

Brand Guidelines

USE PRINT CAMPAIGN



The Campaign

The USE PRINT collateral has been created as a campaign to improve the visibility of print and show that print gets cut-through, generates engagement and simply stands out.

These guidelines are intended to maintain the integrity of the campaign collateral.

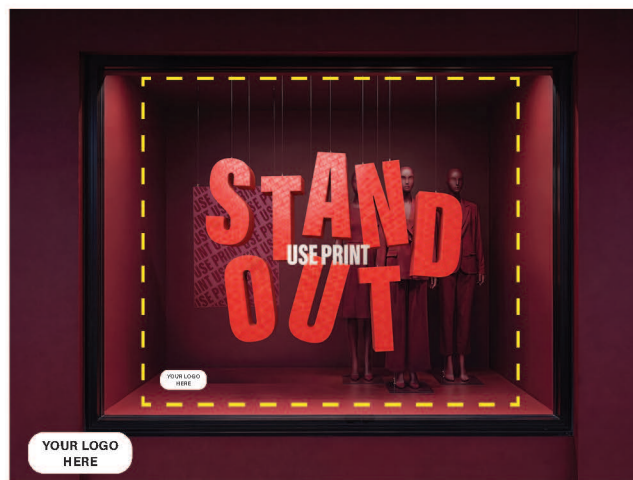
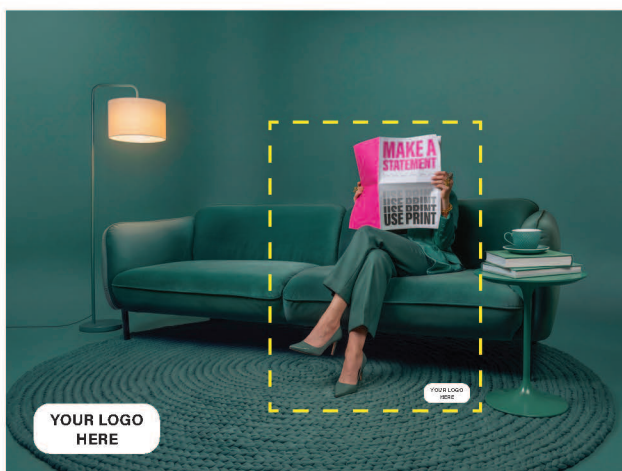
Images

You will be supplied with high resolution JPEG, PDF and MV4 files for you to use to support the campaign.

The campaign images are designed to be used as part of your website, social media and marketing collateral to reinforce the effectiveness of print to your audience.

You may add your own company logo and contacts to the imagery but you cannot change the colours or the images themselves.

The samples below show the imagery and how it may be cropped where necessary to create the right size, and where your details may be added.



The **USE PRINT** campaign font is **Acumin Variable Concept**. This is the only font to be applied on the supplied graphics. It may be applied in any variation ie. Regular, Condensed etc.

Maximum size of imagery is unrestricted. The bigger the better!

To ensure the integrity of the campaign is maintained, please contact us for approval of any changes outside the parameters indicated.

For any additional information :

Tel : 0800 654 455 / Email : info@printnz.co.nz / www.printnz.co.nz

PrintNZ is your industry association. We support our evolving industries and partner with our members to promote the efficacy and sustainability of print.

USE PRINT

Examples of how you can use the campaign

A practical visual guide showing different ways a print campaign can be brought to life across customer touchpoints - from signage and vehicles to packaging, editorial placements and digital support.

High-impact physical applications



Pull-up banner

Portable display for events, foyers, showrooms and campaign launches.



Billboard

Large-format outdoor visibility for awareness and brand presence.



Building frontage

Turns you premises into a high-visibility campaign surface.



Vehicle graphics

Mobile advertising that can be seen anywhere.

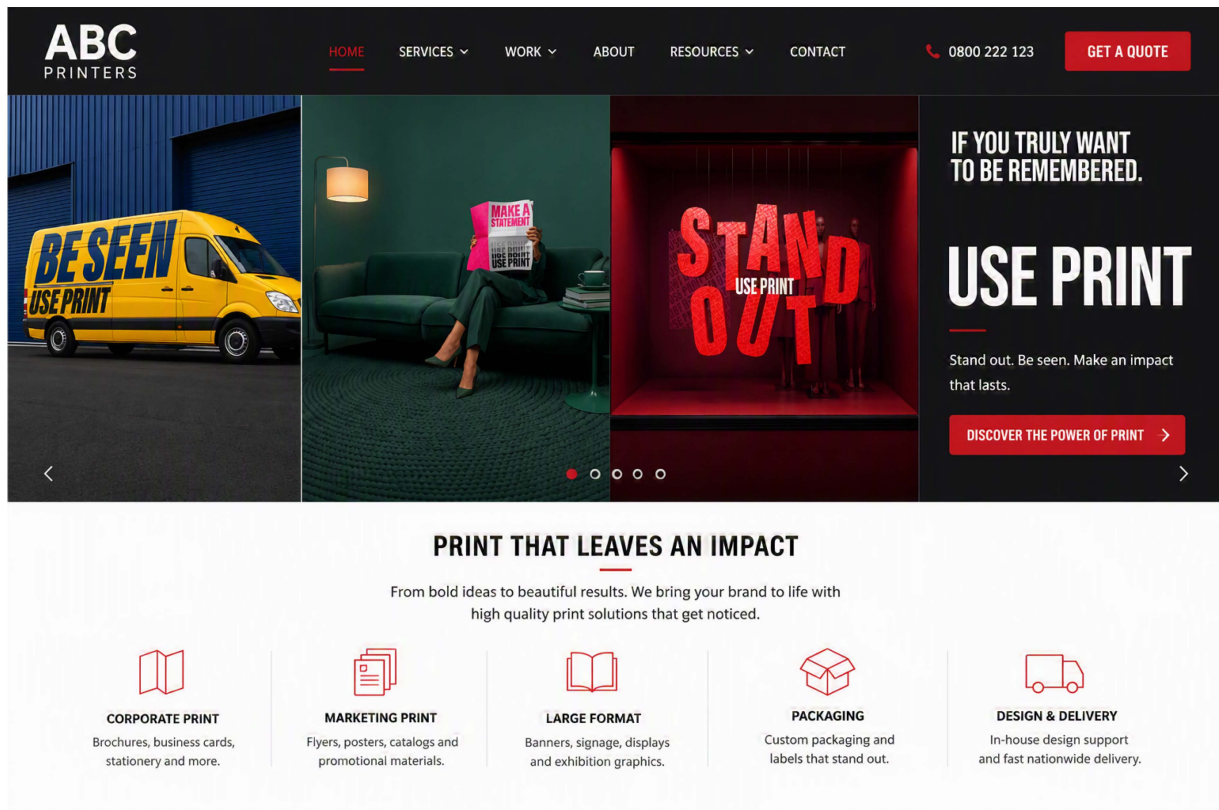


Packaging

A tactile, trust-building moment at the point of delivery.

USE PRINT

Customer facing touchpoints



Website banner

Use the campaign visually on a homepage or landing page to connect online activity with printed campaign assets.



Business cards

Campaign messaging can sit alongside standard contact details for leave-behind impact.



Magazine/newspaper advertising

Shows how campaign imagery can become an editorial-style advert or feature placement.

ONE CAMPAIGN. MANY PRINTED MOMENTS.

These examples show how the USE PRINT campaign can move across practical customer touchpoints: large-format, building frontage, vehicle graphics, packaging, business cards, publication advertising and websites.

Visit www.printnz.co.nz/useprint