

# HOW TO PRODUCE BRILLIANT PRINT.

Everything you need  
to know before creating  
a piece of brilliant print.

We'll cover creative design, print-ready artwork, paper & finishing choices, environmental factors and of course the magic of LED UV.

**B&B PRESS**  
Trusted Print Professionals

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# FIRST IMPRESSIONS COUNT FOR EVERYTHING.

**It's your chance to  
grab someone's attention.**

# Today, the only way you'll draw interest to your brand or business is by creating quality content to convey your message.

**To do this, you need to consider every aspect of print and design to ensure it creates a vital, immediate and lasting impression.**

Handing out an average business card or a cheaply produced leaflet probably won't get you the results you want. You need to put thought and effort into your print to match the quality of the products or services you're offering. If potential customers can see and feel that effort has gone into producing the materials, then you're only increasing your chances of success.

Poor print will drive potential customers into the welcoming arms of your competitors. On the other hand, quality print materials detail what your business is about, what you're offering and what you can do for your customers.

# PRINT ISN'T DEAD

**Rather like how vinyl has made a resurgence, quality print is thriving in this digital world. Customers want something tangible, something tactile, something tantalising - and print delivers.**

84% of people believe that they understand and can retain or use information much better when they read print on paper. Only 31% of people thought mobiles and smartphones were useful for imparting understandable, useful and memorable information. Source – Two Sides

Quality print solutions, such as brochures or leaflets, are attention-grabbing and trustworthy. In a world where anyone can email anyone and fake news is rife, print represents a means for the truth to reach the consumer.

So, how do you go about creating a piece of brilliant print? How do you decide on a layout? How can you finalise which materials you should use? Flick through our guide to find out how businesses like yours can get the most out of print power.

**We at B&B Press hope you find our guide useful.**

# Why Bespoke Print?

**Run-of-the-mill print isn't captivating. We can't deny ordering instant printing online can be an easy and cheap option but are they the two ideals you want your brand to represent?**

It's time for a more unique printed approach which will truly delight your prospects and customers. Bespoke print solutions give you full creative control, you can choose the physical dimensions, folding options and the texture of your product. In this printing renaissance, it's not just about design but also feel and function.

One of the most beneficial things about bespoke printed solutions is that they target a bespoke audience. You don't have to play down your words, images and designs to appeal to the masses, but rather can create something heavily involved and influenced by your target market. You'll also have a close working relationship with a brilliant team of print professionals who are there to offer support and guidance throughout your whole print project.

So how do we use this to help make an impact?

# WHAT DOES IT TAKE TO CREATE BRILLIANT PRINT ?

## Five simple tips to follow

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# 01

### How Do I Make My Design Stand Out?

It's the first question every business asks. That question is even more important if you're a premium business because you have a reputation to uphold. There are several ways to make your print stand out and show-off your products and services better than your competition.

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# 02

## Striking and Engaging Photography

### PRINTER TIP:

We know that people learn more from visuals, 65% in fact, these people don't engage with endless text, the high-quality images you create or choose should be the focal point. That's what's needed to draw the reader in.

It sounds a pretty obvious one but it's a good place to start. If you're choosing to print you should take advantage and include pictures within the design. Not just any ordinary, stock or royalty-free images either. You need to go out of your way to include striking photography that resonates with potential customers, so they're instantly drawn to your brochure.

While sometimes royalty-free images are a good option to go with because of the quality, you must consider they're available for everyone to use so it's not original. If possible, try and create your own images by using a high-spec camera, so the premium quality images you include in your brochure are original and nobody else can use them.

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# 03

## Don't Overload Your Design With Text

Your aim is to provide information about your brand or service so too much text could backfire. Not only does wordiness lose its appeal but you'll also give everything away.

Play hard to get. Hold back on the vital information but give them just enough text so they want to know more after everything they've read has piqued their interest. Make them chase you and seek your services.



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# 04

## Style, Design and Font

### PRINTER TIP:

Find technology that can make your print sharper and make the colours more vivid. Technologies like LED UV printing offer exceptional quality consistently with no blemishes on the finest materials, particularly when printing on uncoated paper. So, every sheet will always have that premium feel and this process can make all the difference, leaving prospects seriously impressed.

Your artwork will only look desirable when the design, the style and the fonts you choose work cohesively together. There's no harm in playing around with a handful of different styles and sizes until you find one that you feel represents your business. Utilise stylish and readable typography.

Consistency is crucial when it comes to branding. Having two fonts on one page and three others on a different page won't look good - it could look cheap, as if it hasn't been thought about. While variety can be a good thing, sticking to a couple of fonts throughout your materials could help customers instantly associate them with your company.

Balancing stylish layouts with consistent fonts and engaging copy means your printed media will be difficult to put down as each turn of the page will delight and inspire the reader to continue. To give the best first impression, choose a completely bespoke print solution to make it feel luxurious and intrigue the reader.

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# 05

## Brilliant Design Deserves Brilliant Print

To top it all off, once you've considered the above, the most crucial aspect of making your design truly effective is to see it transform from screen to paper. Even if you have A grade artwork that you're incredibly proud of, it could all go to waste if you've used poor materials, low-quality ink and an average printer.

# HOW TO DESIGN THE LAYOUT

## Consider Folding Options

**Before you begin to implement all your content, you should consider what folding format you want to work with. There's no right or wrong answer but it may change where you place things.**

Try to visualise the printed piece from start to finish, different processes and folds need certain criteria and may affect how the artwork is created. For example, if you're creating a 6-sided leaflet (letter fold), the sides which

will be folded in first need to be 2mm shorter than the other two parts of the sheet: if you don't do this, your flyer won't sit flat and you will get unwanted twists in the paper.



## Pick Your Colour Scheme

**A major part of the brochure you're going to create, which will determine whether it's truly visually appealing, is the colour scheme you decide to go with.**

The look and feel of your design needs to be consistent throughout, so make sure you or you have a set colour palette to match your font choice and bring it all together.

Consider the colour model. Whenever you save artwork, you can choose between the CMYK or RGB colour model.

The printing process uses CMYK (cyan, magenta, yellow and black). CMYK is a subtractive colour model. This is because it adds pigment or dye to a page to subtract white from an image.

Remember, when you look at a colour on a screen, it's not accurately represented as the hue it will be when printed. You're seeing a mixture of the primary colours created by light. Printed colours are different in that you're seeing reflected light subtracting what is absorbed by the print.

### PRINTER TIP:

When you prepare artwork for printing, always use CMYK. This means you'll get the best model for your print designs, ensuring it produces the correct colours. Correct colouration is key, especially when it comes to branding.

# Match the Copy to Your Design

While you may already have written down all the copy, it's important to match it to your innovative design and layout. If your design is formal and in a more serious tone which luxury hotels, car companies and watchmakers tend to have, for example, then don't inject a colourful and fun vibe choose something with more sophistication.

It's all about the consistency and the balance to set you apart and make you noticeable.

## PRINTER TIP:

Introducing some metallic block foiling to the cover paired with soft touch laminate gives an ultimate luxury feel and really sets the tone of your brand.

# Think of the Flow

When you design the layout, think of how the information will flow once it's been produced. The eye naturally drifts from left to right and attention is always focused on clear headings and striking images. Design the layout so it easily guides the reader through and draws attention to areas you want to focus on.

# Incorporate a Subtle Action

Set a goal for your print. This should be towards the end when the readers have finished. That could mean it's a stepping stone onto the next step of the reader's journey. The action might simply involve getting readers to follow you on social media to get even more information.

The follow-up action should reflect what your business is offering. If it's a service, a contact number. If it's products, a website link.

# Choose Your Stock

**Once you are happy with the layout and start considering how you want to print, you need to choose a stock that reflects your brand.**

This paper choice is a crucial stage of designing as a brilliant layout and design could be futile if the materials you print on don't reflect that.

Options aren't limited either. You can print on uncoated paper stock for more of a raw natural feel. However, some high-end brands choose to print on silk paper. They might even include a velvet or soft touch laminate cover to finalise the masterpiece.

Silk coated paper has a low surface sheen and a luxurious feel. It offers excellent ink to paper contrast and this popular option allows printed colours

to appear brighter and much more defined. The overall look is more low-key than gloss coated paper and is an option to consider because of the overall feel when holding it. It's also a much better choice than others in terms of readability.

It's a lot to consider but taking advantage of all the factors mentioned is what separates a good piece of print from a brilliant one. It puts your brand ahead of your rivals as the quality will be so impressive, customers will want to keep it.

## PRINTER TIP:

If you really want to go for something brilliant, choose uncoated paper and have it printed LED UV, trust us you won't be disappointed. This combination results in a much sharper and more defined finish which features more vivid colours to make even the finest of details pop from the paper.

# KEEPING IT GREEN WITH CARBON BALANCED PRINT

The environmental impact of printing can often be misunderstood and confusing - but eco-friendly or 'green' printing is easier and more important than ever before. If your goals are to make your marketing a little greener, Carbon Balanced Print is the answer, but only a Carbon Balanced Printer can do this. As there is only a handful in the UK, it's worth knowing one.



# So, what is a Carbon Balanced Printer?

A certified Carbon Balanced Printer has measured, reduced and Carbon Balanced the unavoidable CO<sub>2</sub> emissions from their print operations. They offer a Carbon Balanced Print solution.

# What is Carbon Balanced Paper?

If the paper has been Carbon Balanced, it means the average CO<sub>2</sub> created during the entire paper production and mill delivery have been offset.

At B&B Press, we support the work of World Land Trust through their Carbon Balanced Programme, balancing the carbon impact of the paper we use through conservation projects.



“The money that is given to World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of”

– Sir David Attenborough

## Who is World Land Trust?

World Land Trust is an international conservation charity that protects biologically significant and threatened habitats around the world.

They're instrumental in the protection of natural environments in places such as Africa, Asia, Central and South America and the UK, creating reserves that provide a permanent home to wildlife.



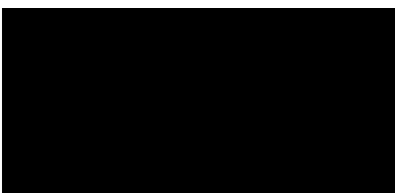
## Does it cost more?

Carbon Balanced Print can only be produced by a Carbon Balanced Printer. Speaking to us about Carbon Balanced Paper or Carbon Balanced Print on Carbon Balanced Paper is by far the simplest and most cost-effective way to balance your paper and print emissions.

## How will it benefit me?

55% of young people in the UK say they would be more loyal to a brand that was reducing its carbon footprint.

Carbon balancing your print will reduce your carbon impact and enhance your brand. Taking positive action with Carbon Balanced Print helps combat global warming and will deliver against your corporate social responsibility.



# TIPS TO CREATE BRILLIANT PRINT READY ARTWORK

Creating print-ready artwork from scratch can feel like a hefty task if it's not something you do regularly, but the good news is this guide can help you with that part. By following these tips, you'll achieve or surpass your aims.

**So, Let's Make Your Design Print-Ready**



## Which Software Should I Use?

**The first thing to consider when preparing artwork for print is which file format to save it as. This depends on the software you're using.**

We recommend using image publishing software and/or vector drawing software such as Adobe Illustrator or InDesign.

While it's possible to use image editing software such as Photoshop to export your final image, we wouldn't recommend it. These programs create raster images as a bitmap, they basically look like a grid of pixels. An example would be a scanned image that becomes blurry and imprecise when blown up, a raster image gets jagged and rough. This won't look good in print so you want your image created as a vector model.

Vector models use geometric shapes rather than pixels to generate an image. Vector-based graphics are much more versatile, flexible and easy to use. The most obvious advantage of vector images over raster graphics is that vector images are quickly and perfectly scalable. This means the image will retain its clarity, especially when blown up to larger sizes.

If you do use Photoshop, import the finished image into a vector-capable program such as Adobe Illustrator or InDesign. Remember, vectors don't work for everything.

# Image Resolution

This is probably the most important part of how to prepare artwork for printing. If your image consists solely of vector graphics, then resolution isn't an issue. You can scale an image created purely as a vector file to any size without loss of resolution. However, most images will still contain at least some raster elements.

When preparing artwork for print, we recommend having at least 300DPI for your image. This means the naked eye won't be able to see the individual pixels at a close distance. It's considered photographic quality.



## Setting the Bleed

Adding a bleed is essential for any method of printing. A bleed is the area of the image that's extended beyond the final trimmed product. In the printing process, cutting machines will trim the printed image to your specifications.

If you haven't left a bleed, the cutting machines will trim 0.5mm past the edge of your graphic. If you haven't extended the image beyond a bleed area, this cutting will leave a noticeable white line and look unprofessional. We recommend a bleed area of 3mm. Add this amount to each side of your image.

## Exporting Your Artwork for Print

Save your artwork as a single-layered image using a CMYK colour model. We suggest exporting your file as a print-ready PDF. If your file size is over 2GB we don't recommend you send it in an email. Use a platform like WeTransfer to send over your files.

### PRINTER TIP:

This is something our studio team does every day so it's no trouble at all if you need help preparing for print. We recommend going over your specifications early in the printing process so that there are no complications with your finished artwork. It will save you time and prevent stress when print deadlines are looming.

# PAPER & PRINTING TECHNIQUES

## Why is the Right Printing Technique Important?

Realistically, you can print your printed materials on any printer and any paper for that matter. However, be prepared to lose desirability if you haven't utilised the best possible printing technique to give your brochure the premium feel. Plus, the stock you choose to use matters greatly.

To get the best possible results for your print and advertise your brand in a way it deserves, using the LED UV printing technique is what will make your print consistently perfect and impress your customers. So, it's time to embrace the future of printing technology and make your print the finest in the market.



# Current Market Trends Are Making LED UV Attractive

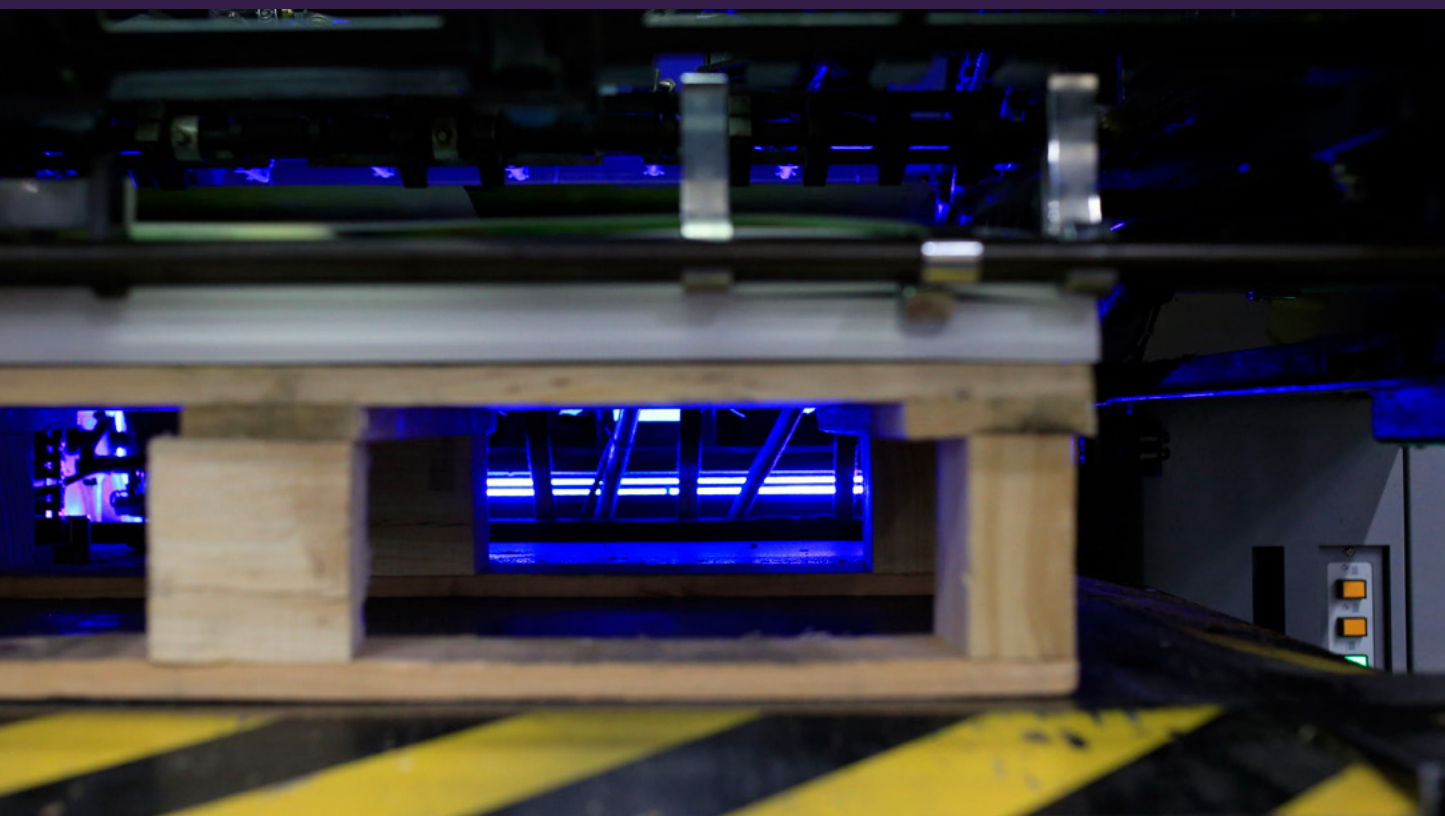
It's no secret the past few years have seen significant changes in the type of work and service that customers want. You don't want to wait forever for your print to come back to you. Printers had to wait for a job to dry before printing the other side time. This process took time and if time and if you've not got it to spare it's not the news you want to hear.

There's been an increased demand for uncoated stocks which can be a challenge for traditional drying techniques. It takes longer to dry and the finished print can look a little dull, however here is the good news, LED UV works best on uncoated stock.

## What Is LED UV/UV Curing?

Before knowing how LED UV is highly beneficial, it's worth understanding what ultraviolet (UV) curing is. It's the drying method used in the process and it plays a major role in perfecting your print.

Ultraviolet curing is a photochemical process where the high-intensity ultraviolet light instantly cures - or dries - inks, coatings and adhesives. This method offers numerous advantages over traditional drying methods, as UV curing is proven to increase production speed, reduce spoilage and is more environmentally friendly.



## Is LED UV Eco-Friendly?

Even though it might not look like printing can be eco-friendly due to the sheer size of some of the printing presses, UV LED printers are actually kinder to the environment. LED UV printing uses up to 95% less power than traditional print-drying technology and the instant on/off functionality reduces standby consumption between jobs and reduces overall CO2 emissions.

UV curing uses light instead of heat and the process is based on a photochemical reaction, it dries the ink in a matter of seconds

This process is a much better alternative to solvent-based products. These work through conventional solvent evaporation, which not only makes the coatings shrink by more than 50% but it also creates environmental pollutants.



# Why LED UV Printing Is the Technique for You

The reason LED UV printing is the future is because of its many benefits, both for the environment as well as your print to advertise your brand, products or services.

**Faster turnaround times** are something that many businesses prefer, we've all become more impatient and don't like to wait around. LED UV printing ensures the instant drying technique and doesn't let the ink sink into the paper.

This means **colours are much sharper**, brighter and more vivid to provide the best visual presentation of your business. They instantly grab the reader's attention when picking up your leaflet or brochure.

**Ink set off**, which is when ink transfers from one sheet to another, is eliminated

using LED UV printing. No anti-set off powder spray is needed when printing LED UV, this means no dust, so your print won't feature unnecessary **blemishes or marks**.

LED UV produces consistently stunning results which help you achieve your desired aims, regardless of your project. Once printed, you'll feel the superior quality and admit just how high end it looks. In this digital age, print is a brilliant way to capture people's attention and turn them into customers.

## PRINTER TIP:

Uncoated stock is the best type of paper to truly show off the magic of LED UV printing. In general, uncoated paper has a soft finish and tactile quality which feels nice in the reader's hands and because it's more absorbent than coated paper, the ink appears much flatter on this modern choice.

With LED UV printing specifically designed to produce a sharper and more defined finish, the uncoated paper will also give you more vivid colours that really make your content pop from the page.

# NEXT STEPS

If you want to pursue the path to unique, professional printed solutions, take one of the two actions below.

## See a sample

Request a printed example of how good LED UV products are.

## Speak to us

Speak to a printing expert for some further advice about how to make your brochure perfect.