

The logo for instantprint, featuring the brand name in a white, lowercase, sans-serif font inside a black speech bubble shape. The background of the entire image is a vibrant orange, with a large teal circle on the top left and a light green circle on the bottom right.

instantprint.

# Grow Your Business

Spring Forward with Print!

[instantprint.co.uk](https://instantprint.co.uk)






## A Giant Hello from Everyone Here at instantprint HQ!

We'd just like to take this chance to say thank you for making the start of 2020 so fantastic – and we're excited to help your business bloom this spring with print that makes you look amazing.

Spring is the time for growth, and your business is no exception to that. We've gathered our top products (plus a load of tips from the whole team!) for putting a spring in your step in your marketing to help you flourish all year long.

So whether you're looking to boost the growth you've already seen so far in 2020 or turn over a new leaf and make March a fresh start, let this little book guide you to success...



A spiral-bound notebook with a white cover and a black metal spiral binding. The cover features a teal-colored design with the words "HELLO Spring" in a mix of fonts. "HELLO" is in a simple, uppercase sans-serif font, and "Spring" is in a large, elegant, cursive script. The text is surrounded by several stylized teal leaves of varying sizes. The notebook is set against a light teal background.

HELLO  
Spring

## Create Your Own Catalogue

From £31

Choose from stapled, perfect bound or wire bound

See the range at: [instantprint.co.uk/booklets](https://instantprint.co.uk/booklets)

Laura, Brand Manager



# Spring Clean Your Marketing

The Instantprint Creative & Marketing teams have clubbed together to share their best ideas for promoting your business – including this season's killer design trends and tips on creating winning marketing materials.





## Laura's Marketing Health Check

Ever feel like you've lost sight of the bigger picture? Go one step further than a spring clean and perform a full marketing health check on your branding! Here are three quick ways to make sure your brand is the best that it can be.



### 1. Add Value to Campaigns

The best way to make sure you're hitting the nail on the head every time is to set an objective – why are you sending that email? Does it add value to your audience?

Whether it's educating them on a relevant new product or sharing a promotion, always consider how your message is helping the customer.





## 2. Review Your Brand

Write down what comes to mind when you think of your business's brand personality. Then go and ask some of your customers! Do all of these statements match?

If your customers don't see the brand the way you want them to, it could mean it's time to realign your marketing to more clearly represent who you are and what you do!

## 3. Get Creative!

If your last few campaigns have been a little lacklustre, this is a great place to start your big refresh.

Invite a few people to an ideation meeting to get some fresh ideas for your content. A new perspective might be the perfect thing to break you out of that rut and help you create winning content your customers will love!



# Marketing Team Top Print Picks

This was such a hard decision for our Marketing team – we're passionate about everything to do with print! Here's the handpicked selection of top recommendations from this team.







Folded Leaflets  
From £18



Stapled Booklets  
From £31



PVC Banners  
From £30



Roller Banners  
From £31



# Spring Design Trends 2020

Looking for a fresh way to make your print stand out? Here you'll find some of the biggest trends in the graphic design world right now! From super simple to quirky and new, we think these trends are perfect for spring.

## Pantone's Classic Blue

C:100 M:76 Y:25 K:0

### 1. Playful Typography

This year has kicked off with many designers getting creative with text-only designs and custom fonts. We think this style of design looks great on posters and postcards as it's incredibly visual and often combined with a strong, shareable message.

### 2. Simple Illustrations

Minimalism was a huge trend in the 2010s, and this is a theme that's definitely sticking around! Simple illustrations dominate the wedding industry, but are becoming more popular in marketing too.

### 3. Bold Classic Colours

This spring, we're predicting a trend in bold, statement colours – think bright red, orange, aqua and, of course, the colour of the year, classic blue. These core shades are perfect for complementing subtler colours like denim blue and cream.

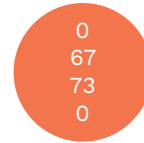
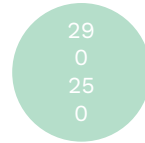
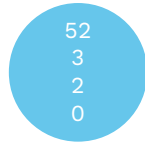
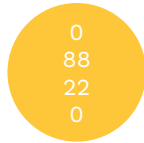
### 4. Isometry

Isometric design allows you to draw 3D shapes. Traditionally, basic cubes and spheres have been used in marketing, however as isometry's popularity rises, more complex designs are the latest trend in this field.

# Spring Colour Palettes

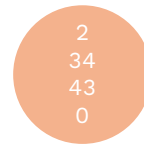
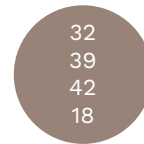
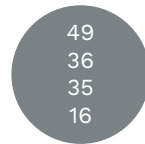
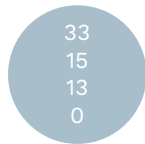
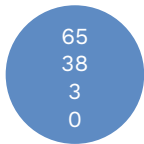
## Add a Drop of Sunshine

Dark blue and yellow are a classic combination – and they make a great foundation to start adding more bright colours.



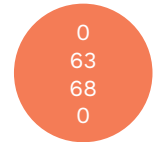
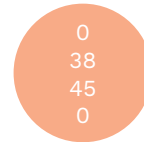
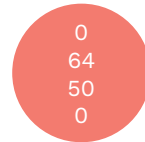
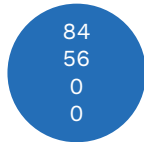
## Pair it with Pastels

A really simple way to use this gorgeous navy shade in the spring is to pair it with dusty pastels, like this palette below.



## Revisit Living Coral

We're still a little bit in love with Pantone's Living Coral, which was last year's trending colour.





## Turn Heads with Folded Leaflets

From £18

Choose from our selection of six folded leaflets, ranging from the spacious and practical A3 folded leaflet to the petite 148mm square leaflets.

View the range: [instantprint.co.uk/folded-leaflets](https://instantprint.co.uk/folded-leaflets)

# Get Set Up for Spring with the Studio Team

Here's a little bit more about this team and how they can help you at every step of the print journey.

**Print Design  
Tips Here!**

# Our 10 Point Check Explained by Jess



Every piece of artwork you send to print is manually checked by a member of the Studio team for 10 key things... For free!

## 1. Layout

Our team checks whether the layout of your artwork matches the product you've chosen.

## 2. Integrity

We'll check that your file is in the correct format for printing.

## 3. Bleed

We'll check you've added an extra 3mm around the edge of your artwork. This will help minimise any borders after your print is trimmed.

## 4. Resolution

Our team will flag anything with a low resolution that could affect the overall quality of your print.

## 5. Size

We'll check that your artwork dimensions are set up to the correct size, and resize if necessary and possible.

## 6. Safe Zone

We'll check for a 3mm safety area – this makes sure all important text and information is at least 3mm from the edge.

## 7. Colour

We'll check that your colour is set up to CMYK and convert it if necessary.

## 8. Aptness

We only print content that won't cause offence.

## 9. Transparency

If there are boxes around text and images, an error may have occurred when the artwork was saved.

## 10. Legible

We'll check that your text is legible and flag this to you to confirm if you still want to print.





## Going Green

The impact of print on the environment is a key concern for many of our customers, and something that all of us at instantprint HQ are passionate about improving. Here are a few of the ways we're getting greener...

### **ISO:9001 Standardisation**

We're audited once a year to make sure we keep our ISO certification.

### **Eco-Friendly Stocks**

All of our paper stocks are fully recyclable.

### **Reduced Packaging**

We've reduced our business card packaging by 66%

### **Sustainable Sources**

We recycle 97% of our waste output



# Get Creative!

Due to the nature of some of our creative stocks, your design can look different. Here's how print looks on some of the different materials we offer.

Conqueror Wove  
(350gsm)



Ice Gold  
(300gsm)



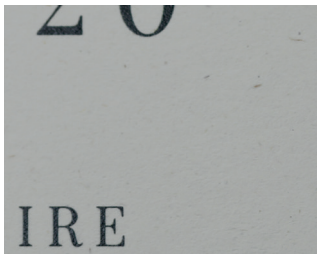
Conqueror Wove Cream  
(300gsm)



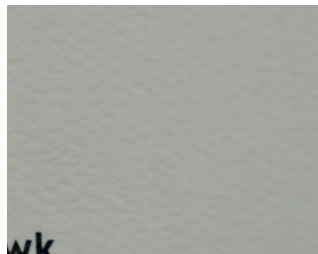
Kraft  
(285gsm)



Woodstock Betulla Pulp  
(285gsm)



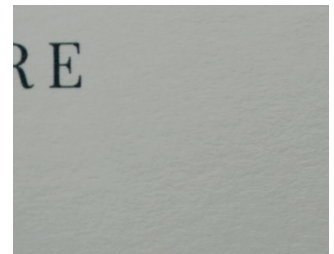
Mohawk Felt Cream  
(300gsm)



Tinteretto by Fedrigoni  
(300gsm)



Uncoated  
(350gsm)



# Studio Team Top Print Picks

## Business Cards

From £6

Spring leaves us feeling refreshed and ready to go out and meet new people! Make sure you've got plenty of business cards for all the new contacts you're going to make this season.



## NEW Stickier Stickers

From £22

You asked, we got! Our stickers are now even stickier, so you can brand all kinds of surfaces. Add them to envelopes, hand them out at events, or even decorate your office space with these nifty little labels.







## Greetings Cards

From £24

Sending a thank you card to your customers is a great way to create positive brand association and build loyalty. Include a discount code to encourage them to buy from you again!



## Kraft & Recycled Flyers

From £16

Spring is also a great time to try something new – so why not try this twist on a classic? Recycled stock on flyers is a great way to go greener, whereas Kraft gives your promotions a rustic, earthy vibe.

# The Personal Artworker Team is Here to Help You!

We know setting up a file for print can be confusing. That's why we offer a range of pre- and post-order checks to make sure you feel confident in your design!

Find out how we can help you at [instantprint.co.uk/pa](https://instantprint.co.uk/pa)





Sean, Personal Development  
& Wellbeing Trainer

# Nurturing a Brand Culture

Our next port of call to collect  
instantprint HQ's top tips for growing your  
business was our HR superstars.



# Sean's Top Tips on How to Build a Positive Company Culture

Creating a positive culture in the workplace for your employees is a fundamental part of running a business – it can help you acquire the best talent, retain your current staff and make sure everyone's on the same track towards your goal. Here are our HR team's top tips.

## 1. Match Your Company Values

Some companies pride themselves on their professionalism, some value honesty, others want to be known as fun and friendly. Your company values should be the key drivers of your culture.

## 2. Lead by Example

No one's going to behave the way you want them to if you don't. When change starts from the top, it's more likely to be implemented at a wider level.



## 3. Back it Up with Stories

A story helps reinforce your values and make them memorable. For example, our teamwork value is named "23:17".

This is a reference to the quickest time it took instantprint complete an order from the customer signing it off to sending it out of the door! All thanks to fantastic teamwork.



# How Did instantprint Start a Culture?

James & Adam  
Co-Founders of instantprint

“As childhood friends, we’ve always had a lot of fun together building instantprint to the massive brand it is today. As the company has grown, we’ve tried to keep this going in lots of different ways, including team events and fun days.

We also believe that communication is key to a successful business. We encourage this by, once a week, taking the time to personally go around every member of staff and ask what tasks they’ve been working on. This is then compiled as a staff bulletin and emailed to the team.

We believe that a positive culture starts with us, which is why we see ourselves as role models for the rest of the business.”



# Top Print Products for Building Your Culture

## Table Talkers

From £23

We love using table talkers to advertise events at HQ! You'll always see this eye-catching promotional tool on our teams' desks. Three sides mean you can give all the information your staff need about the event.



## Posters

From £6

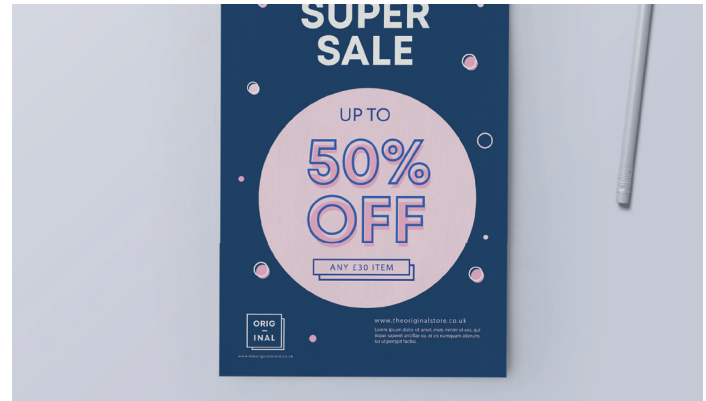
Keep employees informed about important changes, events and brand messaging with posters in communal areas like the kitchen! Easy to attach to any surface, with sizes to suit every workspace.



## Flyers

From £5

Leave piles of printed flyers in communal spots detailing any important information or promoting internal events for a cheap and easy way to get the message across to the whole team.



## Postcards

From £25

Postcards make fantastic invitations to staff events. They're also more likely to be kept in a memorable place compared with emails, which they'll probably receive hundreds of every week.





## Stand Out with Banner Printing

From £31

Events, exhibitions or in-store promotions – printed banners are the ultimate marketing solution for your business.

View the range: [instantprint.co.uk/banners](https://instantprint.co.uk/banners)





## Want to keep up with the latest marketing tips and tricks?

Keep up with us on social media to find out about our top spring marketing tips, competitions and exclusive offers.

We hope we've inspired you to create something fresh for spring. And we'd love to be inspired back. Tag us @instantprintuk or #instantprintuk to show us what you've been up to. You'll also be in with a chance of getting featured!

All prices are correct at time of printing 6/1/2020



## Get Social with Us



@instantprintuk

This booklet is an A5 landscape 130gsm gloss stock  
with a 130gsm gloss cover