

PRINT IS EVERYWHERE

Promoting Careers in Print



PRINT IS EVERYWHERE

campaign is designed to promote industry awareness and career opportunities in print

Objective:

To tell career-seekers that print is more than they know



- **PRINT IS EVERYWHERE** is designed by GenZ for GenZ
- Includes a series of booklets and presentation materials to help print advocates effectively tell the positive stories of print

BOOKLETS

The booklets come as a group within a specialty box, and should maintain the order presented below. Use these covers as a guide if creating a "Print Is 'E-word'" graphic. The image should stand alone against one main color.



The opening pages are similar to the career brochure seen on page 24. Third Rail is placed on a relevant B&W image with the secondary color as a drop shadow on the font. The inside of the booklets utilize the duotone/doodle combo seen below.



Promotes six primary industry segments

Team

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VOLUNTEER TEAM

ENCOMPASSING THE INDUSTRIES

EMOTION

COMMERCIAL Commercial printing encompasses books, magazines, brochures, greeting cards, posters, album covers, etc. Marketers use these platforms to evoke emotion.

ENGAGING

PACKAGING Quality packaging design and print engages those who interact with it. Packaging includes anything from a gum pack to a shoe box to makeup kits, and more.

ENTICING

TAG AND LABEL Labels can be informative, decorative, or both. We use tags to determine the value of an item, and labels to learn about them. The right label has a way of sticking to our memories.

EXCITING

GRAND FORMAT Grand format printing includes billboards, car wraps, building wraps, and anything 'larger than life'. It takes a specialty kind of printer to pull off projects in this exciting realm.

EXPRESSION

PROMOTIONAL Promotional product screen and textile printing helps us to express ourselves. We can basically print graphics on any fabric such as T-shirts, pillows, bags, shoes, hats, and more!

EVOLUTIONARY

INDUSTRIAL Industrial print has revolutionized the industry. Used mostly in manufacturing, industrial print utilizes 3D technology as well as cutting edge precision.

[illegible]

Includes Career Guide to convey the what, how, and whys of a career in print

BROCHURES PACKAGED IN CUSTOM BOX

↓
Brochures
and career
guide to be
housed in
custom box



Pull Up Banner

Campaign includes **STICKERS & BANNER**
for career advisor offices



Stickers



WIDE-FORMAT



Wide Format Print

*WITNESS THE SIGNIFICANCE
AROUND YOU*

*Demanding a space that is bigger and can energize our
senses in a brilliantly beautiful way*



**WITNESS THE
SIGNIFICANCE
SURROUNDING
YOU**

Print can be produced at such an immense scale, nearly everyone within blocks will certainly see it. Wide format is a type of print that can't be held in our hands but can engulf our environment, therefore influencing our actions — sometimes subtly and sometimes not. It demands a big space and can energize our senses in a brilliantly beautiful way. When we compare how small we are to a product that is larger than life, we can't help but feel how powerful print really is.

WIDE-FORMAT SAMPLE INTERIOR



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BUILDING WRAPS

Existing architecture is one of the largest canvases for print, influencing any bystander. Ads are everywhere, but the most successful ads are the ones that are witnessed in a memorable way. Billboards scream "pay attention to this" quite as loud as eye-catching graphics wrapped around an entire building. Think of a city like Vegas and how alive the atmosphere feels. Hovering buildings and towering structures are covered in screaming color and imagery. The environment is automatically elevated. Building wraps display information in a way that influences every bystander.

VEHICLE WRAPS

Print can transform a car, service van, or delivery truck into a billboard on wheels. For companies like NASCAR, race cars need to be redone and ready for racing in as little as 24 hours. Vehicle wraps allow users to update their sponsorship that change from week to week, while also allowing for more extravagant schemes and traffic-stopping color. With advancing technology and digital ink jet printers that can print the design on vinyl in less than 90 minutes, vehicle wraps are no longer a mere afterthought.

STREET SIGNS

Green school zones to elicit care, signs affect the flow of our everyday lives. Without signs, how would we know when the speed limit changes or when to stop at an intersection? Virtually all traffic signs use retro-reflective sheening, which is designed to reflect some of the light from vehicle headlights back to the driver so that the sign will be visible at night. Color and shape are visual cues even when the words or symbols aren't readable. The technical aspect of print is the reason why the red hexagon is immediately recognized as STOP. It is obvious why street signs are important, and print is the reason why we are able to navigate, operate, and live in cities.

BILLBOARDS

Billboards quite literally cannot be avoided. They create a memorable impression within seconds. They interrupt our thought process and compel us to take action by quickly communicating a brand's message. Billboards are saturated with bright color, evocative images, and clever copy. As one of the oldest advertising mediums, billboards are not only surviving the digital revolution, but are proving to be one of the hottest advertising trends.

DID YOU KNOW?

Who Holds The Title for World's Largest Billboard?
According to Guinness World Records, the Ford Company is the official titleholder for the largest billboard in the world. They unveiled their 5,284 square meter advertisement, in Blackout, Spain. That's equivalent to 20 tennis courts. The enormous billboard takes the company message of "Go further" to another level.

Car Wraps, Golf Cart Wraps, Bike Wraps, Wraps Galore!
Wraps were not just meant for company cars. You can customize your motorcycle, bike, golf cart, etc., with a printed wrap for much less than a custom paint job. And there's not just one wrap. Think city-style frames, racing stripes, or even Rachel Green!

Red means stop, right?
Not necessarily. Before 1954, stop signs were initially black and white. They faded into yellow in use. The invention of new fade-resistant material led to the adoption of the distinctive white-on-red stop signs.

Printed Signs
Billboards
Vehicle Wraps
Signage Solutions
Signage Solutions

PACKAGING



Packaging Industry

DARE TO THINK OUTSIDE THE BOX

Judge a product by its cover.



DARE TO THINK OUTSIDE THE BOX

Have you ever bought something because it looked cool on the outside? Designers and

marketers have many strategies to attract consumers to a brand. Most of them rely on the buyer's willingness to judge a product by its cover. But the attractiveness of a box's design is just the initial stage of packaging. Teams of creative engineers work to ensure its functionality — because a defective package will almost always lead to a defective product. That's why commercial packaging plays a vital role in the print industry.

TAG & LABEL



Tag and Label Industry

TELL A STORY THAT STICKS

The practicality of print is profound.

TELL A STORY THAT STICKS

Print's purpose isn't just for aesthetics, it forms the fundamental expectations that we have in our daily life. We've grown accustomed to easily finding information about our products before we buy them. We find the size for our clothing with tags, read the ingredients to our food with labels, and checkout at the register with barcodes. The practicality of print is profound because without these essential tools, our world would slow down to an unbearable pace. The simplest things we often take for granted, can actually be lifesavers.



PROMOTIONAL



#PRINTS EVERYWHERE



Promotional Industry

*SAY WHO YOU ARE
WITHOUT HAVING TO SPEAK*

Ink has no limits

SAY WHO YOU
ARE WITHOUT
HAVING TO
SPEAK

When most people think of print, they think ink on paper. But the print industry has proven that ink has no limits. Textile printing is the perfect

choice for individuals and organizations who want to make their message personal and unique. Designs can be printed on virtually any fabric. The boom in the textile printing industry encourages us to explore the myriad of possibilities. We all want our voices to be heard, but textile print allows our voices to be seen.

INDUSTRIAL



Industrial Print

BREAKING THROUGH TRADITIONAL BOUNDARIES

The industry has literally jumped off the page and into the third dimension.

BREAKING THROUGH TRADITIONAL BOUNDARIES

The printing industry has come a long way since the invention of the Printing Press. Though newspapers and magazines are still being printed on a large scale, we know the power of Print doesn't stop there. In recent decades we've turned the page to a new chapter in Print. The industry has literally jumped off the page and into the third dimension. Print will surprise you with what it can do, how it's developing, and where it's been hiding all along.

COMMERCIAL



Commercial Print

THE UNDENIABLE POWER OF PAPER AND INK

A million "happy birthday" messages on your "wall" don't hold a candle to one birthday card in the mail. Print still has power over our emotions.



THE UNDENIABLE POWER OF PAPER AND INK

The Internet created a loudspeaker for every voice wanting to be heard. In today's digital world, social media sites are saturated with manipulated realities and unsubstantiated opinions. Subconsciously, we find printed material more validating and credible. A million "happy birthday" messages on your newsfeed don't hold a candle to one birthday card in the mail. Print has power.

SUSTAINABILITY



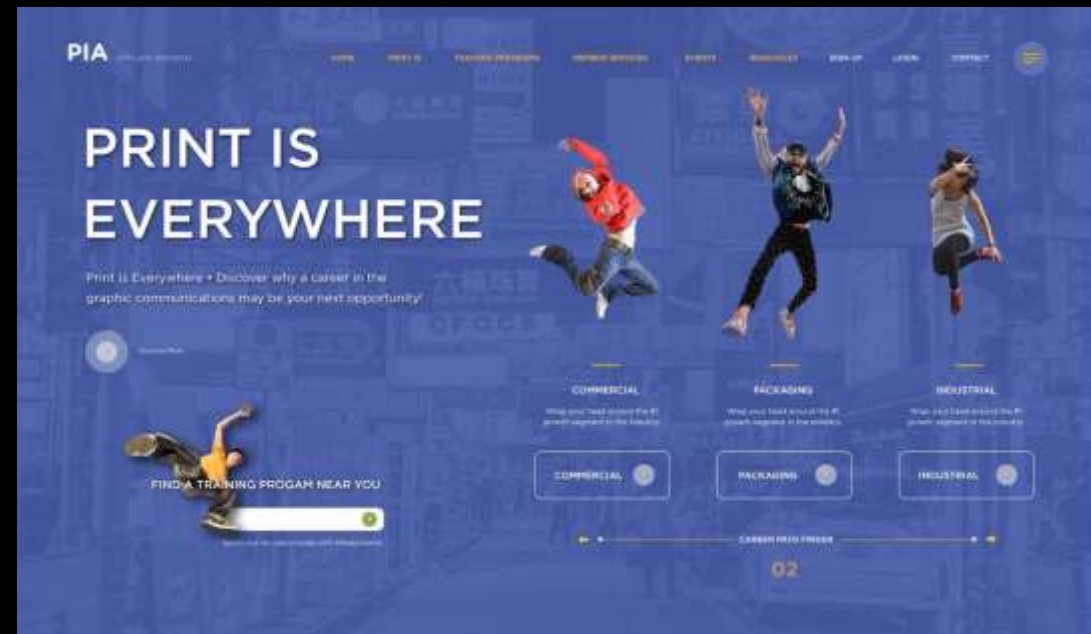
**A RENEWABLE
RESPONSE
TO GOING
GREEN**

Think print isn't green? Think again.. Paper is one of the only true sustainable products on the market. In North America, we grow more trees than we harvest. Today, there are 20% more trees in the United States than on the 1st Earth Day in 1970. In fact, our forests are growing by over 22,000 tennis courts every day — And the printing industry is on the forefront of global sustainability practices.

TRAINING

PRINTISEVERYWHERE.org

To be housed on state-of-the-art learning management system with forthcoming Press and Bindery Production Apprentice Programs



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