



# Stand Out with Print

## What are Print Embellishments?

Enhancements to printed pieces that make them unique and draw attention.

Laminate (soft touch)

Spot Gloss

Foil

Painted Edges

Die cuts/Unique shapes

Metallic Ink

Extra-Thick Stock (32-35pt)

Textured Paper

## Why do they add value to brands?

Print embellishments enhance visual appeal to give brands a premium look.

Capture attention

Differentiate from competitors

Enhance corporate image

## When should they be used?

Consider them for high-profile pieces that may be held onto over time and marketing materials that are meant to grab attention and convey a brand image.

Business cards

Note cards & greeting cards

Marketing collateral

*Use embellishments when your goal is to make a true connection to your audience.*

## How to get started?

- ◆ Request samples of design ideas that can be produced digitally.
- ◆ Get input from your supplier about how print embellishments could be incorporated creatively and economically with your brand and designs.

