

# Back to Basics

August 2015





## Core Value

"I appreciate your team's commitment to continuing to provide the highest levels of service and quality."

*~S.F., product manufacturing executive*

# Simplicity, Service, Quality

*Sometimes it's the little things that make all the difference...  
Simplicity is key... Less is more...*

We've all heard of these mantras, but how often is it that we remember them when it counts? Getting caught up in the mix can sure take us for a spin—unaware of what matters most.

The greatest graphic designers tend to understand what's necessary and what's not, what's effective and what's unfavorable when it comes to crafting a marketing piece.

Ideally, there are design guidelines to make the most impact:

- more visuals, less text
- color achieves more
- variable content ranks supreme
- minimum font types
- consistent branding
- let the page “breathe” (be not afraid of whitespace)
- syncing the underlying message with design triggers cohesiveness

What do all these design specifics mean for you? It means your customers' chances of relating to you and connecting to your brand will increase because you've taken the steps to understand how to appeal to them. Favorable outcomes lie ahead for any business or organization that can do this.

As Antoine de Saint-Exupéry believed,  
“A designer knows he has achieved perfection  
not when there is nothing  
left to add, but when  
there is nothing left  
to take away.”

*George E. B. Stewart*  
Managing Partner



# First Impressions

## Meet Our New Spectrum Team Member



Cathleen joins our team bringing strong customer service skills and attention to detail, gained by her extensive real estate and hospitality sales experience. She finds that working at Spectrum everyday is different and full of interesting projects. Cathleen stays active by swimming and walking, and enjoys reading and travel. Although San Francisco is her favorite city to visit, exploring Las Vegas, Georgia, Florida, and Texas is on her list of upcoming adventures noting, "Variety is the spice of life; it is what you make out of it."

**Cathleen Milligan**  
*Customer Service Representative*

## Bona Fide Mailpiece Design Certified Professionals

We now have a third team member who underwent in-depth training to become a "Mailpiece Design Professional" (MDP) certified by the United States Post Office.

Congratulations to our Customer Service Rep., **Amber Peterson!**



*From left to right: Amber, Lee, and Shelly*

Amber joins our current MDP's, Mail Division Manager, **Lee Oliverio**, and Mail Division Customer Service Representative, **Michelle "Shelly" Lewis**.

How do you benefit from working with a certified team of professionals like this? When our certified CSR's understand the postal standards related to designing your letter and flat mailpieces that are processed on high-speed automation equipment at the Post Office, they can help you maximize cost effectiveness, reduce delays, and increase the market value of your campaign; which saves you time, money, and headaches.

### **Our certified MDP's can help you with:**

- postal addressing standards
- classes of mail and processing categories
- Full Service Intelligent Mail® and parcel barcode formats and print specifications
- designing automation letters and flats (tabbing, polywrap, deflection, flexibility, etc.)
- reply mail (Business Reply and Courtesy Reply and obtaining the proper barcodes for each)
- address corrections and move updates

# SuperStats

## Which types of visuals receive the most interaction in marketing?

There's a reason why 65 percent of humans are visual learners according to the Social Science Research Network; we're simply visual creatures. The effective use of images in marketing is essential. And when it comes to social media marketing specifically, images are the number one most important factor to optimize content—vital to online success. The same holds true to print marketing as well. Look here and see for yourself...

Beach



### Text or Image?

Our brain processes visuals 60,000x faster than text. 40% of people respond better to visuals.

Source: *Blog.BufferApp.com* article, "A Complete Guide to Visual Content: The Science, Tools and Strategy of Creating Killer Images."



## Black & White or Color?

Color ads hold 42% more attention than their grayscale equivalent.

Source: CyberAlert.com article, "The Crucial Roles of Images and Colors in Marketing."



## Stand Alone or In-Use?

Images of products in action are shared online 6x more often than isolated ones.

Source: ContentMarketingInstitute.com article, "Real-World Analysis: 6 Ideas for Images That (Really) Work."

It's always worthwhile to do a double-take when looking at the images you're using in your marketing collateral. Using the most effective form of images gain more relevancy to the eye of the beholder when viewing your business and product or service.

# Top 10 Basic Workplace Principles We All Learned in Kindergarten

5-year-olds... adults... sometimes we're one and the same. Whether we're a kindergartener in the classroom or a professional in the workplace, sticking to some of these basic principles is simply the best way to live, work, and play.

10. Try to do it yourself before you ask the "teacher."

9. Show what you know.

8. Listen when others are talking.

7. Put things back where you found them.

6. Clean up your own mess.



5. Don't take things that aren't yours.
4. Say you're sorry when you hurt others.
3. Don't wait until the last minute to do your "homework."
2. Take a nap every afternoon.  
*(Er, um... that is, when the boss is on vacation).*

And the #1 Basic  
Workplace Principle  
We All Learned in  
Kindergarten is...

**Don't hit  
people.**

*(If you do, refer back to #4.)*



*Source: Includes adaptations from Robert Fulghum's book, All I Really Need to Know I Learned in Kindergarten.*

# A Fresh Perspective

## Marketing Ideas You Can Use Now

This bi-monthly edition of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques, and attributes. Simply embossing on a mini booklet gains the attention it deserves on a classy cream-colored paper. The paper stock is thick and hearty, making a memorable impact. And we can even print smaller than this. In fact, the smallest saddle-stitched “booklet” we’ve ever printed was an incredible 28-page 1” x 1” mini calendar. Practically anything is possible!



This 12-page mini booklet was printed 4/4 on 80# Classic Natural White Cover, embossed, trimmed, scored, folded, saddle-stitched, and tabbed.

**Printing:** Spectrum Production Team

**Mailing List Processing:** Spectrum Mailing Dept.

**Design:** Kyle Williams

**Concept & Content:** Heather Strong

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