

FLIPSIDE

V1.1 | RELEASED FEB 2020

CRAFTING YOUR

# Print Strategy

for 2020

# How to create a print strategy.

**Step 1. Audit.** Work out where you're at. What worked before?

**Step 2. Prioritise.** What would you do again? What would you change?

**Step 3. Plan.** Write out what you need to do each month.

# 1. Quick Audit: Stationery

We define stationery as any print item that is used within your organisation – either to keep systems running, or to complete your brand or identity. For example: Business & loyalty cards, letterheads, notepads, magnets, training manuals, timetables, schedules, stickers, programs ...

What stationery do you currently print?	How often do you need to restock?	How many do you need?	When will you next run out?
EXAMPLE: <i>Loyalty Cards</i>	EVERY <i>8</i> WEEKS <i>MONTHS</i>	<i>400</i>	<i>April</i>
	EVERY      WEEKS / MONTHS		
	EVERY      WEEKS / MONTHS		
	EVERY      WEEKS / MONTHS		
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# 1. Quick Audit: Promotion

Promotion is any print item that you use to communicate or interact with your customers – or, perhaps, to talk to an audience that hasn't yet joined your customer base. Some examples: Brochures, all manner of flyers, menus, posters, information booklets, refer a friend cards, maps guides, labels ... and many more customised projects ...

How have you previously talked to your audience?	How many people were you talking to?	Did they work? What was the response?				Repeat?
EXAMPLE: <i>Flyer: School Open Day</i>	2500	NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO
		NOTHING	LITTLE	GOOD	FANTASTIC	YES / NO

# 1. Quick Audit: Signage

Signage hardly needs an explanation, except to say that we would recommend putting some good thought into what information needs to go on a piece of signage. Keep it simple. Keep it relevant. Don't put your phone number on your building signage and expect people to record or remember it in the 6 seconds it takes them to drive past.

What do you have to help people find you?	How would you describe each piece?			Final Score?
EXAMPLE: <i>A-Frame Sign</i>	DAMAGED / DIRTY / <b>FADED</b> / BRIGHT <sup>★</sup>	CLUTTERED / <b>SIMPLE</b> <sup>★</sup>	OUTDATED / <b>CURRENT</b> <sup>★</sup>	★ ★ ☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆
	DAMAGED / DIRTY / FADED / BRIGHT	CLUTTERED / SIMPLE	OUTDATED / CURRENT	☆☆☆





# 2020 Print Calendar

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January - April

From your previous sheets, fill out your calendar below.

**JAN**

**FEB**

**MAR**

**APR**

# 2020 Print Calendar

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May – August

From your previous sheets, fill out your calendar below.

**MAY**

**JUN**

**JUL**

**AUG**

# 2020 Print Calendar

September – December

From your previous sheets, fill out your calendar below.

**SEP**

**OCT**

**NOV**

**DEC**

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# Interested in printing with us?

Here's some of our perks to soothe any nerves.

FREE SAMPLES



SUPER SHORT RUNS



FAST TURN-AROUND



DELIGHT GUARANTEE



FREE DELIVERY



# Printing Cheat Sheet

## Some Run-of-the-Mill Info

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Turn Around Time: 2-3 Days

Free Delivery

Free Samples

## Print Lingo.

### Bleed

In the print process, it's helpful to have the artwork 'bleed' (extend) beyond the final size by 2-3mm. If the artwork moves sideways a little during printing or trimming, this ensures the artwork bleeds to the edge.

### CMYK

The four inks used in digital printing: **C**yan, **M**agenta, **Y**ellow, and black (**K**).

### Crop Marks

On each of the four corners, crop marks appear as short black lines that serve as a guide when cutting print items to size.

### Greenlight

We don't begin printing until we hear 'greenlight' from you. This is your approval to proceed with printing.

### GSM

A unit to measure the thickness of paper. Office paper is usually 80gsm. A mid-weight stock (eg. flyers) averages around 130gsm, and cardstock begins around 210gsm.

### Print-ready

By which we mean that your file (artwork) is ready to send straight to the press for printing. Your file must be complete with bleed and crop marks.

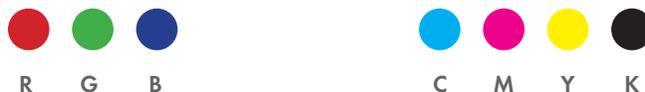
## Intro to Colour.

When working with print, it's helpful to know a thing or two about colour.

Everything displayed on a digital monitor is made up from Red, Green and Blue light (RGB). Because it's working with light, it can display some very vibrant colours.

Digital printers, however, use Cyan, Magenta, Yellow and Black ink (CMYK). The colour range that can be printed here is much narrower than that of a digital monitor.

All this is to say, that if you want your colours to match between your computer and your finished print, make sure you're using CMYK colours when creating your artwork.



## Saaaaay DPI!

DPI stands for Dots Per Inch. Simply explained, DPI is the count of dots (usually pixels) inside a square inch. It's how we measure the quality of images or graphics for print or web.

The more dots the higher the quality and vice versa. Ever seen a photo looking pixelated? Chances are the DPI was too low. For print, the ideal standard is 300dpi to have everything looking crisp and high quality.

## 'em Paper Sizes.

<b>Business Card Size</b>	90mm x 55mm
<b>DL (Domestic Letter)</b>	210mm x 99mm
<b>A5 Size</b>	210mm x 148.5mm
<b>A4 Size</b>	297mm x 210mm
<b>A3 Size</b>	420mm x 297mm

## File Types.

### PDF

This is the ideal file you can send a printer. Usually available from the 'export' menu in most programs.

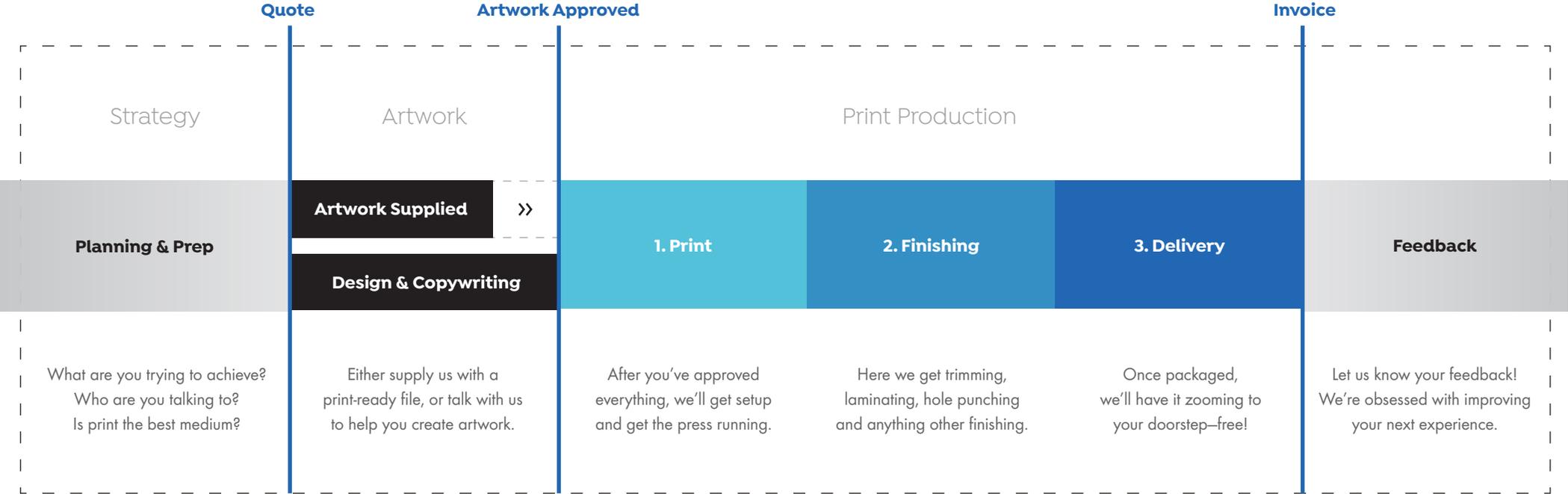
### JPG or PNG

While not ideal, these are two files that can be used to print. We suggest making sure your images and type are high quality if supplied in this format.

### INDD, AI or PSD

If you supply an original Adobe InDesign, Illustrator, or Photoshop file, please ensure you also supply all the fonts and images so nothing is missing.

# The Print Process.



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# Talk to Steve.

Our Print Master.

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**We are a short-run,  
growth-focused,  
user-centric  
printshop.**

**If you use it to talk to a specific person, in a specific way, for a specific reason.**

