sn@p

printing
design
websites
brochures
e-marketing
posters
business cards
and more...

sn@p
print design websites

Let's **build your business** starting now

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print design websites

Australian owned and operated

1899

When our organisation began in 1899, steam power was all the rage, horses ruled the streets and many Australians still mourned the death of Queen Victoria just two years earlier.

In those pioneering days, we were known as the Imperial Printing Company, but throughout the 20th century, we were always at the cutting edge of the latest technical developments.

When the Instant Print revolution arrived in the 1960s, Snap led the way, introducing faster, easier printing to Australia. This success consolidated our position as the largest Australian owned and operated print and design network, where we remain to the present day.
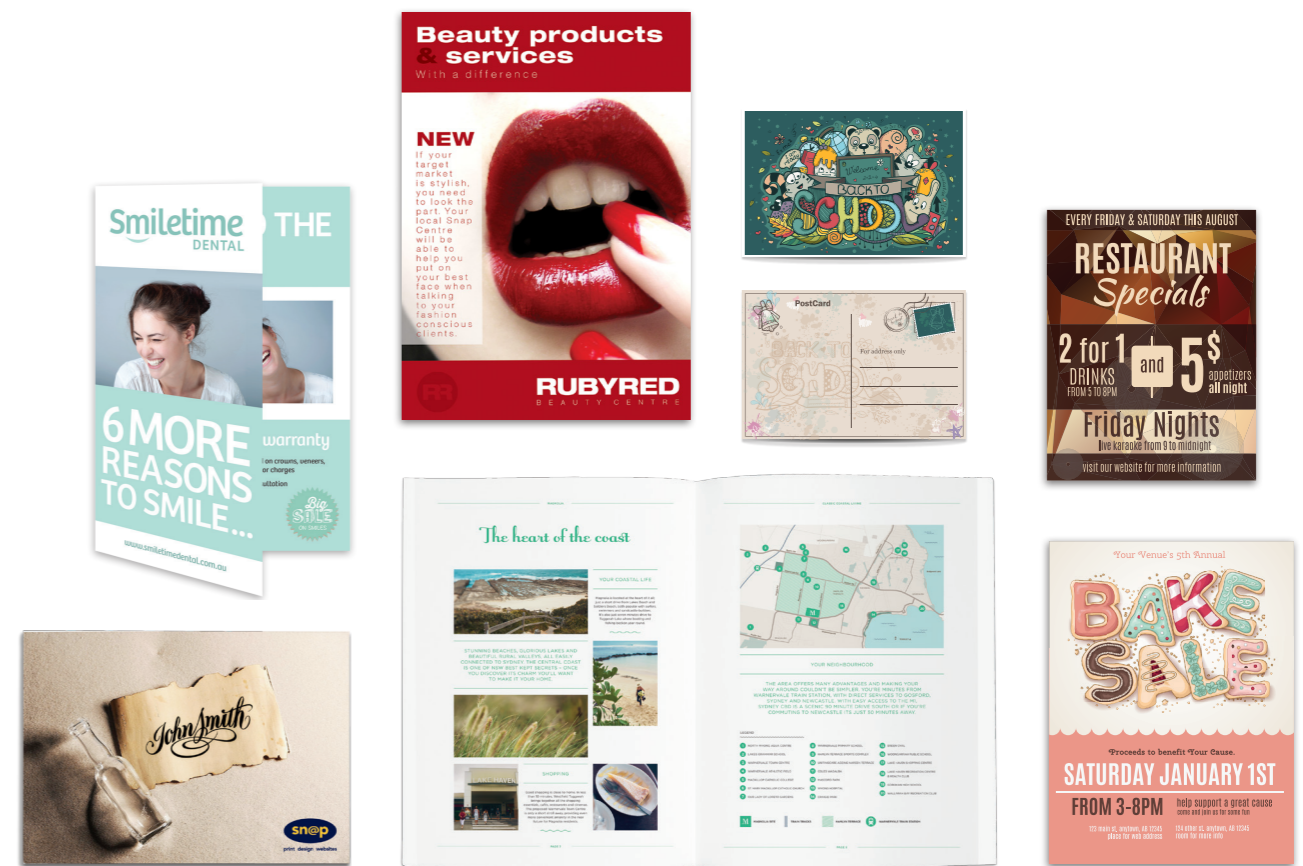
Then the digital age arrived and Snap embraced the many new online solutions that became available, including electronic marketing and websites.

Today, Snap continues to stay ahead, with an ever-developing portfolio of services, professional design and creative ideas that meet the needs of businesses, small, medium or large.

All backed by fast, dependable and friendly service – the credentials that have ensured Snap is over 100 years young, not old.

Let's print…

Snap didn't become Australia's number one choice for printing services by chance. We've worked hard to ensure that nobody can provide more advanced technology, more expert knowledge, or more efficient service.

After 100 years in the business, it's true to say that printing is part of our DNA and we take great pride in what we do. For example, knowing how the grain of the paper can affect the fold, or helping you choose the PMS colours that can be most easily replicated – details that can make a huge difference to the end result (and your budget).

All of this means you can rest assured that we'll make your business look good. After all, when we produce outstanding printed materials for you, it says a lot about us, too.
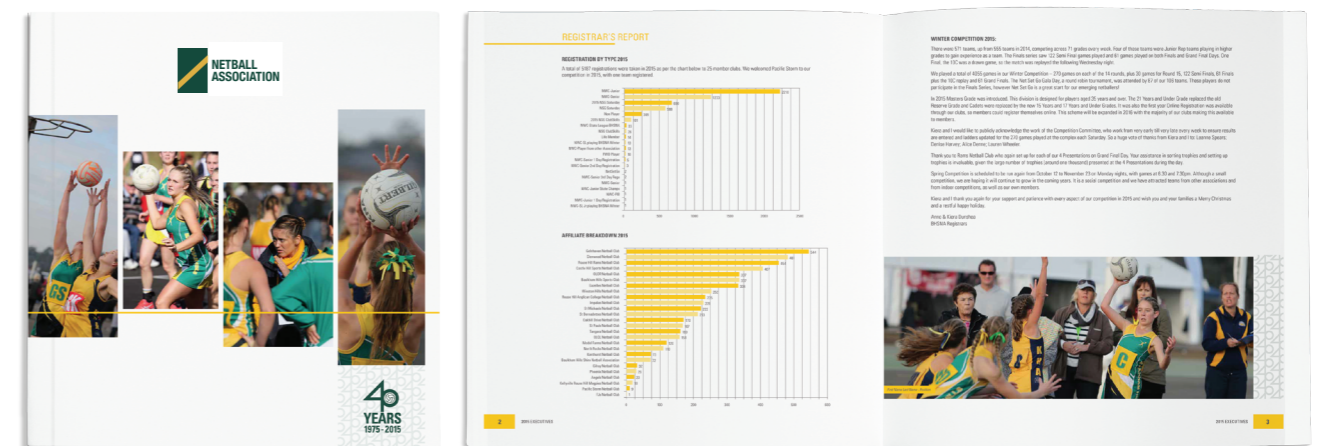
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Brochures, flyers & postcards

Needless to say, if you want it printed – whatever it is – you can turn to Snap to achieve brilliant results. We'll advise you on the best printing method, the right paper and the best options available for your project. Then, we'll produce the final printed material in double quick time. Whether the answer is offset printing, or digital, or you want 10 or 10,000, you can be sure we'll create a memorable, cost-effective solution. Make it personalised, make it blazing with colour, make it targeted, make it impactful, just make sure it's handled by Snap and you can't go wrong.
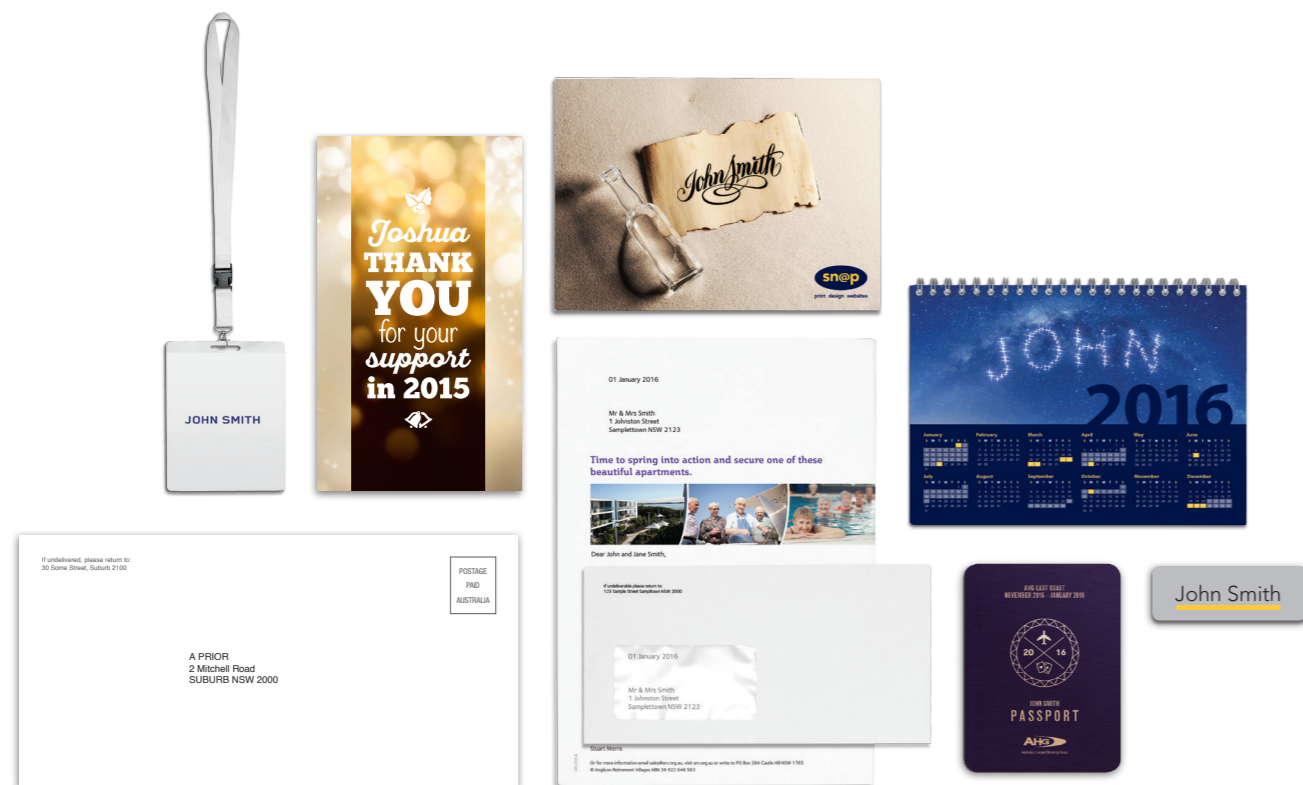
Annual reports

We understand that when it's time to produce an important business publication such as an annual report, you don't want to take chances. Whatever you need – design, layout, production, printing, binding, collating, mailing – we're fully equipped to help you every step of the way. If you want luxury stock, something with environmental credentials or, perhaps an economical alternative, you can depend on us to find the best possible option. When it comes to annual reports, we're all business.

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Personalisation

The days of "Dear Valued Customer" are truly over. Personalising your direct mail is highly effective – our research indicates that campaign response rates are up to 15 times higher than with traditional methods. What's more, our personalised print expertise allows you to individualise almost any printed communication, including newsletters, brochures, letters, postcards, flyers, and DVD covers. Or, really get your customer's attention with personalised material for your next presentation. Using your database, we can also include your client's name and address, or even personalise the text and graphics for each customer. Then, with personally linked URLs, we can go on to track your campaigns in real time.

Business stationery

Just like your website, your business stationery says volumes about what kind of company you are. Look staid and old-fashioned and your clients will inevitably associate your organisation with being behind the times. Relevant, contemporary stationery will give an impression of a business that is switched on and professional. Snap has the expertise to assist you with all your stationery needs from A-Z – our graphic design team will make the most of your current visual identity, update the look, or even produce an exciting new direction, depending on your preference. Naturally, we can also advise on stock weight, colours and printing options, so nothing is left to chance.

Posters and banners

Whether you want an impactful poster for the office or a knock out banner for your next trade show, we can create exactly what you're looking for. Printed in high definition colour, we offer all sizes from A3 to A0 (or a unique size, just for you) and in any quantity you choose. Snap can also custom design posters or banners, so you'll stand out wherever you are.

Manuals

Details, details, details. They're all important when you're producing a manual. Fortunately, whatever type of manual you want – large, small, simple, complex, you can rest assured, we've been there, done that. Ask us about folders, cover sheets, inserts, tabs, bindings, printed spines, update options, choice of finishes, durability, or personalised covers. As ever, we have all the answers to your questions regarding manuals.
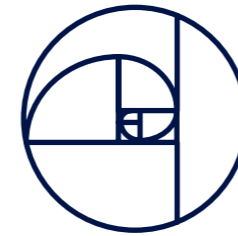
Plan and large format printing

There are times when bigger is definitely better – Snap has unrivalled experience of printing extra large images that are pin sharp and guaranteed to capture everyone's attention. Our impressive large format capabilities allow us to print to almost any size, in a wide variety of materials, including plain paper, UV resistant stock and canvas; for signs, banners, posters, window graphics, vehicle graphics, A-Frames, light boxes and more. Plus, precise detail printing for plans and layouts, or laminated options for long-term durability. So, if you're thinking big, think of Snap.

Anything goes

Have a bright idea? Want something unusual? Whatever it might be, there's every chance we can help you. Promotional items, DVD covers, mugs, adhesive stickers, swing tags, packaging, greeting cards, mugs, mouse pads, umbrellas, calendars, labels, note pads, pens, customised USB sticks are just the start. Mind you, we love a challenge, so if you want something else, just ask.

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Let's design…

Graphic design is a skill that's always best left to fully trained experts. They understand the difference between specialist details such as fonts, PMS colours, and the importance of visual balance (and you thought that deciding what to wear in the morning was difficult!).

Our designers use that knowledge, together with their experience, to take the guesswork out of your visual identity, brochures, flyers, posters, as well as your online marketing: websites, eNewsletters, ePublications can all be left in their very capable hands.

Those same graphic skills can deal just as effectively with annual reports, manuals, documents, or just about anything that demands professional design skills to bring you the results you're looking for.

Unique, distinctive graphic design is now as easy as talking to Snap.

Brand identity

There's no question that establishing a strong brand identity can make the difference between success and failure in business. It tells the world who you are, what you do, and how seriously you take your clients. Fortunately, we have the design team on board who knows what it takes to get it right – to establish the right impression and create an identity that is both appropriate and memorable. In reality, we're effectively your design partners, who work beside you to ensure your brand is working at every level. We can then roll-out your new look to be consistent everywhere, from online, onto all your marketing communications and even on your corporate clothing, vehicles and promotional campaigns. In other words, Snap will make you look good, wherever you are.
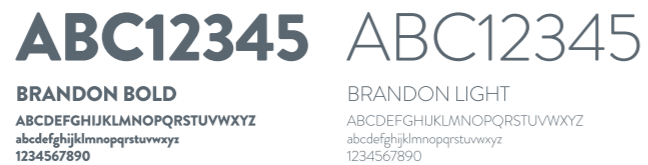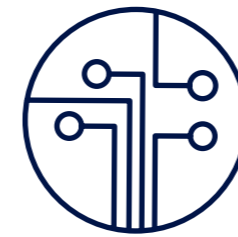
Concept

Structure

Colour Scheme

| PMS 873 | PMS 405 | PMS 445 | PMS 4985 | PMS 730 |

Font

ABC12345   ABC12345

BRANDON BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRANDON LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Applications

THE LANDSCAPING COMPANY

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Let's build online…

Unquestionably, the digital revolution has completely changed the way business is done. The Internet has transformed our lives at every level and online marketing isn't an option – for most organisations, it is the essential way to communicate.

Snap has fully embraced exciting possibilities that the Internet has brought and, most importantly, we are able to make your online strategy simple to implement and totally affordable.

Finding the right people to build your website can be a frustrating and sometimes baffling experience. Not anymore - Snap can handle it all for you, so you can avoid juggling a variety of suppliers all with different ideas.

Snap can take care of your website, eCommerce, eNewsletters, Mobile Marketing, QR codes, Social Media Marketing and more – we are across it all and you can rest assured that we won't try to baffle you with jargon, just explain it all in plain English.

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ePublications

While Snap is synonymous with paper and printing, we are now one of the leaders in ePublishing too. We can produce books, magazines, annual reports, brochures, manuals, newsletters – almost any publication can be published online, without compromising the clarity and quality of the printed original. ePublications bring many other benefits: they can provide links to web pages, video or music; allow fast search capabilities; fast editing, and 24 hour tracking and reporting. Talk to us about how to make your ePublishing project a success.
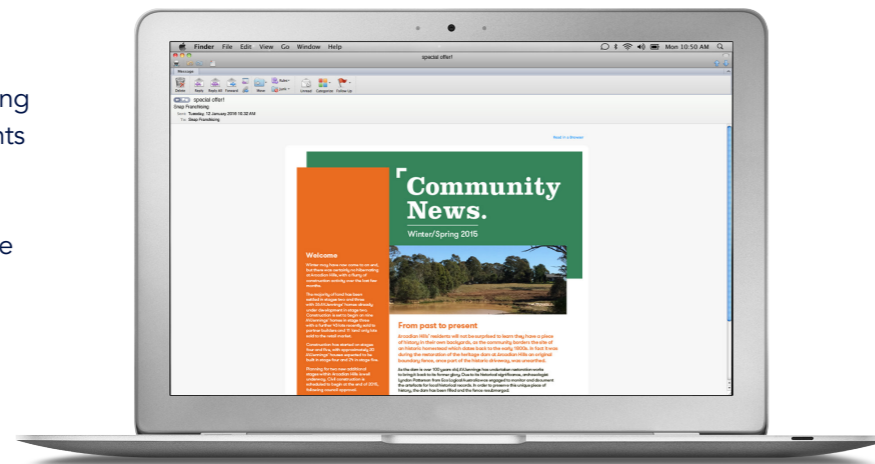
Videos

Videos are now a multi-purpose business tool that allow you to engage your customers in a refreshing and compelling manner. They also allow you to showcase your products and services via a number of powerful mediums – on your website, YouTube, uploaded to Facebook, shared on Twitter or Linkedin. Equally, they can make a real impact at your next conference, exhibition or trade show. The really good news is that Snap can offer you affordable, professional quality productions and can handle every detail from beginning to end (so you don't have to).

eMail marketing

Now the most common form of communicating with customers, potential customers and clients in Australia, email marketing is fast, effective and inexpensive. Further benefits include the ability to target specific markets, test response times, track customer response, or drive traffic to your website. Email marketing also builds customer loyalty, generates leads and, importantly, provides you with an invaluable database for future business building.

QR codes

QR (Quick Response) Code technology is an exciting, fun way to accelerate the communication process directly to your customers. All the customer needs to do is scan the barcode-like image with their mobile device and they are linked directly to your website, social networking page, SMS message, video, or V-Card. All without typing, or speaking – it really couldn't be easier. QR Codes are ideal for promotional campaigns, competitions, discount and limited offers – a high–tech marketing tool that's fast, easy and versatile. To find out more, just call Snap or, better still, just scan or take a photo of the QR Code on this page!

Websites

Without question, your website is now the most important marketing tool for your business regardless of your size, the products you make or services you offer. This is where your clients will go to gain an overview of your business; decide what your brand represents; find out where you are, what you can do for them; even go shopping. Snap will design and build your website, based on your specific requirements, while working to your budget. For example, we can include a shopping cart; give you the flexibility to add content anytime, anywhere; or help build a database to keep in touch with your customers. We can deal with SEO (Search Engine Optimisation), copywriting, web hosting, purchase of domain names, video production, eNewsletters, blogs, forums – whatever it is, just leave it all in our capable hands. Snap will ensure you have a dynamic, easy to navigate website.

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Let's **build your**
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Let's build
your business…

At Snap, we understand how difficult it is to keep on top of your marketing strategy – to be sure that it's working effectively, without blowing your budget.

We will sit down with you to develop your campaign strategy, plan your media, create your advertising, work to your budget and track its success every step of the way.

Instead of worrying about your messages and where you should be seen, we'll advise you on the most effective and affordable options available, to take all the guesswork out of your campaign.

So, if you want to build your business (and avoid all the headaches of planning your marketing strategy), just speak to Snap.

Tech specs
Paper

Types

Coated

This is paper that has been coated with a compound to produce a smooth surface. This means the printed ink sits on the surface of the paper, which can often create a sharper image and a faster drying time. It is available in gloss, matt or satin (silk) finishes.

Uncoated

This has a natural, tactile finish. Uncoated paper is generally more absorbent, so the printed ink can sink into the paper. The tonal range is narrower than coated stock, so colours are more muted. Uncoated paper is also thicker than coated stock of the same weight.

Speciality stocks

Today, many businesses want to be environmentally friendly, so recycled papers, which meet international eco standards, are popular. For specific projects, there's a vast range of paper types available including carbon paper, canvas or linen textures, metallic and pearlescent finishes, silver, gold, parchment, adhesive-backed paper and many more.
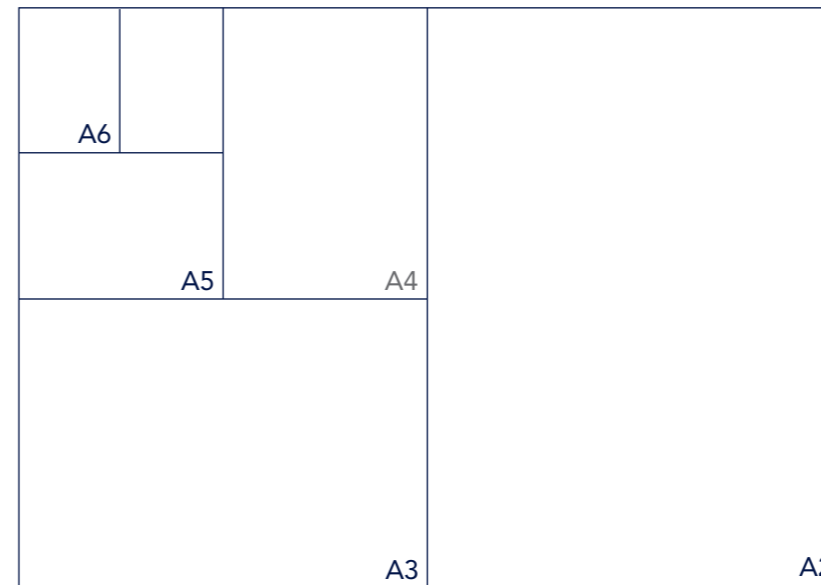
Colour

CMYK

This stands for the four inks used in full colour printing – cyan, magenta, yellow and black. Known as the 'four colour process', it is the most commonly used system for both digital and more traditional printing methods. The four inks are placed on the paper in layers of tiny dots, which then create the effect of a wide spectrum of colours.

RGB

RGB stands for red, green and blue. On TV and computer monitors, they can create highly colourful images on the screen displays by breaking down the colours into different levels of hue. While RGB is used by Microsoft Word, PowerPoint and other programmes, they must be converted into CMYK before printing.

PMS

PMS stands for Pantone Matching System – a standardised colour reproduction system for reproducing solid colours. Inks are blended with specific amounts of certain colour to create a final 'special' or 'spot' colours. The PMS system also includes a range of metallic and fluorescent colours. While other "special" colour systems exist, Pantone is the most universally accepted system.

Size

The A series

The A series uses a parent sheet AO size (841mm x 1189mm) as its base. As can be seen from the diagram, each A size relates directly to the next larger/smaller A size e.g. A4 is half A3, and twice A5.

B and C series

B sizes are less well known, but tend to be a common choice for books, and are also seen in envelopes and passports.

The C series is only seen in envelopes, and these sizes relate to both A and B sizes, where C sizes are always larger than A, and smaller than B.

A6: 105mm x 148.5mm
A5: 148.5m x 210mm **B5:** 176mm x 250mm
A4: 210mm x 297mm **C4:** 229mm x 324mm
A3: 297mm x 420mm
A2: 420mm x 594mm

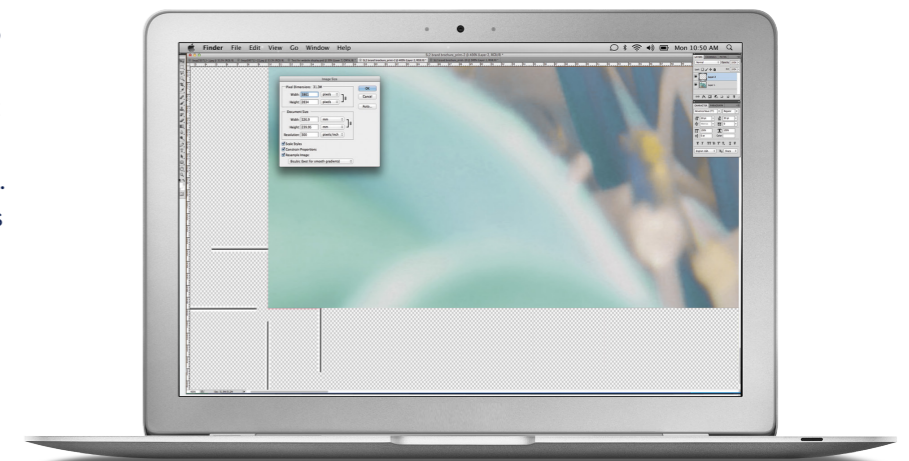## File preparation

Image resolution

When you look at an image on a computer screen, you are actually looking at tiny pixels (squares) packed together at a density of 72 pixels per inch. However, the resolution for printing needs to be far higher (greater density of pixels) for most printed material – you'll need 300dpi or higher to be sure of an image as sharp as the one you see on screen.

Trim marks & bleed

Trim marks occur at the outer edges of artwork and tell the printer exactly where to cut the finished job. Bleed is applied where colours or images on a page run up against the trim edge, ensuring that a white border does not occur due to variation in trimming. It is the "extra" colour or image that extends past the trim edge.

File formats

File formats vary, depending on the type of project being developed. For example, an InDesign file will be best for a brochure layout, while a Photoshop file is best for an image.

FAQs

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What is the difference between offset and digital printing? They are two different processes that have pluses and minuses, depending on the specific job. Essentially, offset printing uses inks and plates to transfer images to paper. For small quantities (under 500 units) this is generally a more expensive printing method.

However, for larger print runs it can be the most economical print method. The other traditional advantages have been quality of the result and the possibility of greater size versatility than digital printing.

Digital printing is more economical than offset for short runs (under 500 units). Because digital requires a file (rather than setting up printing plates) there's less time and expense involved. Technology advances in recent years have ensured that high quality digital printing now compares favourably with offset printing.

If you're still confused, don't worry. Your local Snap Centre will advise you on the best printing process for your specific job.

What is large format printing? Pretty much what it says, large format printing allows us to print posters and banners that are larger than standard size. This means that your local Snap Centre can look after what you need for trade shows, exhibitions and conferences.

What is the largest sheet you can print on? It depends – for digital print it's 350mm x 450mm, but offset print allows you to print larger sizes. Just ask your local Snap Centre about the custom sizes to suit your needs.

Can I send Word, PowerPoint or Excel files? You can, however you need to know they are not necessarily 'print ready' files. It is most likely that your local Snap Centre will need to do more work, to ensure that you have the best possible result.

Why doesn't the Word file you printed look like the one from my office printer? The Word file receives fonts and set up from your computer but doesn't transport this information to our computer. That's why we require a high resolution PDF for best results.

What is a PDF and how do I create one? It stands for Portable Document Format – a file format that compiles a complete description of a fixed layout, flat document including fonts, text, graphics and other information required to display it. In any Microsoft application, in your 'Save As' panel select 'Save as PDF'.

What resolution do you require for photographs, pictures and images? For an image to print properly, it will need to be a high resolution file. The standard size is 300dpi at 100% of the physical size you require the image to appear in your printed material.

Can you print images from the internet for me? There are several issues with images taken directly from the internet. First, these images are mainly 72dpi – this is less than a third of the necessary print size and will therefore pixilate when you try to print them. There are also copyright issues, as most images from the internet are the property of the owner of the site – yes, this is policed and the fines are heavy.

However, images sourced from an online stock photography library can be used in artwork files, as long as you have obtained the appropriate copyright approvals and they are purchased at the correct resolution. There are many reputable resources on the internet that can provide images for a reasonable cost.

How do I send large files to you? Our Send File tool can handle large files – it is also secure, quick and an easy way to send your files to your Snap Centre.

What is the maximum size file I can send to you via email? It does vary among Snap Centres, but most have a limit of 4MB.

Do you have an FTP site? Yes, you can use our Send File tool on our website to submit files to your Snap Centre.

How do you want us to supply artwork for booklets? You can supply each individual page as a PDF file. We will "impose" these pages i.e. create your booklet for you with the pages combined in the right order.

What is the difference between a celloglaze and a varnish? Celloglaze is actually a sheet of plastic that is applied with heat, whereas a varnish is applied on press, in the same way an ink would be.

What is die cutting? Die cutting is used for material that requires a special shape (such as a presentation folder or custom shape brochure). A 'die' – a knife that is created and attached to a special press – cuts that shape out of the paper.

What shapes and sizes do you make presentation folders in? We can create die lines for most presentation folders and can help you with any specific ideas you have.

Do I own the artwork? Once you have paid for it, your Snap Centre will send you the native files for your records.

Why are my pictures fuzzy? When I look on screen, they look nice and sharp? On screen, you are viewing an image at the resolution of 72dpi, whereas in print, you are viewing it at 300dpi. Therefore, the image you supplied was probably low resolution and therefore looks fuzzy.

What is saddle stitching? Sometimes called saddle stapling, it is a binding method that uses staples down the middle of the fold (the spine) to secure to individual printed sheets.

What is embossing? Embossing uses a metal stamp to create a raised image on the page. You can also deboss, which uses a metal stamp to press downwards.

Is recycled paper the most environmentally friendly paper option? Not necessarily – often paper manufactured from sustainable forests is more environmentally friendly than recycled stocks, which can take extra energy to manufacture.

Why is my print job taking so long to dry? There are a number of factors – for example, ink does not dry as quickly in wet or humid weather.

What is the difference between vector and raster images? Vector images are made up of a series of shapes and strokes (vectors) and are manually created and edited using design software (commonly Adobe Illustrator) and can be enlarged to any size. Raster (sometimes called pixel) based images are commonly created by photography and cannot be enlarged any further than their original size without impacting negatively on their final resolution.

What is the difference between a sans serif font and a serif font? A serif font has 'feet' (strokes) at the end of each letter – Times New Roman is a good example. A sans serif font is 'without strokes' and has a simplified, modern look – Helvetica is a good example.

F
Serif

F
Sans Serif

Can you print white? You can print an opaque white ink or white foil (you would typically do this against a dark background).

Why can't my brochure be 11 pages? All brochure printing (with the exception of six page brochures) must occur in multiples of four. So while your brochure could be eight pages or 12 pages, it can never be 11. (Please note: this only applies to printed and bound brochures and not to documents, which could be wire bound pages of any number).

Do you offer direct mailing? Yes, we can look after all your direct mail campaigns from design, writing copy, tracking the results and even manage your campaign. What's more, our variable data printing options mean we can personalise your campaign, which has proven to achieve considerably more effective results.

What is variable data? Variable data allows you to personalise whatever you are printing. So, for example, you can add a specific name, address or message to each recipient from your database. This can be especially effective for direct marketing, advertising and customer relationship management (CRM).

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