a distraction, art can actually boost wellbeing and reduce stress. And when your team is involved in the selection and design process, even better. So can you just hang generic "There's no I in team" posters and put up those hilarious motivational "Keep calm and carry on" messages? No, his research shows they don't work. At all. Sorry not sorry.

A study by Oxford Economics has also proved what we all thought – open-plan offices lower both output and morale.

Whilst open-plan working has been around for ages, back in the fifties, a small group of consultants from Hamburg tried to create a more collaborative environment. They sat people in clusters in the same room, separated by screens and plants. It caught on and soon open-plan was everywhere. But it quickly evolved into a race to cram as many people into a space as possible, in tight rows of cubicles, with little diversity.

Now, open-plan is fading in popularity, particularly as millennials march towards being the dominant

generation in the workplace. They put a premium on comfort and time efficiency. According to Oxford Economics, over half of millennials complained about noisy open-plan offices and desired uninterrupted work time.


Isolation isn't the key – companies like Pixar and Google attribute their success to having collaborative close working. Placing people in close proximity leads to more idea sharing. So what's the solution? ➤

**“Open-plan offices
lower both output
and morale.”**



Studies show stand-up meetings are more productive. Why not gather round a branded square counter? **Stand + graphic \$897**

Product Code: FCSQF40



A Sloping curved booth becomes a beautiful victorian foyer. Make your own from \$1,967 including collapsible frame and custom printed fabric.

Product code: FBSCSF40

WORKPLACE TRENDS

People work differently than they used to. With wi-fi, smartphones, tablets and laptops, the tools of work are smaller and you can be more fluid about where you base yourself. There's now an understanding that different tasks benefit from different spaces. Office design is moving towards creating different zones for different activities.

If you ignore sleeping, many of us spend more time at work than home. That's why there's a growing trend towards making work more like home. Using domestic furniture, making people feel more comfortable. Clusters of sofas encourage this collaboration, whilst pods and booths allow quiet solitary work.

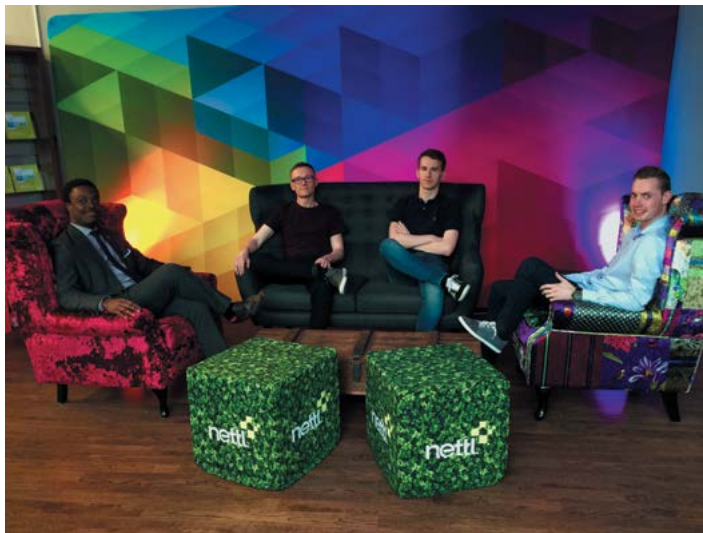
Do you sometimes go to the park or an art gallery to relax? To tune out. To seek solace or inspiration? Zoning out is important. A little distraction is healthy. Art has always been an escape. Problems are seldom solved staring at a computer screen, next to Colin munching on an egg mayo sandwich. They're solved by your subconscious. By allowing your mind to wander. Things become clear.

A generic environment isn't good for happiness or creativity. By making a place more human-friendly,

the best employers are aiming to retain talent and foster inspiration and ingenuity.

But buying massive works of art is beyond the budget of many businesses. So is it possible to pimp your office on a budget of a couple of grand? Yes. >

**“Is it possible to
pimp your office on
a budget of a couple
of grand? Yes.”**



These boy-band-wannabes are sitting in front of a 6m wide fabric wall. **Stand + custom graphic \$1,810**

Product Code: FWLSF40



1998

Bring back warm summer memories on dull winter days. **Semi-Curved boothbooth** from \$1,728 including collapsible frame and custom printed fabric.

Product Code: FBSCBF40

Complete the look with a fabric printed Round Counter. **Stand + graphic \$970.**

Product Code: FCROUF40

New technology is driving this change. It's now possible to cost-effectively print direct-to-fabric, like never before. An industry has emerged, making it easy to create enormous screens and booths. We offer a whole range of low-cost fabric furniture and display ideas.

Businesses are beginning to see the potential of personalising their workspace, of tailoring their environment to suit their brand, their culture and inspire their teams. Designers are opening their eyes to the possibilities that ink-on-fabric opens up.

From room dividers and meeting booths, to pop-up cocktail tables and cube stools. You could even get creative with printed gazebos, large beanbags and curved backdrops.

We're seeing businesses using our curved booths to make meeting spaces in the corner of the room. We particularly like the faux log cabin, complete with faux cow-hide foot stools. Others have done beach huts and ice cream trucks. You can let your imagination run riot. Turn an office in Tauranga into

a Tiki Bar. Put an igloo in Invercargill. A rainforest in Rotorua. A palace in Palmerston North. If you can think it, we can make it in fabric.

Break up larger rooms with 3m wide screens. Print some abstract art or an enormous panoramic photograph to spark critical thinking. The great thing is, there are no panels to try to line up – create large one-piece, continuous graphics.

Dr Knight's survey shows that empowering your team to design a more creative, zoned workspace could make them more 30% more productive. This all starts to make economic sense. What would that 30% do to your bottom line? Let's get to work.

**See our full fabric range online at
www.printing.com**

How they work



There's a common theme to the range. Each item usually comes in two parts – a portable lightweight frame. These are mass-produced, to bring the cost down.



Then there's a fabric printed cover, which usually stretches over the frame. The cover can be entirely personalised in high-definition full colour.

Imagine a printed stretchy duvet. Pull it over the frame and zip it up. That means it's easy to change the graphic in a few minutes, or to refresh it every few months.



DRIVE LOCAL SALES FOR YOUR BUSINESS

From ethics to aesthetics, shopping local comes with a bounty of benefits.

Working from home and a growing preference for digital transactions have catapulted our shift to online shopping. In some instances, this has made it really difficult for small business owners to compete. Luckily, shopping local has also come to the forefront of our minds and hearts. With nationwide campaigns and local initiatives calling consumers to keep it in the community, hope remains strong for shopping small and shopping local. As the owner or leader of a local business, how can you sell more to your local audience? Focus on these 3 areas right now to help drive local sales as a business owner.

To distinguish your business amongst competition, ensure you're accessible. When the high streets are closed or some customers don't feel comfortable coming to you, how do you go to them?

1. Sell more locally by looking the part

With 63% of shopping occasions beginning online, it's not enough to simply be local anymore. Even in instances where your customers buy in-store, they will have, more often than not, researched the purchase online first. Take these simple steps to make sure you're present and found, no matter where they are looking.

A website for your local business

Create your own online storefront with a website that represents your business and offering. This doesn't necessarily require e-commerce functionality.

Build authenticity and credibility with a website that looks and feels as much like your offline experience as possible. Invest time and effort into making sure your imagery feels like your store, and your content sounds like you behind the counter.

How can you emulate this interaction and close relationship online? Ask your local studio to help you create an online presence for your business that will have your customers feeling at home. ➤



Google my business

This free tool is invaluable to your business when trying to sell to local audiences. Once Google identifies that you offer the service or product being searched for in a consumer's local area, you'll appear right up near the top of search results in that Google business section. Keep your account accurate and up-to-date with frequent improvements, to build and maintain this trust. Get your customers to leave reviews and make sure you're publishing posts and engaging with questions to have an elevated presence in the search engine results page, all for free!

Social media; strategy, content, shop on social

We mentioned above that the majority of shopping occasions now begin online. Consumers check social media to get a feel for a business, see their product and understand their brand and values. Create a consistent posting schedule to show you're open and active. Plan your posts in advance to improve the flow of your feed and continuity of design and themes across your marketing. Join Facebook or LinkedIn groups for your community

and engage with the other members to meet more of your local consumers.

Shop local social media tip; Create a series in which you shout-out local businesses on a weekly basis, share news local to your area or run a competition to get everyone involved!

2. Get your local community talking about your business

Whether it's a chat with the postman or dropping by the neighbouring businesses, in-person, you are always networking with your local community. Getting involved with your local networking group is a fantastic way for small business owners to spread their reach. That's no different when trying to sell more online, especially when trying to sell online to local audiences. Make sure you're doing something to grow activity in the 3 areas coming up in order to get your business in front of your local community online.

Online directories and support sites

Directories are a valuable platform to reach local consumers. Make sure you're featured

and your details are all up-to-date and accurate across online directories for your area. Support Sites are one example of combining a directory of businesses with a networking platform and support community.

Guest blog and ask for referrals

Even more importantly than simply adding your listing to directories, ensure you're really getting involved with initiatives, like your local Support Site (if there is one local to you), and other community-based events like small business Saturday.

Share advice around how your product or service can benefit local consumers.

Ask your local networking group to share your blogs or feature your advice in their newsletter.

Create a guest blog for other local businesses to feature on their site where the partnership will benefit both of your customer bases.

Ask for support and referrals from your customers and neighbouring businesses.

The beauty of cultivating an appreciation for local

commerce is that you all have a huge common interest, more often than not you have many mutual contacts, and each have a common goal of making your local community better than it otherwise would be. A shift online, when embraced correctly, can amplify this even more.

Google my business reviews

Have you created your free Google my Business account yet? Go do that, now! Then, maintain and update it. This online version of your local storefront, featured high in Google search results, is a really impressive tool. Ensure you're asking customers to leave reviews; this builds an online reputation and brand image that potential customers can explore when they're deciding whether or not to do business with you. Having up-to-date, positive reviews, and plenty of them, also shows Google you're a trustworthy and credible business (or err... website) and will help improve the trust they place in your site and, with that, the position they rank you in relevant searches. ➤



3. Blend your approach to reach audiences near and far

There may be fewer people in your local area, or perhaps you've had to close your bricks-and-mortar business. That means you need to work twice as hard to get out there and reach your local consumers, both existing and new.

Reach out to local consumers

Remember to blend progression with tradition. Sending a card to a client or a pamphlet to a prospect can seriously bolster the impression you make. Interactions with direct mail have increased 11% versus the same time last year and door drops 15%. When you're planning to connect with your clients, remember print makes us feel. This offers a huge opportunity for you to reach your customers when they're not strolling your street.

Make an impact by teaming up with your local Printing.com studio to design and produce printed vouchers or gift guides to mail or drop to local residential areas. The brand awareness you would reap from creating a beautiful piece of marketing

and sharing it with homes across your local community is immeasurable. However, include a QR code linking to your website on there, to help track the clicks and conversions.

Remember to make your marketing compelling! Brainstorm ideas with your local Printing.com that will hit your local community in the feels.

Make use of your space

The past year has seen you having to open, and close. One thing that's not changed throughout is the valuable piece of real estate you call your shop front. Particularly for anyone in a street-facing store (please, I beg you) make sure you have some intriguing, fun and interactive signage on your shopfront and across your windows. Even when you are open, your shopfront is your next potential customer's very first impression of your business, make sure it's a great one!

In conclusion, shopping local and supporting your community has never been more important, nor has it ever been more topical. There are many things you can do and support you can avail of in order to make an impression on your local

audiences and to sell more to local consumers online. When you are ready to start selling more to your local community, reach out to your local studio to get started.





MAKE THE MOST OF YOUR LEAFLETS

Leaflets are so versatile,
and it's no surprise, so
many of our customers
find them an essential
part of their marketing.

Whether they're being popped through letterboxes, inserted into newspapers, posted out or propped up on the counter – they look great in glorious full colour and are incredibly low cost. Many things will affect the response you'll get from your leaflet campaign. Answer these questions and make your leaflets work harder for you:

Who's Your Target Market?

Who are you trying to reach? Are you selling to consumers or businesses? Where do they live? What industry are they in? What age group? If you can't answer these questions, you'll find it a bit trickier to find the right way of targeting your market.

What's Your Point, Caller?

Presumably, you're investing in marketing to win more business. We do it all the time, so there's no need to be shy. Think about what makes you different or special. What problem can you solve? What need can you satisfy? What's your Unique Selling Point? Why should they buy from you?

What's In It For Me?

We've seen leaflets which are no more than business cards – a name, a number and maybe a list of stuff they do. When you get a leaflet like that, what do you do? Save it or bin it? The most effective leaflets use time-bound offers. Maybe "half price this month", "free teddy with every quote", or "free consultation during November." Think hard about offering an incentive – and the level of it. "5% off" may be enough to get some interest... but what would "25% off" do to the response?

What Do You Want Me To Do?

What's the next step? You don't need to close the deal there and then (although, if you can, do it!) Tell them what you want them to do next. "Call now for a free sample", "Bring this leaflet to..." or "Email us for a quotation." Spell it out. Make it easy for them to buy from you.

How Will You Reach Me?

There are many ways to get your message out. Posting is highly targeted, but quite pricey. Try inserts in a local free newspaper, or pay some local kids to do a leaflet drop. For a more targeted approach, try an insert in a magazine read by your target market. Are you selling scented candles? Put an insert into 'Womans Day' if you can.

What Will It Look Like?

We'd recommend that you spend at least 30% of your budget on design. Design can mean the difference between success and failure. A poorly designed leaflet may do more damage than you think. There's no such thing as a second impression, so get it right the first time. We can help. Design is our business, after all. Talk to us.

When's The Best Time?

This will depend on what you're selling, although October is the prime time for inserts, according to the Direct Marketing Association. You'll probably get a lower response in the summer months since your recipients may be sunning themselves in the Coromandel. At Christmas, your message will have to work harder to compete with all the others.

Anything Else?

Leaflets are a wonderfully effective marketing tool... when they're used correctly. Let us help you succeed, check out our leaflets options over the next page and get in touch with us to chat design and marketing. >

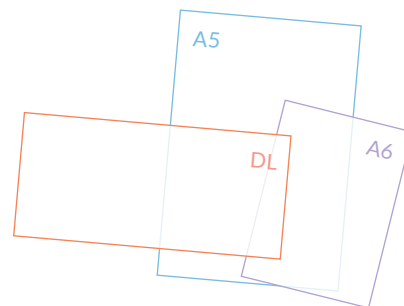


LEAFLETS

Our leaflets come in a wide variety of sizes from A6 to A3 and all the sizes in between. Below are our most popular sizes and stocks.

Now that you've (hopefully) answered the questions in the previous pages and nailed down your call to action and target market, talk to us.

We can discuss the best stock and size for your leaflets with you and even design the flyer to be eye-catching and enticing!



	A6		
	100gsm (Uncoated paper)	130gsm (gloss art paper)	170gsm (satin art paper)
500	\$110	\$115	\$133
1000	\$127	\$133	\$153
2000	\$160	\$169	\$194

105x148mm | Colour Both Sides

	DL		
	100gsm (Uncoated paper)	130gsm (gloss art paper)	170gsm (satin art paper)
	\$131	\$138	\$159
	\$153	\$161	\$185
	\$198	\$209	\$240

99x210mm | Colour Both Sides

	A5		
	100gsm (Uncoated paper)	130gsm (gloss art paper)	170gsm (satin art paper)
	\$157	\$165	\$189
	\$185	\$195	\$224
	\$243	\$256	\$294

148x210mm | Colour Both Sides

FOLDED LEAFLETS

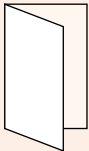
If you've got more to say, than you can fit on a leaflet, get a bigger leaflet and fold it! Makes sense really. They're easier to handle and cheaper than a booklet.

Folded leaflets are perfect for menus, price lists, and so much more!

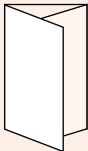
Did you know that we have a variety of sizes and fold options available?

We can even do two-panel and four-panel DL! Here are just a few of our most popular options, head online to www.printing.com see all other available options.

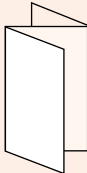
Available Folds:



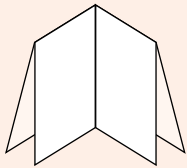
Half Fold



Roll Fold



Zig-Zag Fold



Cross Fold

A4 Folded

	100gsm (Uncoated paper)	130gsm (gloss art paper)	170gsm (satin art paper)
500	\$289	\$304	\$323
1000	\$381	\$401	\$475
2000	\$487	\$512	\$588

Colour Both Sides | Available folds: Cross fold to A6, Half fold to A5 or 105x297mm, Roll fold to DL, Zig Zag fold to DL

A3 Folded

	100gsm (Uncoated paper)	130gsm (gloss art paper)	170gsm (satin art paper)
	\$333	\$350	\$377
	\$465	\$489	\$532
	\$627	\$660	\$716

Colour Both Sides | Available folds: Cross fold to A5, A3 folded to DL, Half fold to A4 or 148x420, Roll fold to 297x140mm, Zig Zag fold to 297x140mm



colour
matters!

Choose wisely and avoid giving the wrong impression.

Have you ever considered why that airline might have chosen their unmistakable orange? Or why blue is the colour of financial institutions like banks and accountants? Why do health food shops and supermarkets use green in their branding? These colour choices were no accident. Colour plays a vital, yet perhaps subconscious, role in how we perceive and react to a brand, so it's essential to consider the colours you use to represent your business.

★ **Pink** suggests caring, gentleness and is calming. Ideal for massage rooms and spas. Often used by charities.

★ **Purple** suggests spirituality, royalty and luxury. Using purple can denote a superior product or service as it conveys gravitas and power.

★ **Blue** represents trustworthiness, coolness, cleanliness, stability and honesty. A popular corporate colour, especially for financial institutions.

★ **Black** symbolises power, sophistication and mystery. Showing products on black backgrounds can make them look desirable and luxurious.

★ **White** symbolises purity and truthfulness. Contemporary and clinical. It's the best web background colour. Encourages us to clear clutter or obstacles.

★ **Green** suggests health, freshness, and freedom. Ideal for products associated with health, food or activities with a strong emphasis on the environment. Dark green is known to appeal to wealthy customers.

★ **Yellow** symbolises sunshine, happiness and optimism. Apparently, an effective colour to increase sales.

★ **Brown** is rich, earthy and natural. Ideal for products and businesses that want to appear trustworthy and organic.

★ **Orange** can make products seem less expensive. Cheerful, warm and happy. Often associated with value-led businesses. Also, a popular colour used inside fast-food restaurants, as it stimulates the appetite.

★ **Red** suggests excitement, warmth, vitality and danger. It increases the heart rate and encourages a passionate response from people.

ORDERING PRINT OFTEN?

Whether you have a network of people, you're a small business owner, or you're self-employed - you can benefit from one of our print solutions.

We offer a full suite of cost-effective options designed to streamline your print & design ordering processes. Our job is to find the one that suits you.

The traditional ordering print process would usually involve contacting your printer, ordering a new job, waiting for a proof and requesting changes - before finally signing the job off for print. This process could take up to a week, and then it may take an additional 5-7 days for the order to be produced.

Our online solutions simplifies the process and allows orders to be placed in minutes rather than days!

What is it?

A part of our online print solutions is a portal that is accessed online. Simply log in, and you can place orders online, view previous orders and re-order, and so much more!

Here are just a few of our other offerings....

Online Editable Templates

A 'brand' is essential to every business, no matter the size. For a large multi-site or a franchised network, there is a danger that with so many people using the brand, somewhere along the line, someone will interpret it differently.

Ordering from approved templates and locking down what you don't want to be changed, you have greater control over how your brand is used. Templates also ensure that your brand remains consistent throughout your network.



When you are ready to order, browse through the library, choose a Template, and personalise it with your details before placing a print order - choosing from a predetermined product selection set by you.

Free Delivery

We offer free delivery anywhere in New Zealand for all orders placed online through the Printing.com website.

Branded Portal

We can take your company colours, fonts, logos and imagery to customise a site that complements your look and corporate brand.

**Place an order in minutes
rather than days!**

Management Tools

Quickly create new accounts for branches or individual users, control access to your system, assign access levels and settings to users depending on their role.

Access and download reports that detail your network marketing activity 24/7. Understand who is ordering what, and more importantly, who is not.

Stop those cowboys ordering unnecessary print collateral by managing user proofing rights. Choose who has the approval to send jobs to print and who doesn't.

See how it works!

Check out our video online, scan the QR code for a live demo about how our online solutions can work for you!



We have online solutions perfect for:



**Small
Businesses**



**Network
Franchises**



**Corporate
Businesses**



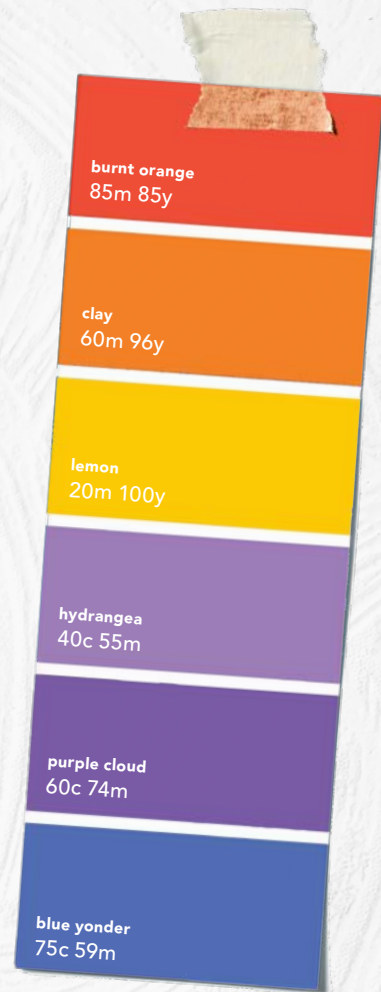
colour inspiration

Colour trends are ever-changing. Be inspired by this beautiful calming palette. These images evoke a longing to be in more exotic and adventurous places.

You may start thinking of gazing at the **purple clouds** of a beautiful summer island sunset or watching a professional game of tennis on the **clay** courts at the French Open.

Keen to do something more laid back? Think of **lemon** picking in the Italian orchards to make some limoncello or walking through Hyde Park and seeing beautiful blooming **hydrangeas**.

Get outside and into the **blue yonder** and search for amazing **burnt orange** sunsets that are ten times more amazing from a mountain top view.





Haven't found what you wanted *online?*

Have you had a look online at [Printing.com](https://www.printing.com) and not found the product that you're after?

Did you know that we can help you with all your print needs?

Chat to your local studio to discuss your print and design specs, and they'll get a quote* together for you.

We can print anything that you're after, from custom designed cards, leaflets and folders to bound books.

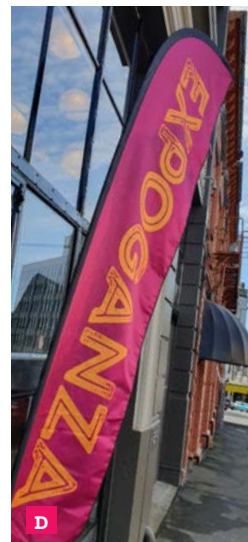
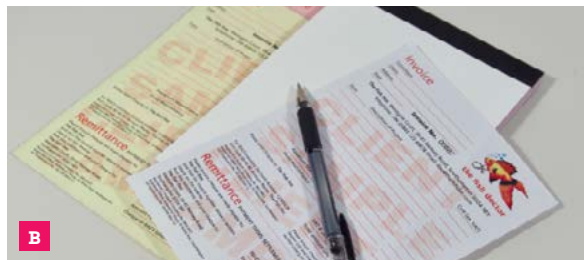
get in touch!

*Please note that with quoting custom jobs, quote responses can vary.



BESTSELLERS

Here's a selection of best selling print products, ideal for all business's...



- A STARMARQUE BUSINESS CARDS** Offset printed on quality 400gsm card, and matt laminated with spot gloss highlights.
- B INVOICE BOOKS** Some might say these are a bit 'old school', but they still have a purpose & are perfect for when you need more copies of an order form or invoice.
- C NOTEPADS** Printed on 100gsm uncoated paper, and glued at the head in sets, notepads are handy little gifts for your customers, that remind them of you.
- D FLAGS** Stand out on the street with a flag, available in various heights with a variety of base options.
- E BANNERS** Get your message out there with a banner, ultra lightweight and portable. Available with or without stand.

Call us for a quote or order online at www.printing.com



call us free on
0800 TO PRINT
order online at
www.printing.com

The Small Print: We don't build every eventuality into our low printing prices – we think it's best you choose what you need – so we haven't included design (which we'd love to do for you), disk hand-holding (to make sure your file works), delivery (you can pick up free from your local store) or GST. To read our full Terms and Conditions, please head to www.printing.com/nz/legal/terms-and-conditions.

Product prices contained in this magazine are correct as of 1/09/21; prices are subject to change at any time without further notice.

20c 20m

40m 10y

50m 70y

60c 10m 90y

20m 80y