



# Business 2 Business

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## Navigating the Latest Sign Design Trends

As consumer behavior and sentiment around sign design shifts, we shift our practices. Whatever the application (tradeshows, POP, wayfinding, etc.), we should all be aware of the latest trends. Below are five attention-grabbing, customer-pleasing advances in sign design.

### Sustainability

Sustainability and the eco-friendly ethos are so ingrained into the industry they really are less of a trend and more of a necessity today. These solutions include using natural or recycled materials and packaging, selecting energy-efficient lighting and implementing more efficient processes.

### LED-Integrated Signs

Illuminated signs are essential for businesses that want to proclaim their presence after dark. There is increased

interest in integrating smart LEDs for adjustable, lower-impact and higher-efficiency lighting with signs for round-the-clock visibility.

### Minimalist Design

Today's consumers seek clarity and simplicity in their business signs. With clean lines, crisp fonts, simple designs and straightforward messaging, minimalist signs are impactful and aesthetically appealing. Taking a "less is more" approach, these clear, easily readable signs are often seen as more elegant, sophisticated and timeless.

### Bold Typography

Today's emphasis on bold, interesting typography allows a sign to function as both art and message. Dynamic colors, clean typefaces and large, confident

lettering make for a striking combination. Bold typography also makes a statement about the brand using it, conveying reliability and strength.

### Vintage Nostalgia

What goes around comes around, and what's coming around in 2024 are the aesthetics of the past. Neon signs, retro lettering and color schemes are all back in a big way. Consumers are enchanted by vintage-inspired signs that feel fresh and different, while evoking the past.



# Professional Printing

Makes Your Business Look Good

To make a good impression, marketing materials need to be handled by an expert printer.

*A great deal is riding on the outcome: the print quality, your company's reputation, and the impression left behind of your brand.*

We know it's tempting to want to cut costs and print it yourself on an office printer. However, many variables can sabotage your efforts, and working with an expert will help you avoid them. Here are several insights to keep in mind:

## Time Is Valuable

Direct mail marketing is a viable and significant part of any multichannel marketing strategy. The flexibility of the

medium—size, design, targeting—can help marketers craft a standout campaign to encourage new, current and lapsed customers to find their way to or back to your business.

## Design Matters

Design cues and techniques come with their own quirks. If printed on the wrong equipment, there will most assuredly be disappointment. For example, gradation in design can cause a striping effect called banding. Full bleed ink coverage may experience ghosting. Even small types come with challenges, often plugging up and making them illegible. We will review your design to ensure it is printed on the right equipment for the best result and most impact.

## Color Accuracy

Press equipment needs to be up to the task of large runs, hundreds and sometimes thousands of pieces. Ensuring

color matches what you've seen on your computer and appears consistently across the entire press run is vital. Most office printers are not built to withstand the tolerances demanded of large quantity runs.

## Trusted Resource

It's comforting to know you have an expert to rely on. We enjoy meeting you, learning about your business, and helping you grow it. It's more than a job - it's a relationship.

When the time comes to print your next marketing pieces, think about your main objective: making a good impression. And, put your marketing and your trust in the hands of a printer with more than 50 years of experience. Contact us today.



# The Power of Special Print Finishing Techniques

Create Unique, Lasting & Memorable Effects



There are numerous finishing techniques we recommend to clients to make their pieces more pleasing, giving them a unique edge over other items in their mailbox.

Special print effects can:

- increase durability
- add depth & texture
- encourage customer loyalty

**Foils** – applied to a piece with heat and pressure, foil creates a shiny, reflective surface and adds a luxurious quality.

**Spot UV** – draw attention to a specific spot(s) on a print with a transparent, glossy coating cured with UV light.

**Die-Cutting** – a custom die is attached to a machine to cut-out shapes and outlines.

**Embossing** – a subtle technique creates a raised, elegant print surface on the substrate and adds depth.

**Debossing** – presses images or text into the substrate for a depressed effect.

**Varnishes** – a protective clear coating adds a smooth, protective layer for a modern, sleek look.

**Laminating** – a thin layer of glossy or matte plastic film for durability and a sharper, smoother look.

**Special Inks** – metallic, pearlescent, iridescent or glow-in-the-dark colors add special effects to a piece.

**Laser-Cutting** – cut precise, intricate designs into paper or other substrates for delicate, ornate shapes using laser technology.

**Soft-Touch Coatings** – a velvety smooth, touchable coating for a luxurious texture.

## Did you know?

**Direct Marketing Services**, when done well, can far exceed a company's expectations – but when done poorly, can be disastrously disappointing. Executional gaffes that can quickly derail your marketing results include: dated or unprofessional design, mistargeted, mailing lists, insufficient personalization, and failure to track campaign returns. Have a marketing plan or project on the horizon? We have all the resources you need to create, execute and manage a successful direct marketing campaign. We can help you drive sales, boost loyalty and maximize ROI.

We're your source for direct marketing expertise, including personalized URLs trackable 800 numbers, email marketing and more. It's direct marketing done right. Check us out today.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### The Power of Special Print Finishing Techniques

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### Drive Customer Loyalty

with These Content Tips

Great content drives customer loyalty. From the words on your website to the mailer in your customers' mailbox, copy, headlines and CTAs work together to differentiate your brand.

**Establish Trust** – use voice and tone to craft a friendly, conversational tone that makes your company feel accessible and trustworthy.

**Keep it Simple** – get to the point early and in a compelling way; break up text blocks with images, sidebars and callouts.


**Get Personal** – make each customer interaction meaningful using relevance and personalization.

**Build Connections** – strengthen your copy and show how you approach problems from your clients' perspective.

**Use Different Touchpoints** – use multiple outreach opportunities to share your story and make a lasting impression.


**Tailor Messaging** – create custom offers and experiences for different customer segments; target the message to the audience.

**Tell a Story** – share a compelling narrative about your business and strengthen ties with your audience.



## Space Transformed

Elevate Your Visibility with Signs.



Nearly every type of sign you need we do to get the exposure your business deserves.

# WeDo