



PURE Printfection

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Save Money On Your July/August Mailing

The USPS has announced a special summer sale for all mailing pieces with a QR code that relates to the content of the piece. All you need to do is include a QR code on any mailing between July 1st and August 31st to receive a 3% discount on your postage.

Don't have a QR Code?

Call us today and we can create one for you!

Contact Us

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Make Your Printed Materials Pop with Color!

Printed materials are a visual introduction to your company. Adding a splash of color will:

- Distinguish your marketing collateral from the competition;
- Emphasize important information, like the name of your product or a Web address;
- Lead the reader to the most important content first; and
- Convey a specific mood or tone.

Color is a powerful way to elicit a particular response. Psychologists and marketers alike associate red with excitement and passion; yellow is cautionary; blue is cool and authoritative, but also peaceful; green is relaxing and symbolizes nature. It's important to make sure your color palette is consistent with the message you wish to convey.

You must decide not only which colors to use, but how many. Too many gradients and colors can be distracting. A two-color ad can be just as effective as a four-color ad. The simple use of color in these basic combinations is still interesting and pleasing to the eye. Make sure the light color dominates your printed piece to maximize impact.

- Orange/blue: A great attention-grabber; think of the cleaning aisle at the grocery store.
- Green/red: Doesn't have the same contrast as orange/blue, but still gets attention; this is often used by restaurants (the colors stimulate appetite) and for environmental pieces (with red symbolizing fire and green, the earth).
- Orange/yellow/black: This combination shouts, "Look here!" Go for maximum effect by placing black type against an orange or yellow background.
- Purple/yellow: These complementary colors create a sense of elegance and importance and are often associated with royalty.

Color reproduction can be a challenge. What you see on your computer is not the same as what you see in the final printed piece. Images on your computer monitor are displayed using RGB colors produced by combining red, green, and blue. Offset printing produces color by mixing cyan, magenta, yellow, and black (CMYK) inks. An RGB file may appear blue, but when it is printed with CMYK ink using a combination of 100% cyan and 100% magenta, it will look purple. If you plan to design printed pieces in-house, consider investing in a color management system.

Ask us about combining the colors you select with different paper options and varnishing techniques, such as UV coating, to produce eye-catching effects and add even more pop to your brochure, postcard or direct mail piece.