

SMARTER BRANDING

How to make your brand
BIGGER using large formats
to attract more customers



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Find out how Kwik Kopy helped design a new office fit out and signage for Variety - the Children's Charity.



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MAKE YOUR LOGO LOOK AMAZING WHEN IT'S MASSIVE

Your logo is one of the first things other people will notice about your brand. And it's likely to be the most recognisable element of your overall brand identity from then on. So it needs to create a great impression - every time.

Your logo is just one part of your brand identity - along with type style, colour palette, voice or positioning and slogan - though it has to stand out more than the others. That's its job.

We recognise well defined symbols faster and more easily than words, especially from a distance in a crowd.

Amazingly, our brains can process multiple symbols in microseconds, triggering a range

of responses. Those responses generally depend on how we feel about what each symbol represents, if we feel anything at all.

This means your logo not only needs to stand out. It also needs to stand for something.

As a visual representation of your business it has to tell people in a microsecond that your brand is more desirable, reliable, valuable or better value than all the other competing brands. If they already know your brand, then your logo will immediately tell your customers that they're in the right place or that the item they've chosen is the genuine article.

SIMPLE LOGOS OFTEN WORK BEST

When professional designers talk about a logo being simple they really mean 'well defined and uncomplicated'. They certainly don't mean 'unsophisticated'.

Good designers bring a lot of sophisticated ideas about how people relate to shapes, angles and colours into refining their work so that it's aesthetically pleasing. They also apply their knowledge of the science of symbols:

- **Is it well defined regardless of size?**
- **Is it recognisable at a glance?**
- **Is it easy to reproduce on different surfaces?**

While some shapes are more pleasing than others, attractiveness is more than shapeliness. It's also about how a shape is presented: tidy vs messy; defined vs sketchy; smart and confident rather than dull and fading into the background.

When you want to make your logo bigger, all of these aesthetics will be magnified, so it's well worth having your logo professionally designed in the first place.

NEED HELP?

Download our free guide to refreshing your business logo and identity.

It's the first ebook in our Smarter Branding series and it's packed with expert tips on logo design, style guides and using your business identity in all your branding:

www.smarterbusinessideas.com.au/business/kwik-kopy-e-book-download.htm

PLANNING FOR LARGE FORMAT SIGNS AND DISPLAYS:

- **AUDIENCE** – who will see it? What do they need to know?
- **LOCATION** – where is the best place to put it so that it stands out?
- **LIFESPAN** – how long does it need to last? And in what conditions?
- **INSTALLATION** – how much effort is involved in putting it on show?
What supporting materials or structures does it need to stay in place?
- **MAINTENANCE** – is it easy to clean or repair?
- **BUDGET** – what are the best materials you can afford?

Large format printing is generally much more affordable than getting a sign custom made from hard materials, such as metal, glass or plastic, plus you get a lot more options with incredible new colours and ink types. Modern large format printers can easily print your design onto materials that last longer than paper, such as canvas, cotton and vinyl, and high-end large format machines will even cut your designs out of durable plastics, ready to be stuck onto hard surfaces.

If you want a large design to be more durable, ask your printer about inks that are light-fast (or sun-resistant) so the colours won't fade, and consider laminating the external surface with a protective layer.



BIGGER LOGO

EXPERT TIP:

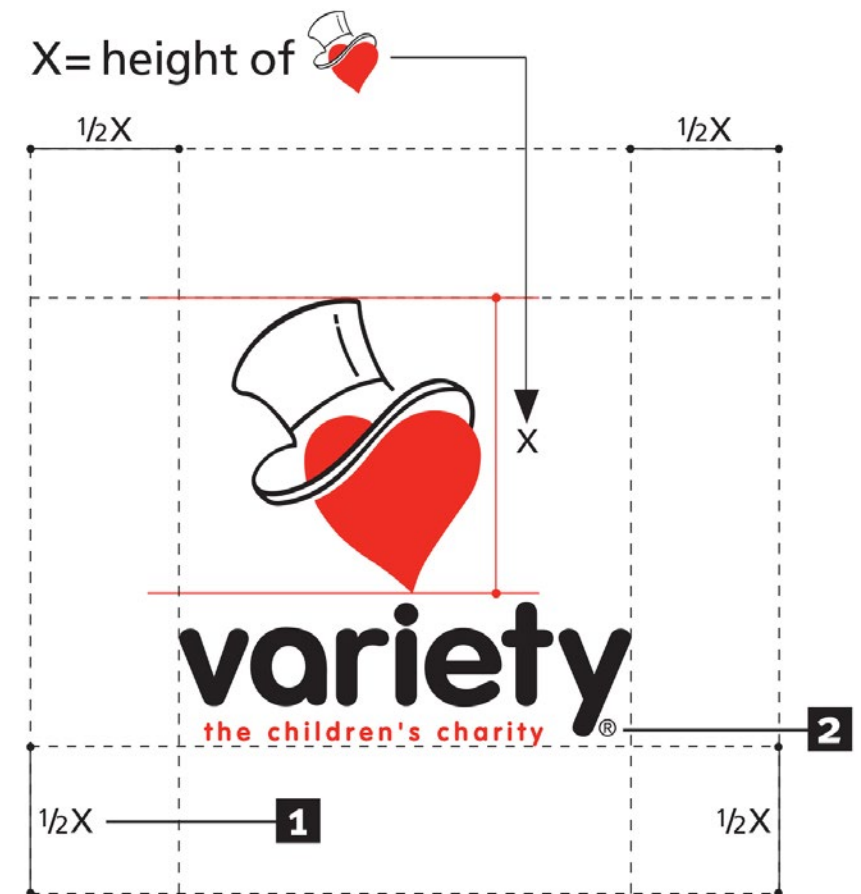
“When you’re planning large designs to promote your business, think ‘less is more’. Most of the time you’ve only got a second or two to attract people’s attention from a distance.

Because they need to absorb the message really quickly, make it really stand out. You don’t want much text or other information.

And they need to know who it is, so display your logo really clearly. The logo doesn’t have to be the biggest thing, but clear space around it helps draw the eye. External signs need to be easy to read from a distance, often when people are moving quickly, so apart from identifying your business, keep any other messages simple: it might just be your address, phone number or website.

Smaller signs, like on your door or in your window, can have a little bit more information for people who come up closer. They might need to know your trading hours, or a sales promotion.”

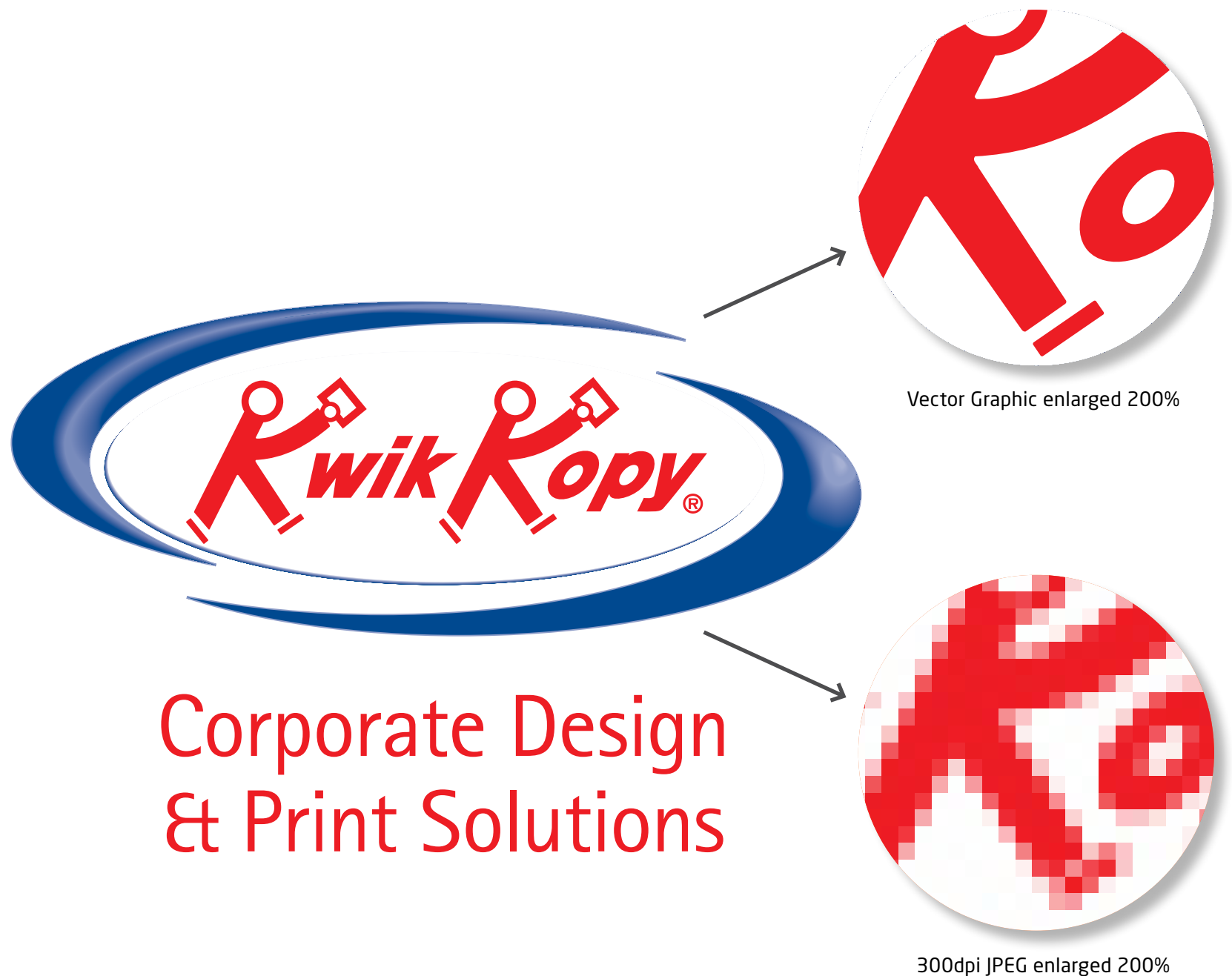
ANDREW BANNERMAN, OWNER OF KWIK KOPY CHATSWOOD



TECH TIP:

THE BEAUTY AND CONVENIENCE OF VECTOR GRAPHICS

Images made up of pixels, such as photos or scans of drawings, have their limits. The bigger you want the final image to display, the higher the resolution or pixel count you need in the first place – and the bigger the file. Bigger files take up more network bandwidth and put more strain on computer processes. So, while it's important to work with huge files for big photos or illustrations, you don't need to deal with pixels for your logo and type: you can use vector graphics instead. A professional designer will convert your logo and other brand designs into vector graphics for you. These files use vectors or coordinates to store positioning info (like a map), so they're a lot smaller, more efficient, easier to manipulate and best of all: massively scalable.



EXPERT TIP:

"Large format printing is all about producing materials that can be viewed from a distance.

So the first thing you've got to look at is the audience perspective: how far away will they be when they first see the display? What speed are they typically moving at? If they're stationary you've less to worry about. But what if they're walking, sitting in a vehicle in heavy traffic or driving along a freeway doing 110? Then think about the conditions and the environment the audience will see your display in: it needs to stand out from its background, so strong colours are important but it also needs to be clearly visible from multiple angles. And if you're putting up an outdoor display, think about making it visible at night, either with lights or reflective layers. The creative side can be challenging, but if it's not easy to read, it's all for naught."

CONRAD BIRKETT, BUSINESS DEVELOPMENT AND PRODUCT MANAGER AT ROLAND DG AUSTRALIA, SUPPLIER OF LARGE FORMAT PRINTERS



NEED HELP?

Kwik Kopy has an easy-to-follow interactive design brief available for download on its website: www.kwikkopy.com.au/blog/graphic-design-brief-template

The design brief helps your designer understand your:

- **Business activities**
- **Business goals**
- **Unique selling proposition**
(how you're different from your competitors)
- **Key competitors**
- **Target audience**
(customers, suppliers, partners)
- **Business objectives for the design work**
(brand presence on a location or vehicle, sales promotion etc)
- **Existing brand identity assets**
- **Specifications for final output**
(eg the card stock, quantity, special print processes)
- **Budget and timeline**

INTERIOR DESIGN CONCEPTS USING LARGE FORMAT PRINTING

Interior design for business can be a juggle between making a space attractive (or presentable) and workable. The good news is that the latest large format printing technologies make it easier and more affordable than ever to get the best of both worlds: big designs that work in any space, while lifting people's spirits.

Interior spaces can offer wonderful 3D canvases for us to share our personalities and create moods.

There's always something exciting and yet puzzling about every new interior design project: how do you start to deal with the shape of a space?

Even the most basic interior designs affect how people experience a space. We also want these spaces to work for us, and anyone who joins us.

So the simple answer is to do what most interior designers do: start with the functional requirements first.

PLANNING FOR INTERIOR DESIGN: PRIORITIES –

(1) FUNCTIONAL – identity, location and contact information.

(2) PERSONALITY – photographs, illustrations and art.

(3) MOOD – colour, tone and light.



CONSIDERATIONS –

➤ **AUDIENCE** – what would you like people to know or feel?

➤ **POSITIONING** – is it at or above eye level (standing or sitting)? And have you given it space to 'breathe'?

➤ **SIZE** – is it a focal point, direction sign that needs to be read from a distance or a decorative piece?

➤ **INSTALLATION** – what surface is it attaching to and how? And does the printed material need adjusting to allow for existing fittings?

➤ **DURABILITY** – will people touch it or walk on it? Is it easy to clean?

➤ **BUDGET** – which materials give you the best result per square metre?

FUNCTION VS FORM: YOU CAN HAVE BOTH

A sign doesn't have to be a piece of art — the main point of graphic design for signage is to communicate with your audience — but functional design can still be attractive.

When you first approach a large format printer to produce signs, give them a copy of your brand identity style guide. It will help them understand how to position your brand, and outline your type styles and colour palette.

Functional signs help people identify where they are, find their way to the right places, people or things, and interact with people and objects in a space.

Symbols make it easier for people to quickly get directions, while text labels or descriptions help confirm that they're in the right place.

Consider getting the graphics for your signs printed onto cost-effective self-adhesive materials, which can be placed on glass, walls and doors.

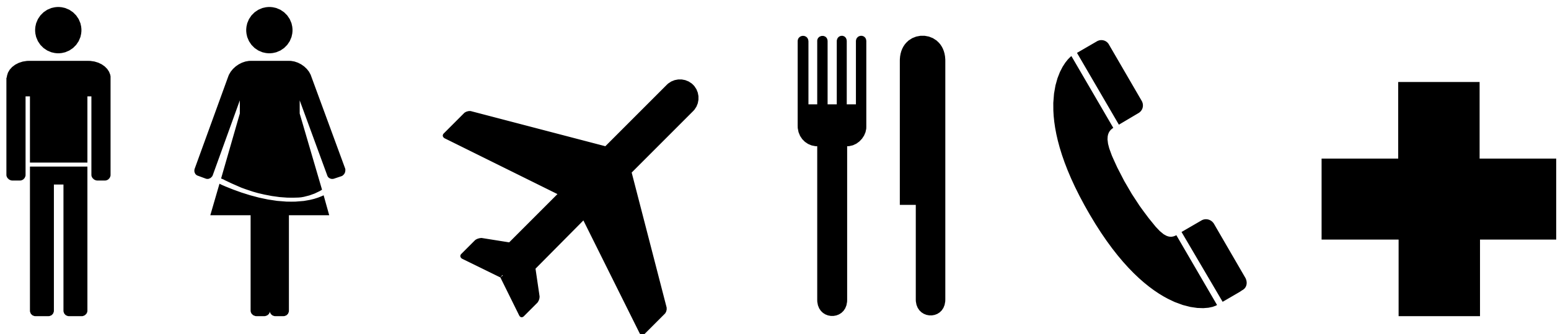
Some high-end large format printing machines can also cut out each object (logo, lettering, symbol etc) as its own sticker or individual piece ready for adhesive; and you can often fit multiple signs on a single sheet, which helps keep costs down and is less wasteful.

EXPERT TIP:

"Planning is everything. Take time with all the measurements and double check them."

Once you've chosen your designs, check paper proofs or mock-ups of designs and colour swatches in each space. If you're using decals and other adhesives, test the materials on a small section of wall to check that it will go on smoothly. If a painter didn't put a proper undercoat on, it can make installation tricky."

ANDREW BANNERMAN, OWNER,
KWI KOPY CHATSWOOD



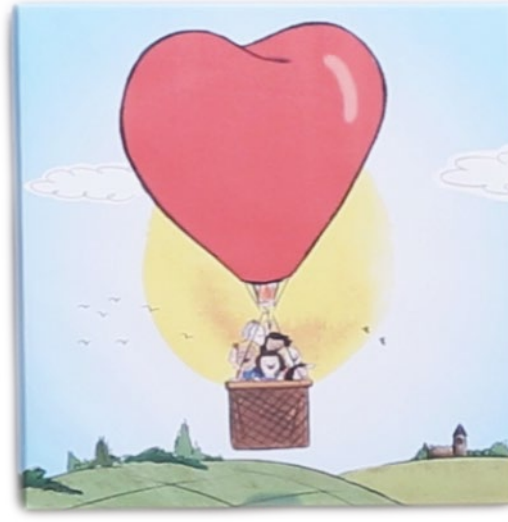
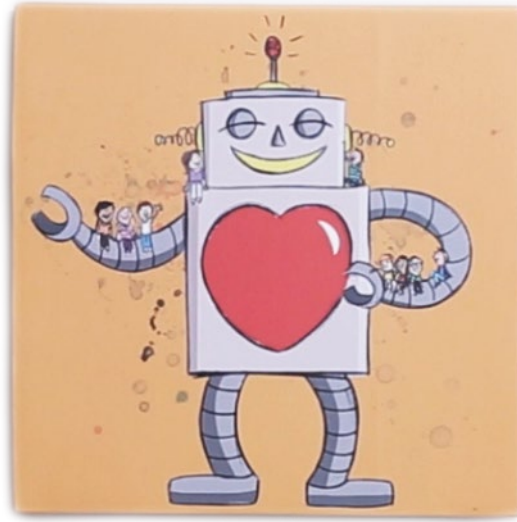
Universal symbols

BASIC SIGNS FOR A TYPICAL SMALL TO MEDIUM BUSINESS:

- **FRONT DOOR** – brand identity including logo, address, phone numbers and website, business hours and instructions for couriers.
- **ENTRY WAY** – brand identity and sign with directions to reception.
- **RECEPTION** – large brand identity, small signs pointing the way to toilets and main rooms accessible by the public.
- **SECTIONS/ROOMS** – door, window, wall or ceiling hanging with lettering naming the space and symbols for specific items.
- **EXITS** – most commercial buildings will have light-up fire exits.

PERSONALITY can be easily introduced to a business space with images rather than physical artefacts or decorative pieces. Consider using a mix of printable materials such as canvases or acrylic decals to show off great photos and illustrations:

- **PORTRAITS** of happy team members or customers.
- **ACTION PHOTOS** of your team at work or enjoying an activity together.
- **ARCHIVE PHOTOS** recording milestones or awards.
- **ILLUSTRATIONS** that help inspire positive emotions.
- **TEXT** in a stylised poster that shares an inspiring message.



EXPERT TIP:

“Check the dimensions of each space carefully before you install anything.

Remember that people won't always see it from front-on - so you might need to completely alter the layout. You don't want important text or graphics right on the edge of a door or interrupted by a light switch.

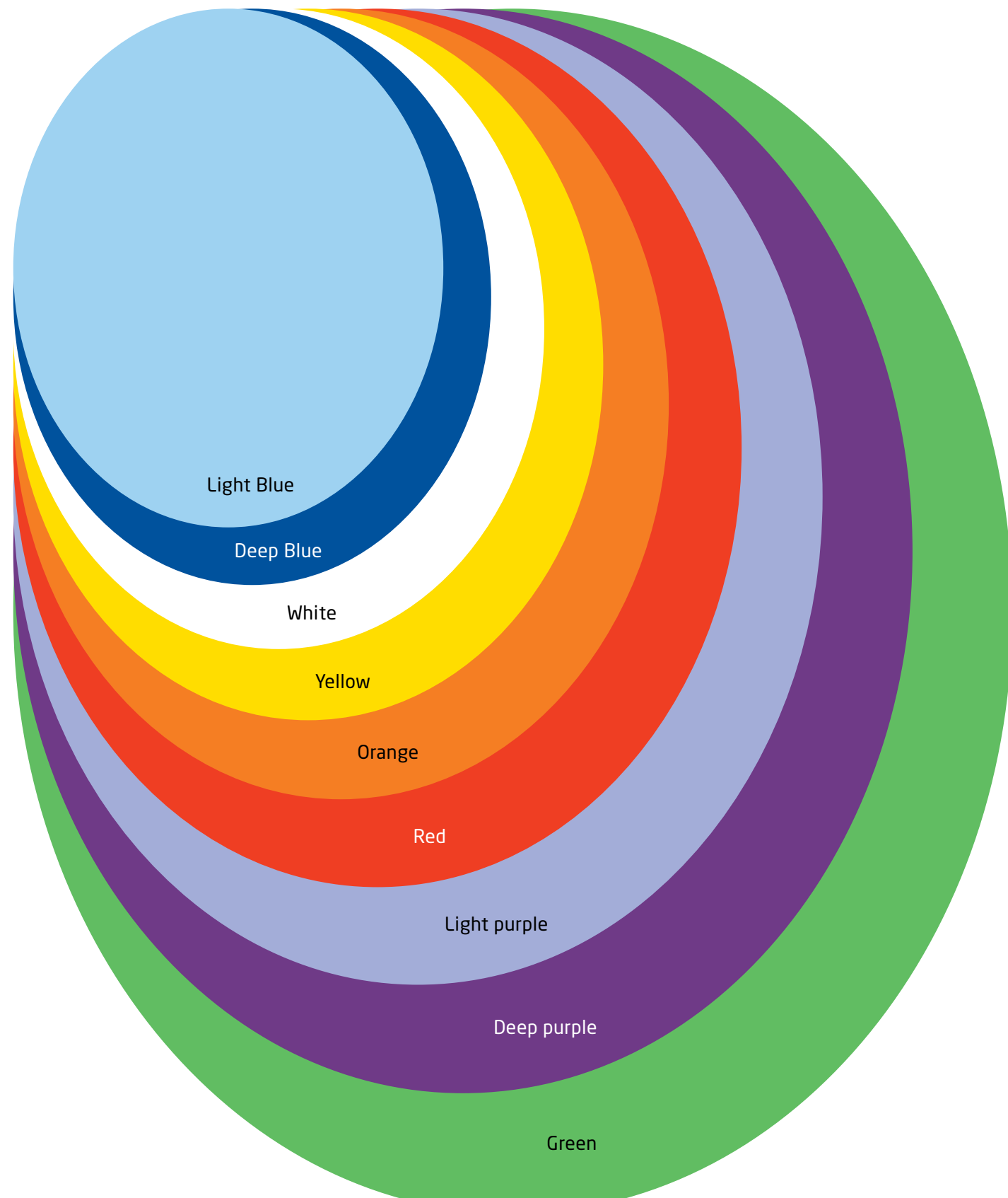
There's software that can help you adjust your design to deal with three dimensions and breaks in a surface, stretching part of the design to get around a shape, or marking things such as window frames, rivets, handles or light switches.”

CONRAD BIRKETT, BUSINESS DEVELOPMENT AND PRODUCT MANAGER AT ROLAND DG AUSTRALIA

INTERIOR DESIGN

MOOD can be enhanced by the main colours displayed in a room:

- **LIGHT BLUE** is said to encourage productivity. It's calming and non-distracting.
- **DEEP BLUE** can be bold, though it can also feel sad.
- **WHITE** feels cold, clean or bold, depending on your own mood and the lighting.
- **YELLOW AND ORANGE** give a room energy and brightness.
- **RED** fires us up, stimulates our thoughts and appetites.
- **LIGHT PURPLE** (lavender and lilac) can help us relax.
- **DEEP PURPLE** does almost the opposite - it's strong, sophisticated and dramatic.
- **GREEN** reminds us of nature, helping us feel calm and comfortable.



EXPERT TIP:

“Most small to medium businesses lean towards practicality in interior design choices, often because they think that’s all they can afford.

Signs are great for communicating simple messages, such as telling people they’re in the right place or directing them to the right section, but you also want to create a positive impression.

By the time people interact with you in your business space you want them to feel engaged with your brand.

The quality of your signage can exude feelings of trust or wariness. Is it neat, clean and well presented? Or is the

artwork faded and dirty? Little things like clean frames (rather than cheap or damaged) can make a difference too.

If you want the full brand experience in interior design, you can pretty much apply your colour palette to anything you look at, from the furniture to the walls, carpets and fittings. Think about including photos and other images that tell a story about your business. Some of the best entryways I’ve seen have case studies or photos of happy customers all along the wall. So as you walk along you experience a story about the business, the type of work they do and the people they work with. We’ve used that idea with a lot of clients and it’s always impressive.”

RICHARD BAKER, CREATIVE DIRECTOR, KWIK KOPY AUSTRALIA



ATTRACT CUSTOMERS

ATTRACTING CUSTOMERS TO YOUR BUSINESS

When you plan your promotional materials, think about the conversations you want to have with your customer, and the actions you want them to take.

Your 'call-to-action' is the whole point of any piece of promotional material, whether you're trying to bring customers into your main business location (store, office, workshop), or to an event or tradeshow stand.

The further away they are, the larger the promotional material, and the shorter the conversation. It starts with a simple announcement and instruction, such as 'walk this way for a great deal'.

As the customer approaches, you might make a short pitch with a single item for 'show-and-tell' or ask them a straightforward question. As any salesperson or spruiker knows, it's also important to lower the volume of your pitch the closer the customer gets to you.

Large format displays work best for announcements and 'show-and-tell' pitches – for longer conversations you need to speak with your customer in person or offer them a flyer or brochure.

EXPERT TIP:

"Designing for a large format promotion often includes classic advertising techniques, with the old principles of AIDA:

- Attention
- Interest
- Desire
- Action

It's all about very fast emotional engagement, drawing people in with an interesting promise, then stimulating their desire for your offer versus anyone else's so that they'll take action. What need or want you can solve?

It's very much about getting a message clearly and quickly but they also need to identify and

remember your business out of all the others. Every promotion, whether it's a poster, a stand or flyer needs to include your brand and contact information.

Next, think about how the graphics and design style help promote your position: are you high end, middle end or low end? Is your offer aspirational or price driven?

And then it's about the hierarchy of information: the logic of your pitch.



Finally, review your pitch and designs to work out what you can pare back. You probably want to say more than the customer wants to listen to, so focus on the proposition and call to action."

RICHARD BAKER, CREATIVE DIRECTOR,
KWIK KOPY AUSTRALIA



ATTRACT CUSTOMERS





BUSINESS LOCATION PROMO MATERIAL CHECKLIST:

LOCATION & POSITION	REQUIREMENTS	MATERIALS
EXTERNAL: FRONT OF BUILDING <ul style="list-style-type: none"> ➤ Door ➤ Window/s ➤ Awning ➤ Roof 	<ul style="list-style-type: none"> ✓ Clear brand identity ✓ Viewable from a distance and above eye level ✓ Weatherproof ✓ May need lighting 	Artwork fixed to hard materials: <ul style="list-style-type: none"> ➤ Permanent adhesives ➤ Strong backing ➤ Protective layer
EXTERNAL: CLOSE TO ENTRY <ul style="list-style-type: none"> ➤ Window/s ➤ A-frame boards ➤ Banners 	<ul style="list-style-type: none"> ✓ Promote special offers or sales ✓ Viewable 2-5 metres at eye level ✓ Portable or easy to put up and take down ✓ Artwork can be quickly modified 	Artwork printed on soft materials and mounted: <ul style="list-style-type: none"> ➤ Vinyl ➤ Paper ➤ Canvas or other cloth
INTERNAL: COUNTER/RECEPTION* <ul style="list-style-type: none"> ➤ Display stand ➤ Hanging frame <p>*see previous chapter on interior design</p>	<ul style="list-style-type: none"> ✓ Contact info ✓ Clear offer ✓ Strong call to action ✓ Cost-effective to produce quickly in bulk 	Artwork on paper or card for hand-out: <ul style="list-style-type: none"> ➤ Business card ➤ Brochure / flyer Artwork on display: <ul style="list-style-type: none"> ➤ Shelf talkers ➤ Posters <p>See the Kwik Kopy website: www.kwikkopy.com.au/poster-printing</p>



ATTRACT CUSTOMERS

EVENT/TRADESHOW PROMO MATERIAL CHECKLIST:

LOCATION & POSITION	REQUIREMENTS	MATERIALS
NEAR BUSINESS'S STAND/SITE OUTDOOR EVENT: <ul style="list-style-type: none"> ➤ A-frame ➤ Banners ➤ Flags ➤ Direction signs INDOOR EVENT: <ul style="list-style-type: none"> ➤ A-frame ➤ Pull-up banner frame ➤ Ceiling-hanging sign 	<ul style="list-style-type: none"> ✓ Clear brand identity ✓ Viewable from a distance and above eye level ✓ Simple attention-grabbing offer ✓ Directions to stand/site ✓ Portable ✓ Easy to put up and take down 	<p>Artwork fixed to sturdy materials, mounted with frame, or printed on:</p> <ul style="list-style-type: none"> ➤ Cloth ➤ Vinyl 
FRONT OF STAND/SITE: <ul style="list-style-type: none"> ➤ Banners ➤ Name plate across top frame of stand/tent 	<ul style="list-style-type: none"> ✓ Clear brand identity ✓ Viewable 1-3 metres at eye level ✓ Promote special offers ✓ Encourage customers to join mailing list (incentives) ✓ Easy to put up and take down ✓ Light-fast ink 	<p>Artwork printed on soft materials and mounted with frame:</p> <ul style="list-style-type: none"> ➤ Cloth ➤ Vinyl ➤ Paper
WALLS INSIDE: <ul style="list-style-type: none"> ➤ Posters ➤ Wallpapers ➤ Photos or illustrations of products with descriptions ➤ Photos of case studies with descriptions ➤ Product on shelves (or other display) 	<ul style="list-style-type: none"> ✓ Clear brand identity ✓ Viewable 20-100cm ✓ 3-4 benefits of offer or main selling points of a product/service ✓ Strong call to action ✓ Contact information ✓ Light-fast ink 	<p>Artwork printed on non-reflective material to improve visibility in bright light:</p> <ul style="list-style-type: none"> ➤ Matte or low-gloss paper ➤ Matte vinyl
TABLE OR PLINTH INSIDE: <ul style="list-style-type: none"> ➤ Brochures and flyers ➤ Business cards ➤ Incentives (prizes or giveaway promotional items) ➤ Shelf talkers 	<ul style="list-style-type: none"> ✓ Clear brand identity ✓ Contact information ✓ Strong call to action ✓ Large supply of each item ✓ Small enough to fit in wallet or offer a branded showbag for larger items ✓ Cost effective 	<ul style="list-style-type: none"> ➤ Artwork printed on quality paper or card ➤ See the Kwik Kopy website for ideas on promotional items: www.kwikkopy.com.au/marketing-services/promotional-products

ATTRACT CUSTOMERS

STAND OUT FROM THE CROWD

It's becoming harder to stand out at events, because most people have a whole range of larger presentation material.

But you don't need to shout. For your large posters and banners, use good quality materials, high resolution images, and clear colours for type and design effects. You don't need a whole lot of text.

You mostly have less than a few seconds to capture someone's attention, so start with simple messages. The banner will get them onto the stand, and then you want to build up your customer's understanding of your business with more details on the stand.

The overview of the product or service can be captured in a larger, wall-mounted poster. Then you want to offer them a takeaway brochure or flyer which delivers more information about the features and benefits.

Given the competition, the way you deliver your message is becoming more critical: focus on what's in it for the customer. You might consider using interactive call-outs such as QR codes on promotional material because it's much easier in large formats to encourage those links into digital media where the conversation can continue.

EXPERT TIP:

"Sight lines really matter at events. Most exhibitions have table stands, so if you put anything below that table level it gets obscured by people's legs.

Any creative material for an event needs to stand out at eye level or above. It's mostly about having that awareness of the physical environment and using frames to lift your artwork.

If you go to a lot of events then you'll want to invest in light, portable and easy to set up frames for your banners. You can reskin them with different materials or artwork for each event if you need to. One of the great things about large format print now is that it's easy and affordable to create new artwork for events. Sometimes you might only need to change a single panel for an offer or your local contact info.

Also, don't forget that incentives can be a great hook to get people to your stand. Competitions work well if you have a well-targeted prize and the activity they have to do to enter is fun. Find a way of emotionally engaging with the audience so they'll want to enter just for the fun of it."

RICHARD BAKER, CREATIVE DIRECTOR, KWIK KOPY AUSTRALIA

Scan this code



to get the latest offers.

QR code



WE LARGE FORMAT

because we want to see
YOUR BUSINESS STAND OUT

STAND OUT FROM THE CROWD WITH THIS GREAT OFFER.

Buy one pull-up banner. Get a second one FREE!*

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THE LATEST OFFERS

To redeem this special offer call 1800 084 267 and speak to a
Kwik Kopy design and print expert or visit kwikkopy.com.au/smarter

Something for everyone.



*Terms and conditions apply for this special offer. Visit kwikkopy.com.au for more details. Offer expires 30/06/14.



Corporate Design
& Print Solutions

kwikkopy.com.au

CASE STUDY: VARIETY – THE CHILDREN’S CHARITY



A NEW SYDNEY HOME FOR VARIETY – THE CHILDREN’S CHARITY

Variety’s history of helping children in need goes back almost a century to 1928, when a group of theatre owners in the USA passed around the hat to pay for a foster child’s education. The Australian Variety launched in the 1970s, initially with a focus on raising funds through the entertainment industry (which explains the ‘top hat’ in the logo), then through activities involving the wider community (the ‘heart’ of the logo) such as the famous Variety Bash car rally. In 2013 the NSW branch relocated to expand its activities – which meant a completely new fitout reflecting its brand.

LOCATION:

Artarmon, NSW

INDUSTRY:

Charity

WEBSITE:

www.variety.org.au

DESIGN WORK FOR VARIETY BY KWIK KOPY CHATSWOOD:

- Outdoor window signage
- Entrance hall recognition board (chairmen)
- Directional sign and footprints on floor
- Photo and illustration wallpaper (multiple rooms)
- Feature wall artwork (multiple rooms)
- Canvas artwork (multiple rooms)
- Reception area logo
- Room name signage
- Meeting room table top



CASE STUDY: VARIETY – THE CHILDREN’S CHARITY

CREATIVE DESIGN THAT REFLECTS THE BRAND

“The old building we were in for 23 years used to be a police station – the receptionist even sat in a cell – so we weren’t able to do much with design and branding,” recalls Grace Proust, Corporate Partnerships and Marketing Manager at Variety – the Children’s Charity NSW.

“The new modern building gave us a blank canvas to create a place that we’re proud of and that reflects the Variety – the Children’s Charity brand: a vibrant group of people helping kids who are disadvantaged, sick and in need.”



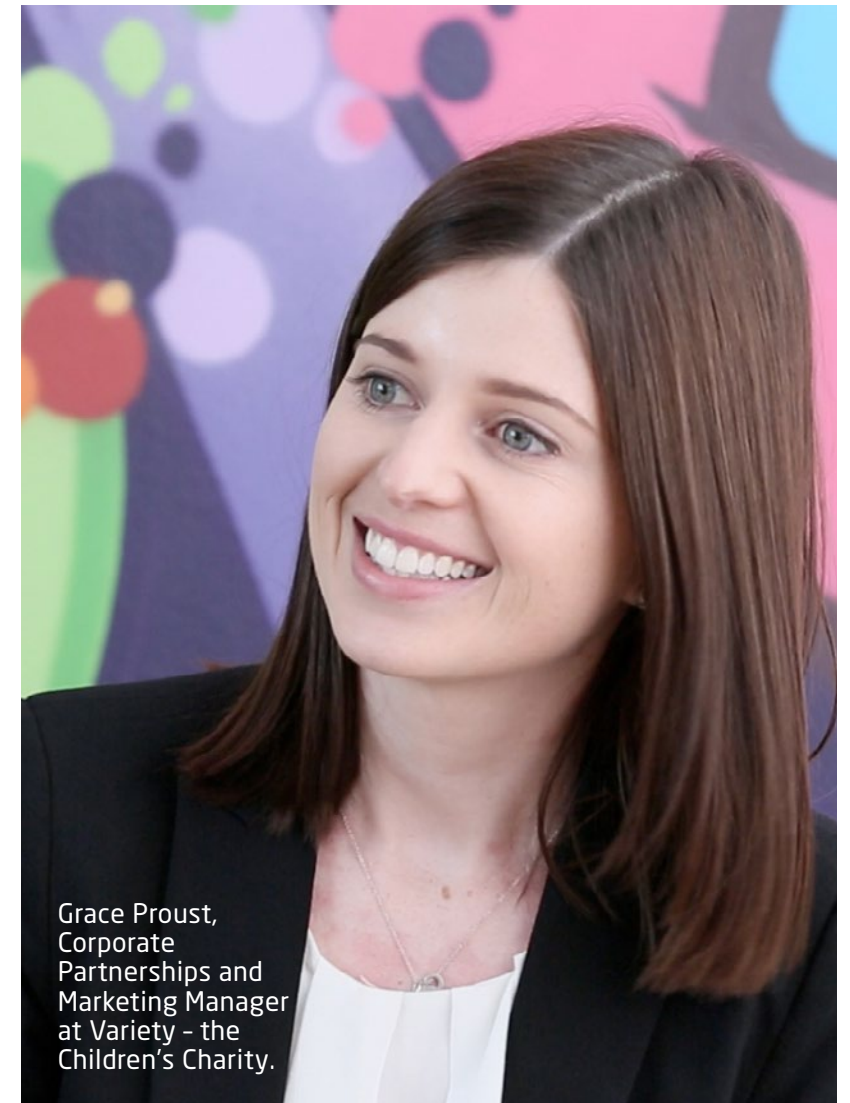
Grace explains that the organisation was very excited about bringing ‘a lot of Variety’ to the new building, and needed a cost-effective and creative way to share the brand story.

The first priority though was a little more pragmatic: displaying the brand identity and contact information at the front door so that visitors would know they’d come to the right place.

Grace asked her local Kwik Kopy to produce weatherproof signage for the main door and street-facing window of the building. Andrew Bannerman, owner of Kwik Kopy Chatswood, suggested using a machine that can print and cut out letters, logos and other artwork on large waterproof vinyl sticker sheets.

“The beauty of using large vinyl sheets is that the material is durable and you can cut out pretty much any shape you need,” says Andrew. “It prints colours well, works for small and large designs, and sticks to almost anything. Because it’s so light, you don’t need much adhesive, so you can also peel it off without damaging the surface if you need to move it.”

Once Grace had seen what was possible with large format printing, she asked



Grace Proust,
Corporate
Partnerships and
Marketing Manager
at Variety – the
Children’s Charity.

Andrew and his team to come up with designs for interior signs and decorations. “We have so many beautiful images of the kids we’ve supported, so we were happy that we could easily get large photos onto the walls inside, and even display a big photo of the kids in the front window,” notes Grace. “Being able to print large images meant we could really get creative in telling our story and bringing the building to life.”

CASE STUDY: VARIETY – THE CHILDREN’S CHARITY

ARTISTIC SIGNS

Once the external signs were installed, the team at Kwik Kopy Chatswood began work on two large pieces: a logo for the reception area and an honour board for the entry hall. Acrylic was chosen because it’s very strong and long-lasting, which makes it ideal for permanent fixtures. The logo was custom made with multiple precision-cut pieces of colour acrylic; while the honour board was cut as a single piece of acrylic and cut vinyl lettering was used to overlay the names of chairmen of the Variety Board.

“It’s a modern-style recognition board (like the wooden boards of old) to show our rich history, from our first chairman to the present day,” says Grace.

“Because it’s cut vinyl lettering on the acrylic background, we’ll be able to add more names in the future without great effort or expense.”

The next steps were to install direction signs and badges for spaces visited by the public, including the reception and meeting rooms.

The designers and printers referred to Variety’s corporate brand style guide so that all printed designs matched the right specifications, including:

- **Colour calibration for the bold red;**
- **Logo positioning and clear space;**
- **Typography in the brand identity: ‘Variety – the Children’s Charity’; and**
- **Typography for signs.**



CASE STUDY: VARIETY – THE CHILDREN’S CHARITY

“Variety’s red gave us a link between the functional signs and artwork throughout the building,” explains Andrew. “You first see it at the door, then when you step inside there’s the logo on the doormat, and leading from there are little red children’s footprints, outlined in white printed on vinyl coated with a tough, protective layer.”

The footprints are certainly cute, though they’re practical too, as they lead visitors to the stairs where a large cartoon image of a kid holds an arrow beneath the word ‘Reception’. Grace muses that a generic sign with plain words in black and white saying ‘Reception upstairs’ might have done the same job – but the footprints and illustration are a lot more fun, and therefore more in line with Variety’s brand values.

Finally, room names reflecting the organisation’s showbusiness past were cut from the same kind of vinyl – Andrew mentions that wherever possible, it’s worth fitting as many individual signs and labels on each printable sheet to get the best value and less wastage.

ART BEYOND THE FRAME

“Andrew at Kwik Kopy opened my eyes to the solutions out there for signs and large images. He’s very enthusiastic, very

creative,” says Grace. “I’d have an idea for something and he’d really improve it, suggesting different materials and techniques. For example, Kwik Kopy printed some illustrations onto canvas for us, which help add colour and vibrancy to the office – and it’s a great solution for a picture without framing costs. When I told him we had all these photos of kids I thought we could print on canvas, too, and nail to the walls, he said ‘Well, you know we could make them even bigger and brighter by printing them on vinyl’, which is more glossy, very professional and looks amazing.”



CASE STUDY: VARIETY – THE CHILDREN’S CHARITY

After taking careful measurements of the walls and photographing each space, the Kwik Kopy Chatswood team created mock-ups of several designs overlaid on the photos to help Grace picture the end result.

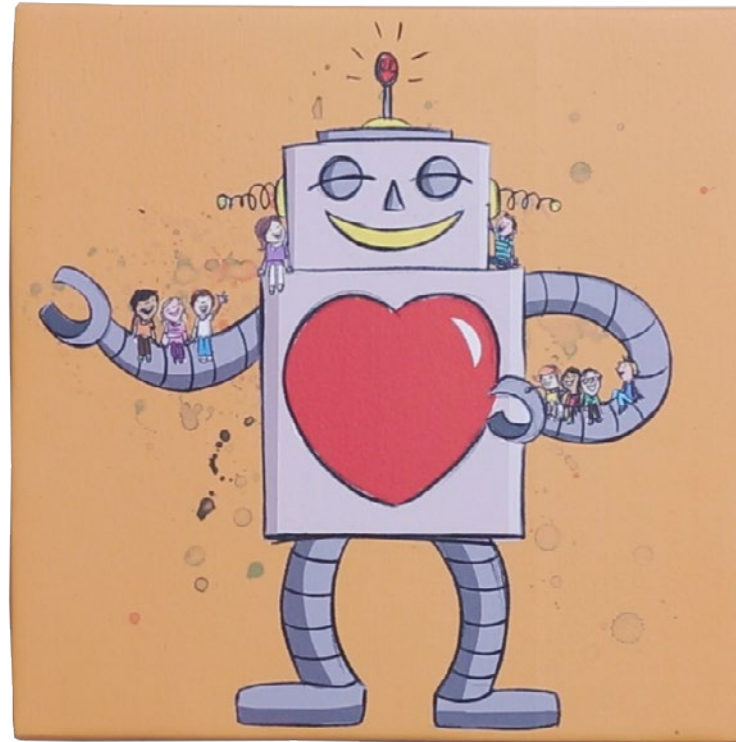
Once the designs were agreed on, photos of children in mostly red clothing were printed on giant sheets, much like wallpaper, and applied in similar fashion.

An illustration showing children holding hands in a circle was converted into a vector graphic and re-coloured so that it could be reproduced on a massive scale as a focus piece in the reception area.

“Using wallpaper-style vinyl...you can fairly quickly bring life, colour and personality to a room.”

ANDREW BANNERMAN, OWNER,
KWIK KOPY CHATSWOOD

“Vinyl and acrylic are great materials for colourful display pieces because they print colours brilliantly,” says Andrew. “The whole idea of using wallpaper-style vinyl for the artworks is that you can fairly quickly bring life, colour and personality to a room - and it’s fairly easy to remove if you want to upgrade the interior design in a couple of years’ time.”



WATCH OUR VIDEO INTERVIEW
youtu.be/kDxb4Y_VJIU



INNOVATIONS IN LARGE FORMAT PRINTING

Your local commercial printer has always offered cost-effective ways to get big print jobs done quickly on paper, though in recent years we've seen print technology evolve with new materials and printing methods, especially for large format.

Modern large format printing machines are several generations ahead of the ink-on-paper technology in your office printer, with more options for:

- **INK** – many more colours and types, including metallic, textured, fluorescent, light-fast (fade resistant) and water resistant mixes; these speciality inks are designed for consistent results and can last longer than standard inks too.
- **PRINT STOCK & FINISHES** – wider range of paper, vinyl, card, canvas and acrylic sheets, with the option to add laminates including water-resistant, non-slip, non-reflective and textured layers.
- **CUSTOM SHAPES** – some high-end printers can also precision-cut paper, card and vinyl in just about any shape, including very small type.

➤ **ADHESIVES** – you might use self-contained 'sticker' sheets for lightweight materials, while bigger or heavier pieces will need an adhesive applied after the material has been printed. Ask your printer about using the right adhesive for the job: do you want the material to bond firmly and permanently with the display surface? Or is it only for a short-term application and therefore you want the material to be easy to peel off?

EXPERT TIP:

"Everybody sees so much promotional material that if you want to really stand out you've got to do something more innovative.

Think about the physical environment: cut-outs, wraps and adhesives for different surfaces mean you can work in three dimensions – your artwork doesn't have to be flat."

ANDREW BANNERMAN, OWNER, KWIK KOPY CHATSWOOD



PROFESSIONAL FINISH

The quality of your large format promotional material is mostly down to the ingredients: design, ink, print stock, finishes, cutting and adhesives. But it also pays to get professional help for the final installation.

Experts in large format should be very familiar with the most appropriate tools and methods for putting artwork on display – and they'll often engage professional tradespeople for complex installations such

as signs high up on buildings and three-dimensional applications, including fixing art to architectural features or wrapping it around vehicles.

You want every single piece of your artwork – from your logo and lettering to illustrations and photos – to be perfectly aligned and well fixed.

In the end, it's all about creating the best possible impression of your business and your brand in your customers' eyes.



EXPERT TIP:

"There are no second prizes when it comes to installing artwork.

There's certainly a knack to getting it right, especially when you're sticking material onto three dimensional surfaces, such as vehicles. Even when it's flat you don't want creases, bubbles or panels out of alignment.

Unless it's very basic, I wouldn't recommend DIY. You could have the best designer, the best material and the best printer but if the artwork isn't applied correctly the whole thing ends up looking amateurish. I often compare it to finishing a house: some people get the design, building and fitout work done by professionals and then think 'Well, we could save by doing the painting ourselves' – and the end result is disappointing. People only judge the final product. Everything with your brand on it needs to look professional. It's all about creating the right image."

CONRAD BIRKETT, BUSINESS DEVELOPMENT AND PRODUCT MANAGER AT ROLAND DG AUSTRALIA

CREDITS

ABOUT KWIK KOPY AUSTRALIA

kwikkopy.com.au



Corporate Design
& Print Solutions

Kwik Kopy Australia is a leading provider of graphic design, print, web and marketing services, with over 100 centres operating throughout Australia.

Kwik Kopy delivers practical advice, graphic design and advanced online access to provide customers with superior communication products to enhance their business. The company boasts some of the finest minds in the franchising market, as well as franchisees who have successfully made the Kwik Kopy corporate vision work for themselves.

An independent Australian company, Kwik Kopy Australia was established in 1982.

ABOUT SMARTER BUSINESS IDEAS

smarterbusinessideas.com.au



Smarter Business Ideas is Australia's biggest small-to-medium business magazine. The print magazine is mailed to the workplaces of 300,000 Australian business owners.

The print magazine is supported by a tablet edition, daily-updated website, weekly email newsletter and social media. *Smarter* won the Launch of the Year Award and was the runner-up the Custom Magazine of the Year at the Publishers Australia Excellence Awards 2011.

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