

PAPER AND ENVELOPE COLOUR SWATCH GUIDE



www.signaturebranding.com.au

# SIGNATUREBRANDING

DESIGN WITH PASSION. SIGNED WITH LOVE

# great news

Signature Branding has teamed up with some of Australia's most premium printers. It is therefore guaranteed that you are receiving excellent quality card and paper.

When shopping around for your stationery, it's useful to know that card and paper is measured by weight- Grams per Square Metre or GSM. Basically, the higher the gam, the heavier the weight. To give you a better idea, standard copy paper is 80gsm. Good quality invitations usually range between 300 and 400ssm.















#### **ENVELOPE SWATCHES**





CHOCOLATE CRYOGEN COCKTALLHOUR CREAM GALVANISED

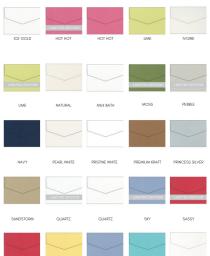
HOLLYWOOD

GALVANISED GOLD LEAF

ICE GOLD

FAIRY PINK

#### **ENVELOPE SWATCHES**



SKY

SPARKLING BELLE

BRILLIANT WHITE

SASSY

SUNSHINE

#### **ENVELOPE SWATCHES**





VVE017WAR00 BLO017PLU00 BLO017LIG00 BLC017MIN00 BLO017FBO00

EGR017MIS00 EGR017MLI00 EGR017MAR EGR017ROLI00 VVED17BRI00

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# great print

Once you have decided on your card/paper stock, it's time to get excited about your printing method! If you are going to take the time to select great paper, the style of print should compliment that choice.

## digital print

This is the most common form of printing which essentially uses the same technique as you would with a printer at home or at work. The major difference being that commercial printing does so at a much higher standard. Ultimately, colours pop and you get a much crisper and clean finish.





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#### letterpress print

Whenever you hear the words letterpress, think... depth and sophistication. This age-old printing method specifically involves the 'pressing' of text and images which literally leaves a beautiful impression on your card or paper.

# BISIG

#### white ink print

So be honest... how many of you thought that printing white onto coloured paper was no different from printing black? If you're anything like me, you didl Contrary to popular belief, you cannot print white ink onto coloured paper from a standard inkjet or toner printer. As such, this is a specialised method that only dedicated printers can handle.



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## hot foil printing

In a nutshell, hot foil stamping is the epitome of Signature Stationery Design. It is by far one of the most superior printing methods, exuding elegance, luxury and style. The technique itself involves the application of metallic foil (available in a variety of colours) to the surface of card



## what next?

Get in touch and make an appointment for your complimentary consultation

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