



GRAPHIC DESIGN | BRANDING | PRINT

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PAPER, BINDING, EFFECTS AND SIGNAGE SPECIFICATIONS

Annual reports, corporate reviews, IDP reports, profile reports, strategic plans

Big budget

Insidies

148gsm Magno Matt or HiQ (must varnish)

Cover

300gsm (or 700gsm if case bound)

Economical options

Insidies

148gsm HiQ – matt or gloss

Cover

300gsm – matt or gloss

Environmentally friendly options

Insidies

140gsm Cyclus/150gsm Heaven 42/150gsm Reprint Matt (60% recycled)/150gsm Cocoon (100% recycled)

Cover

300gsm

Paper is FSC approved, wood free, solid bleach sulphate used (no chlorine)

Brochures, flyers, booklets

Insidies

90-128gsm HiQ – matt or gloss

Cover

300gsm

Newsletters

Insidies

80-128gsm coated HiQ or Superwove – matt/gloss

Cover

300gsm

Journals, textbooks, coffee table books, photo books

Journals

Insidies

80-120gsm Cartridge – matt or gloss

Cover

250-300gsm Cartridge

Calendars

Wall hanging

200gsm HiQ

128gsm if rimmed and has multiple pages

Wirobound or eylet on top middle (if single page)

Desktop

200gsm HiQ

Wirobound

Has sturdy board to keep upright

Marketing cards, promotional hard stock brochures

Big budget

250gsm Curious Metallic

Economical option

250gsm HiQ board

Environmentally friendly options

250 gsm Cocoon, Cyclus, Heaven 42 and Reprint Matt

Stationery

Big budget

300gsm Opal, Curious, Lux board, Enigma - business cards

Small budget

80gsm bond for letterheads, comp slips

Signage, billboards, banners

Signage

Vinyl (attached to Chromodeck – steel plate)

Billboards

Vinyl (self-adhesive)

Banners

Outdoor banners – must be printed on material

Tear drop – Polytwirl material

Wall banner – Polytwirl material

Pull up and hanging banners – PVC

Streetpoles – PVC

Invites

Big budget

300gsm Curious and Opal

Economical option

300gsm HiQ

Folders

Big budget

280-300gsm Invercoat

Diecut to accommodate pocket, laminate

Economical option

300gsm HiQ

Laminate

Binders

4 or 2 rings, printed in spot colour

Printed on Pliplax (perspex material) or on 135gsm paper and laminated to board

BINDING

Stapled – up to between 80-100 pages depending on grammage (brochures, magazines, booklets)

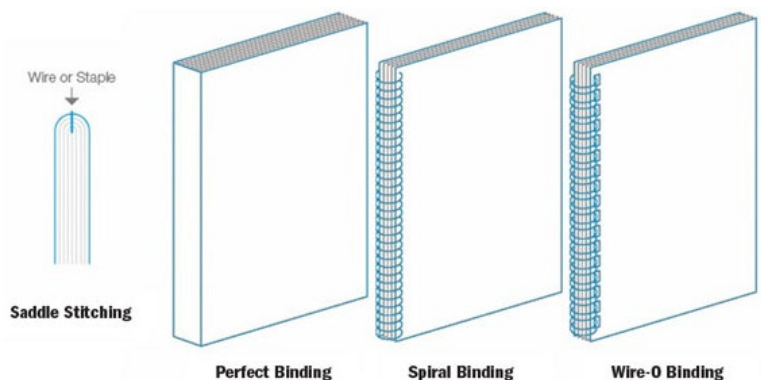
Perfect bound and scored – Cover is drawn on (annual reports, journals and books)

Section sewn – each section is sewn. This takes longer but is stronger. More expensive option (books)

Case binding – (coffee table books, 100-year reviews)

Wiro binding – wire (desk calendars, theses)

Spiral binding – plastic (theses, small print runs)



COVER EFFECTS

Foiling – a thin leaf of metal creating a metallic effect usually to highlight selected words or a logo

Embossing – words or small objects are stamped so that it stands out in relief

Spot UV varnish – varnish only on selected logos, objects or pictures

Lamination – overlay with a layer of plastic, glossy finishing

Gloss UV varnish – hard, clear, shiny surface to create a glossy look

Die cutting – the cover card is cut into a specific shape

Raised print – the print effect causes the words to 'jump off the page'

Fifth colour – an extra colour is added (neon, metallic etc.)