

TAYLOR

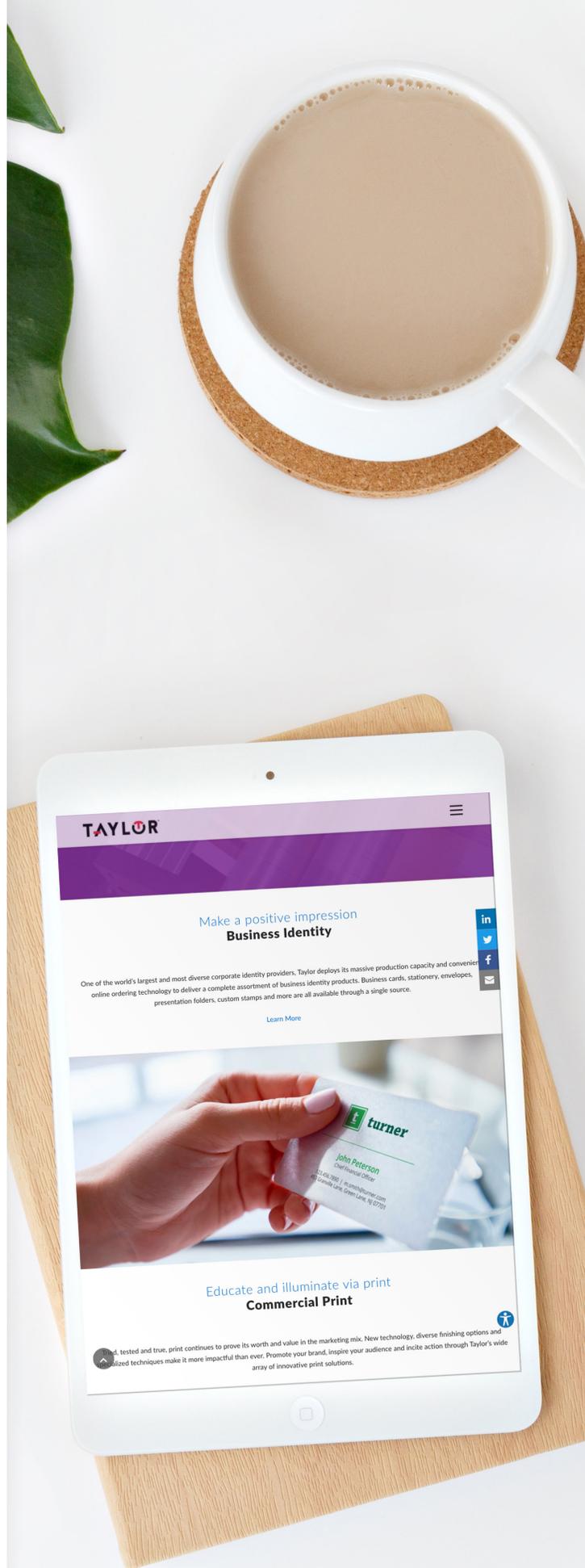
STRONGER BRANDS BY DESIGN

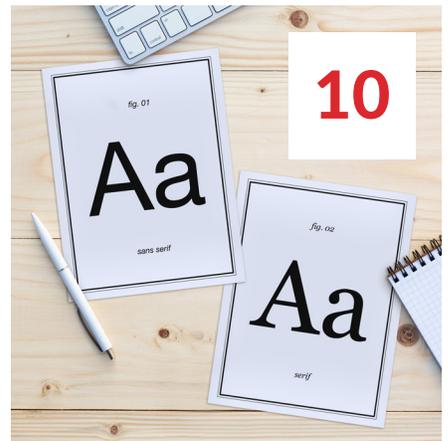
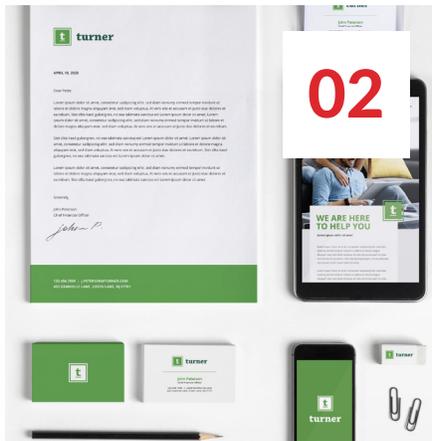
Print trends and best practices in business identity

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TREND 01



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01

Keep It Simple



Cut the Clutter

More than ever, consumers seek companies that are easy to do business with. Simple. Clear. Reliable. Unfussy. You can communicate these attributes through your corporate identity materials. Consider your business card for example.

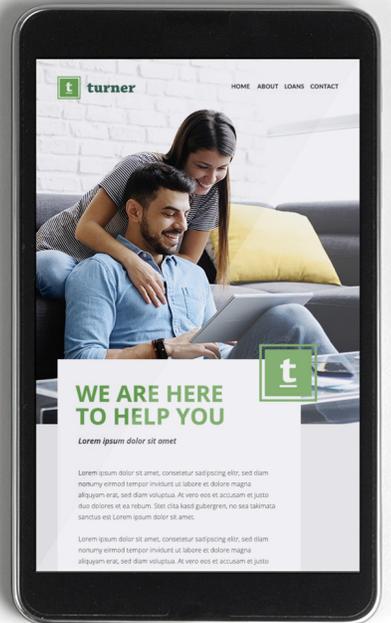
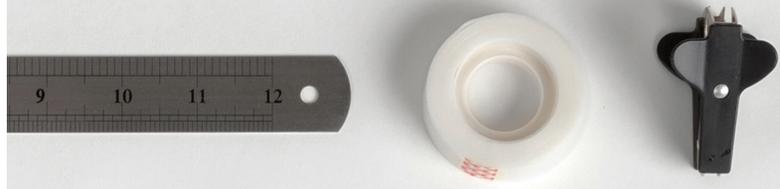
Make sure the name of the person — and the preferred mode of contact — are obvious. Eliminate the “www” from your website address. Reduce the number of phone numbers listed. Add whitespace to improve readability. Use color sparingly to guide the eye.

Clean and uncluttered are definitely “in.” Thoughtfully designed identity materials will help you build a brand that speaks to simplicity.



Consumers **seek** companies that are **easy** to do **business** with.

TREND 02



02

Focus Your Colors



A Refined Palette

Your color palette is a key component of your brand. A refined color palette aids in brand recall and sets you apart from the competition. Think of your palette in three layers.

Primary — Focus on a small number of colors as a visual signature for your brand and use them everywhere. Business cards. Stationery. Brochures. Websites.

Secondary — Add a select few accent colors that coordinate and share a similar tone. Use them strategically for emphasis in presentations and marketing materials.

Neutrals — Ground all of the above in tones of black, white, gray or brown. Neutrals like these are ideal as text and backgrounds, enabling your primary and secondary colors to shine.

The trend is for greater sophistication in color palettes. A palette that works on all three layers says much about the brand it represents.



Color **palette** aids in **brand recall** and sets you apart from the **competition**.

TREND 03



03

Don't Forget Touch



Tactile is Memorable

A sympathetic embrace. An excited high-five. A confident handshake. Few things solidify relationships like the sense of touch. In a world of increasingly impersonal communications technologies, the trend in corporate identity materials is for tactile print finishes that beg to be touched.

Foil stamping. Engraving. Embossing. Thermography. Raised spot gloss. Techniques like these are more relevant than ever. Much like a handshake, adding dimension to your branded materials enables you to connect with your audience on a physical level.



The **trend** is for **tactile** print finishes that **beg** to be **touched**.



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“
**to accomplish
great things,
we must not
only act, but
also dream; not
only plan, but
also believe.**

ANATOLE FRANCE

04

Use The Back



Continue the Story

Business cards have traditionally had brand and employee names with key contact information on the front and nothing on the back. The new trend is to use that precious real estate on the back to continue the story.

Photos. Product images. Quotes. Additional contact information. The possibilities are endless. Add a dash of color from the secondary palette, or even collate cards to incorporate a variety of back designs in a single print run. You'll have a business card design that builds your brand in a unique way.



Use that **precious** real estate on **the back** to continue **the story**.

TREND 05

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High-End Paper



An Extra Dimension

The paper selected for your corporate identity materials is an indelible component of your brand. Textured paper invites the user to pause for a closer look, influences how the finished product feels in the hand and adds depth to your design.

The trend in corporate identity is to make an impression with textured white space. Woodgrain. Linen. Stipple. These and other paper textures can be used alone or bonded together in layers to create a high-end platform for your brand message.



The **paper** selected is an **indelible** component of your **brand**.

Sphere



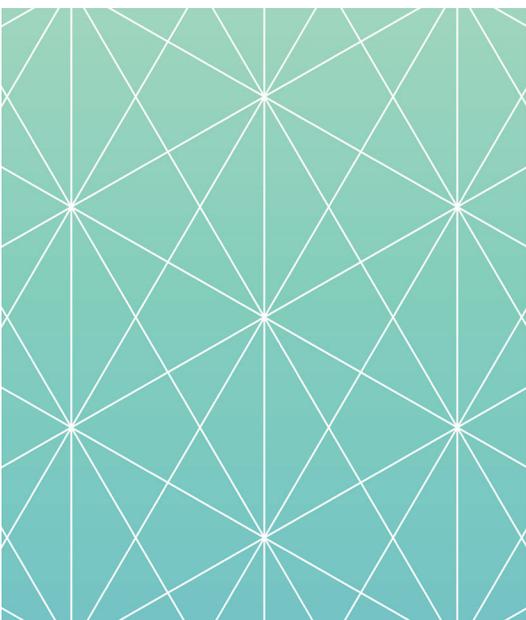
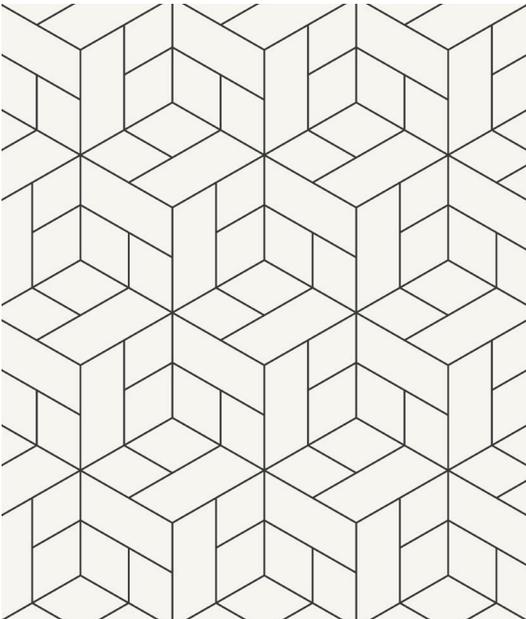
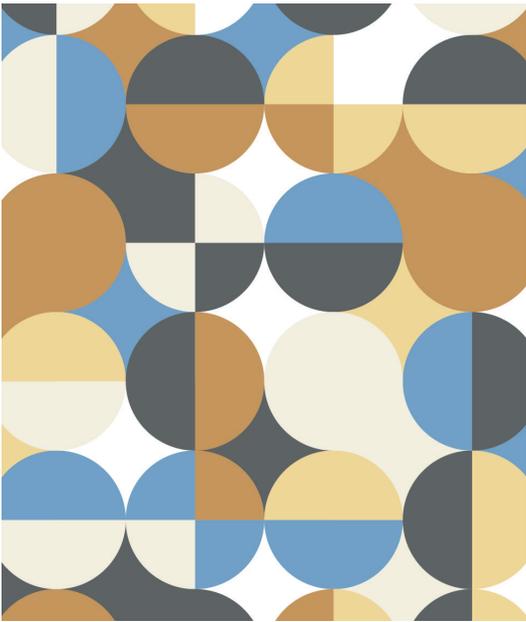
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TREND 06

06

Shapes Add Impact



Say it Visually

Geometric shapes and crisp lines add definition to any design. They can also be used in your corporate identity materials to create a mood and tell a story.

Circles – Having no beginning or end, circles connote completeness, movement and energy.

Squares – The structure and linear nature of a simple square creates feelings of equality, solidity and permanence.

Triangles – When resting on its base, a triangle communicates stability and power. When placed on its tip, it creates tension and conflict. When used on its side, it indicates motion.

Timeless yet current, bold shapes and repeating patterns offer an opportunity to add nuance to your identity materials.



Geometric **shapes** and crisp **lines** add definition to **any design**.

TREND 07



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07

The Wow Factor



Consider Die Cutting

Corporate identity materials are a microrepresentation of your brand. If you want your brand to stand out and get noticed, you need to do something that warrants attention.

Die cutting is an antidote to sameness. Incorporating custom shapes and other die-cut details into your identity materials adds an undeniable “wow” factor to your brand. Technological advances have made die cutting increasingly cost-effective and we expect to see custom shapes proliferate.



Die-cut details **add** an undeniable “**wow**” **factor** to your brand.



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08

Heavyweight Stock



Lead with Quality

Heavier paper weights are a clear trend in the print industry and with good reason. Heavier stock is not only more durable when used for corporate identity materials, it automatically carries the perception of higher quality in the mind of the recipient.

Using a thicker stock for sell sheets and other print collateral can strengthen your message and build your brand. Heavier paper also stands up to multiple press runs, making it ideal for special effects like die cutting, embossing, engraving and foil. Multilayer stock — with your brand colors stacked in the middle — is the ultimate realization of this trend.

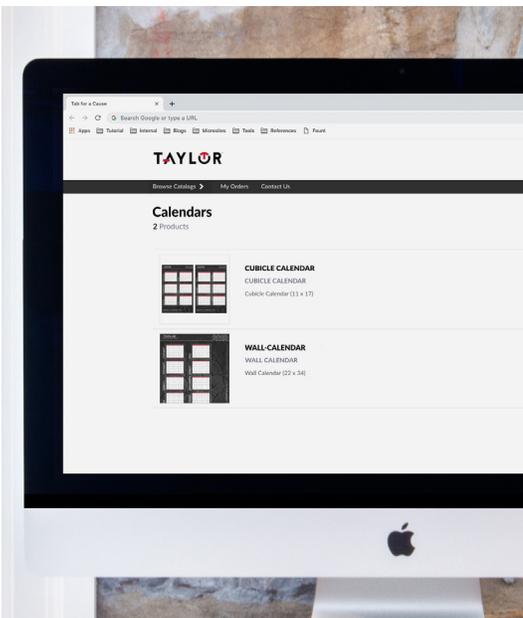


Using a **thicker stock** can **strengthen** your message and **build** your brand.



09

Save The Earth



Keep it Natural

Sustainability is a powerful trend in nearly all industries, ours included. There are many eco-friendly choices that you can make to reduce the environmental impact of your corporate identity materials.

Paper – Make sure your paper is sourced from vendors who are carbon neutral, certified by Green Seal® and the Forest Stewardship Council® (FSC®), and produce their stock without the use of chlorine.

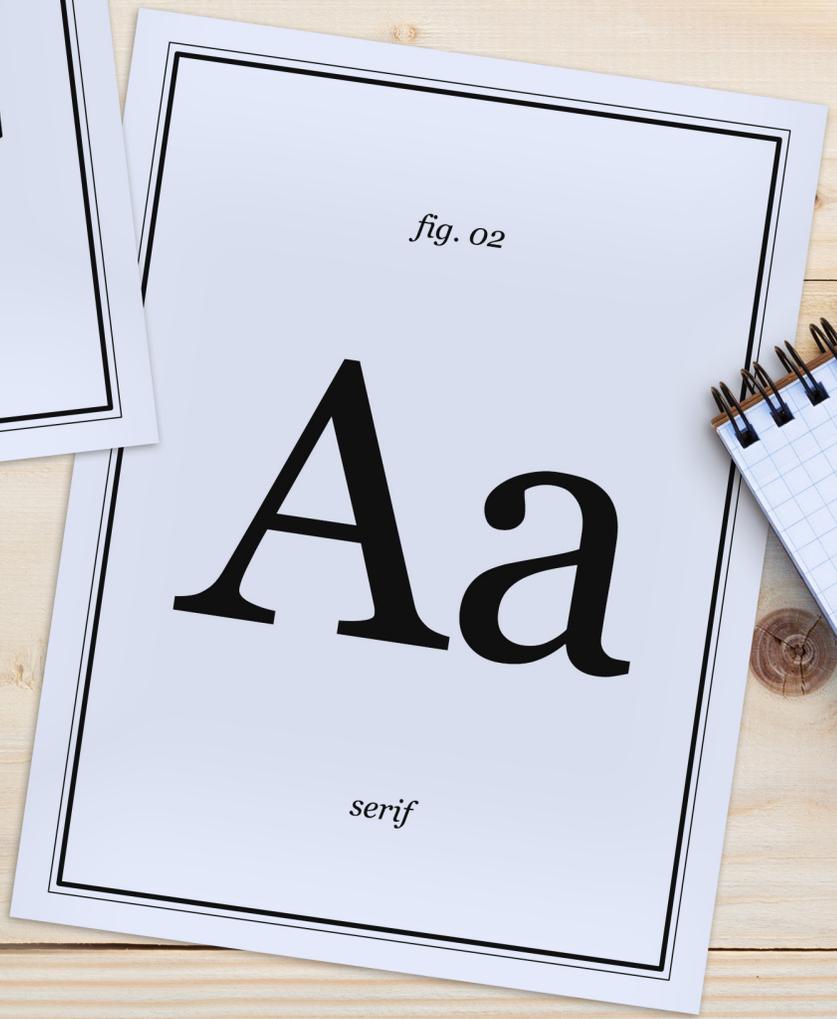
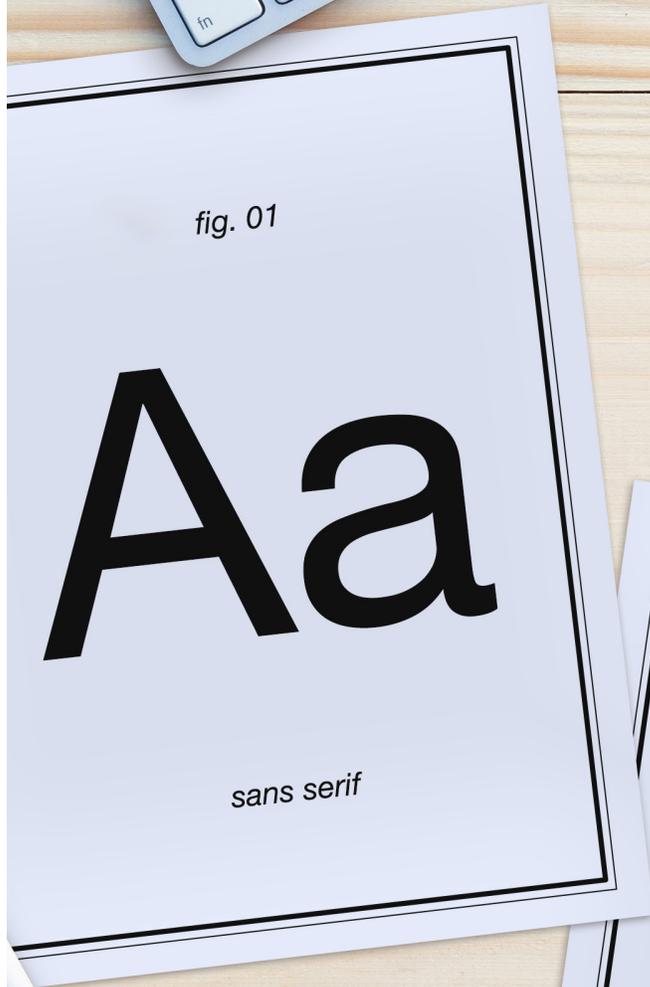
Technology – Choose printers who invest in modern, environmentally responsible equipment. Current print technology can reduce startup waste by up to 90%.

Process – A digital print-on-demand production process ensures that you will never run out of materials and never fill a dumpster with obsolete inventory.

Best practices like these can add a splash of green to every printed piece you create.



There are many **eco-friendly** choices that **reduce** the environmental **impact**.



10

Pick Your Type



Serif or Sans Serif

Classic and decorative, serif fonts have subtle finishing strokes that add detail to the printed word. Clean and modern, sans serif fonts do without. Much like chocolate and vanilla, both have legions of fans and it can be difficult to choose. Let readability be your guide.

If your identity materials will incorporate text in small point sizes, sans serif fonts will generally be easier to read. Likewise, if your design calls for reversed text against a colored background, the clean and airy nature of a sans serif font may be easier on the eye.

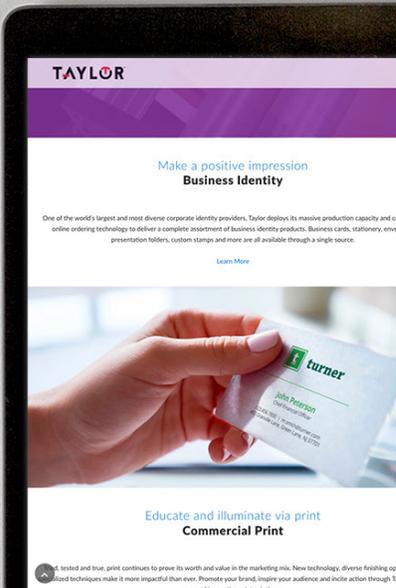
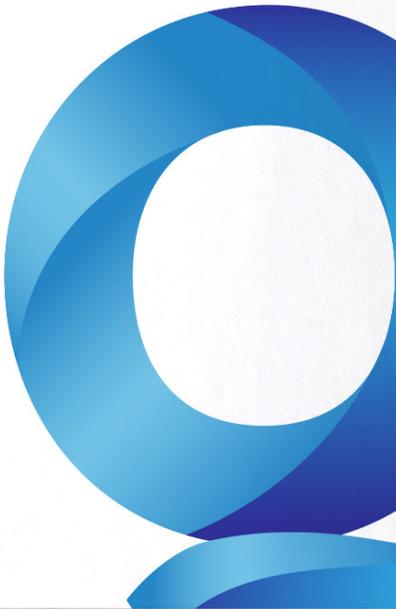
In an era where efficiency is key and less is more, the simplicity of sans serif often has the edge.



In an era where **efficiency** is key, **sans serif** often has the **edge**.



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GET IN TOUCH

From business cards and stationery to handwritten notecards and more, Taylor's corporate identity materials help our clients connect with their customers, prospects, partners and employees. Our national manufacturing footprint, innovative techniques, high-quality execution and on-time delivery make Taylor the go-to printing source for many leading organizations.

Contact us to learn what Taylor can do for you.

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