



BRINGING THE BENEFITS OF ADVANCED PRINTING TECHNOLOGIES TO YOU!

- **Personalized colour presentation material aimed directly at your target markets to increase responses**
- **On-line ordering & proofing systems custom designed to increase your staff efficiencies**
- **Consulting designed to maximize the impact of your communication material**

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Proofing Mistakes

One letter can cost lost time, money and customer loyalty.

The Profound Effects of Color

Using color is one of the most inexpensive yet powerful ways to enhance your image through your print materials.

Event Planning Checklist

Stay on task with print communications preparations for your up-and-coming events using the provided checklist.

Did You Know...

- Research reveals that a yellow background with black type is one of the most immediately distinguishable color combinations for print. The hues score highest in memory retention and are the colors the human eye notices first.

The Allegra Advantage

On: PRINT COMMUNICATION

ERRORS THAT COST YOU MONEY.



What separates a world champ from a world chump? One little enormous letter. One letter can cost mom and

pop the farm or a large corporation millions of dollars in lost time, money and customer loyalty. Not to mention recalls of print materials, customer clashes over inaccurately listed product information and tarnished credibility with the company or person coordinating your print materials.

Proofreading every headline, every layout, every word can spell success or failure for your campaign, newsletter, script — whatever message you are trying to convey to your audience.

Remember, formatting can create layout and type problems that are crucial to catch and correct before the document ever reaches the printing press. Don't sabotage your business strategy by overlooking one little misspelled worm. Find the worm and change the word. The following are other frequent proofreading mistakes that burrow their way into your valuable documents.

> PROOFREADING MISTAKES YOU CAN'T AFFORD TO MISS

1. Numbers out of position or sequence and/or page number inconsistencies.
2. Typos in headlines.
3. Incorrect choice of words — “effect” versus “affect,” “investors was” instead of “investors were,” misuse of “to,” “too” and “two.”
4. Errors in names, addresses, phone numbers and Web sites.
5. Incorrect punctuation — extra commas, symbols or stray letters within text.
6. Missing quotation marks, words or sentences.
7. Misspelled words that alter intended meaning — “worm” instead of “word.”
8. Incorrect days and dates.
9. Omitting important contact information such as company name, phone number or Web site.
10. Incorrect use of contractions — “it's” versus “its,” “your” versus “you're.”

The proof is in the reading. Your proofreading process should include multiple individuals, multiple sets of eyes and multiple readings. Contact the print consultants at Allegra Print & Imaging to help you create flawless print communications.

AVOID COSTLY ERRORS IN PRINT COMMUNICATIONS
by proofreading your documents

PROOFREADING TIPS



- Do not rely on spell-check alone to catch errors in text.
- Proofread a hard copy document of your work, not just one on the computer screen.
- Read text out loud to better concentrate on what the message is and how it is being conveyed.

- Verify phone numbers, addresses, e-mail addresses and Web sites.
- Pay special attention to headings and subheads, the words your readers see first.
- Compare electronic proofs to a hard copy original before printing.
- When in doubt, do not assume it's correct if it "sounds right," effective writing needs to be checked and rechecked for accuracy.
- Check margins and fold lines carefully to ensure text and graphics don't get cut off or overlap.



> THE COMMUNICATION SPECTRUM



Using color is one of the most inexpensive yet powerful ways to enhance your image through your print materials. Psychologist Tien-Rein Lee conducted a study on the relationship between hue variations and readers' responses to color communications. He found that, indeed, certain colors evoke

"different statistically significant responses." These specific, significant responses can stimulate preference for your brand over your competition.

With such a simple but influential tool at your disposal, it pays to be careful and deliberate in the use of color. For example, Lee found that blue, cyan-blue and red were favorite colors among his research participants. Bearing in mind this small bit of knowledge, do your print materials need repainting?

Consider this. In *Designing with Color* by Susan Berry and Judy Martin, color was found to stimulate 40 percent more interest in a piece than a simple black and white design. Other studies show that using color in advertising outsells black and white by an impressive 80 percent.

> LOOK ON THE BRIGHT SIDE

Paper stock and ink in cool colors (green, blue, violet) produce more sedate, calm emotions, appropriate for formal, business-related publications like brochures or letterhead.



Paper stock and ink in warm colors (red, yellow, orange) provoke active feelings, effective for invitations or notecards.

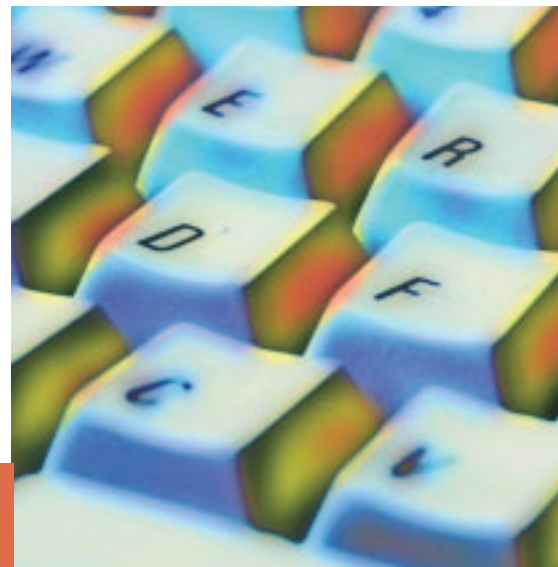
Colors printed on smooth or glossy surfaces appear more vibrant and attention-grabbing than the same ink on rough surfaces.

> COST-EFFECTIVE COLOR

Unfortunately, a number of organizations and businesses ignore the power of color when creating important image-building marketing materials because they believe color printing is too costly and doesn't fit their budget. Don't make that mistake.

Businesses and organizations large and small can take advantage of color by employing colorful solutions. For instance, instead of full-color printing, where images appear as they would in real life, the addition of just one color can make print materials jump off the page — often at less than half the cost of full-color printing.

Printing in two colors can often produce the eye-catching response you're looking for. The print professionals at Allegra Print & Imaging use a number of cost-effective techniques to produce high-impact, two-color materials. For example, designing a series of brochures that share the same colors and printing them simultaneously is less expensive than paying separate set-up charges for each brochure.



> CREATIVE TWO-COLOR PRINTING

Mix two colors to create a third color, free. Two spot color inks will create a third when laid over one another.

Use screens or halftones to "lighten" the appearance of a color. You can print materials with two colors, like black and red, yet make it appear to be printed in four colors (black, red, gray, pink) by printing the black and red at 50 percent.

Photos printed with two colors, also known as duotones, often give the perception of greater depth and warmth when compared with photos in one color. Impressive results are achieved by contrasting a naturally dark hue with a naturally light hue.

Research shows the proper addition of color to print materials increases reader retention by almost 80 percent. Do you have a message worth remembering? Ask the print professionals at Allegra Print & Imaging about how you can lighten up your colorless projects while staying in the black.

ARE YOU ON THE LIST?

Company retreats, trade shows, special events, ceremonies, banquets, the list goes on and on. There are 101 events and meetings throughout the year. Outlining everything clearly in black and white is the best way to stay in front of the prep work and avoid last minute issues.

Hosting, planning and preparing for your next event can be a smooth, less stressful task by using this list to keep track of all the print communications pieces you may need.

	ordered	date	due by	received
Posters	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Save-the-date postcards	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Invitations/Announcements	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Flyers	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Tickets	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Programs	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Nametags	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Customized favors/ Promotional products	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Memo pads	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Labels	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Event handouts	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>
Other	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>

Contact the print consultants at Allegra Print & Imaging to order any of the listed items above or for personalized advice on the most effective communication materials for a memorable corporate or nonprofit event.



On: THE PROFOUND EFFECTS OF COLOR

In a study measuring the perception of colors and the moods they produce in individuals, Psychologist Ka Man Cheng found that "an associated feeling or emotion is induced in our brains, and this kind of emotion is termed *color emotion*." Colleague Jacqui Coryell concluded that "color has the capacity to affect the human organism, both emotionally and physiologically."

Color is intricately linked within our minds as a powerful mood-producing tool. Color permeates our thoughts, words and feelings. One can "feel blue," "see red" and be "green with envy." The proper or improper use of color can successfully polish or negatively tarnish the perception of your brand in the minds of your customers.