

PRINT IS
EVERYWHERE





The pipeline of candidates to replace an aging print workforce has slowed to a crawl

The *PRINT IS EVERYWHERE* Campaign is designed to fill the print employee pipeline



PRINT IS EVERYWHERE is a campaign to

Promote industry awareness and
career opportunities in print

&

To tell career-seekers that
PRINT IS more than they know

Designed by Students of Scottsdale Graphic Communications School of Visual Communications

PRINT IS EVERYWHERE
includes a series of
booklets and
presentation
materials to help
print advocates
effectively tell the
positive stories of
print



Promotes six primary print industries

VOLUNTEER LEADERS



Team



Steve Bonoff
President
Printing Industry Midwest



Shaun Dudek
Program Director of
Graphic Communications
Stout University



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TLMI



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Graphic Design Program
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Jennie Jerome
The Strategic Artisan
Marketing Consultant



Daniel Dejan
ETC Print/Creative
Manager
Sappi North America

special consultant

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.

ADVANCING CAREERS IN PRINT

IF YOU CHANGE THE WAY YOU LOOK AT THINGS

PRODUCTION

Do you like to work with your hands? Are you fascinated by how things work?

Graphic Communications is an exciting and productive industry that is continually evolving, utilizing traditional and digital printing technologies and incorporating new materials. With a career in this industry, you can expect to work in a variety of settings, from print shops to large corporations, and you can expect to work with a variety of people, from clients to customers. The industry is growing, and there are many opportunities for advancement.

CAREERS

PREPRESS SPECIALIST

Using computer software and hardware, a Prepress Specialist prepares artwork for the printing process. They ensure that all files are properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

PRESS OPERATOR

A Press Operator is responsible for operating the printing press. They ensure that the press is running smoothly and that the final product meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

MAIL DATA SPECIALIST

A Mail Data Specialist is responsible for managing the mail data. They ensure that the mail is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

BINDERY OPERATOR

A Bindery Operator is responsible for binding the printed material. They ensure that the material is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

PAINTER

A Painter is responsible for painting the printed material. They ensure that the material is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

FINISHER

A Finisher is responsible for finishing the printed material. They ensure that the material is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

THE THINGS YOU LOOK AT CHANGE

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

CREATIVE

Do you relish variety? Enjoy creative problem-solving? Like color and all things visual?

Being a creative in the print industry is a great way to advance your career. You can expect to work in a variety of settings, from print shops to large corporations, and you can expect to work with a variety of people, from clients to customers. The industry is growing, and there are many opportunities for advancement.

CAREERS

GRAPHIC DESIGNER

A Graphic Designer is responsible for creating visual content. They ensure that the content is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

ILLUSTRATOR

An Illustrator is responsible for creating illustrations. They ensure that the illustrations are properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

ANIMATOR

An Animator is responsible for creating animations. They ensure that the animations are properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

SOCIAL MEDIA SPECIALIST

A Social Media Specialist is responsible for managing the social media. They ensure that the social media is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

ART DIRECTOR

An Art Director is responsible for directing the creative team. They ensure that the creative team is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

TECHNICAL

Do you embrace the digital forefront? Love to discover how people interact with materials? Appreciate a solid work-flow and clear pathway?

Graphic Communications is an exciting and productive industry that is continually evolving, utilizing traditional and digital printing technologies and incorporating new materials. With a career in this industry, you can expect to work in a variety of settings, from print shops to large corporations, and you can expect to work with a variety of people, from clients to customers. The industry is growing, and there are many opportunities for advancement.

CAREERS

PROJECT MANAGER

A Project Manager is responsible for managing the project. They ensure that the project is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

ESTIMATOR

An Estimator is responsible for estimating the cost of the project. They ensure that the estimate is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

LEAN MANUFACTURING COORDINATOR

A Lean Manufacturing Coordinator is responsible for coordinating the lean manufacturing process. They ensure that the process is properly formatted and that the final output meets the client's requirements. They work closely with the client to ensure that the final product is of the highest quality.

Skills:

- Analytical
- Detail oriented
- Problem solver
- Communication
- Time management

Salary: \$20,000 - \$30,000

TAKEAWAY

Career Book

Job descriptions, skill sets and education needed for entry level, mid level and management level positions in Creative, Technical and Manufacturing jobs.

PRINT IS EMERGING

IF YOU CHANGE THE WAY YOU LOOK AT THINGS

THE THINGS YOU LOOK AT CHANGE

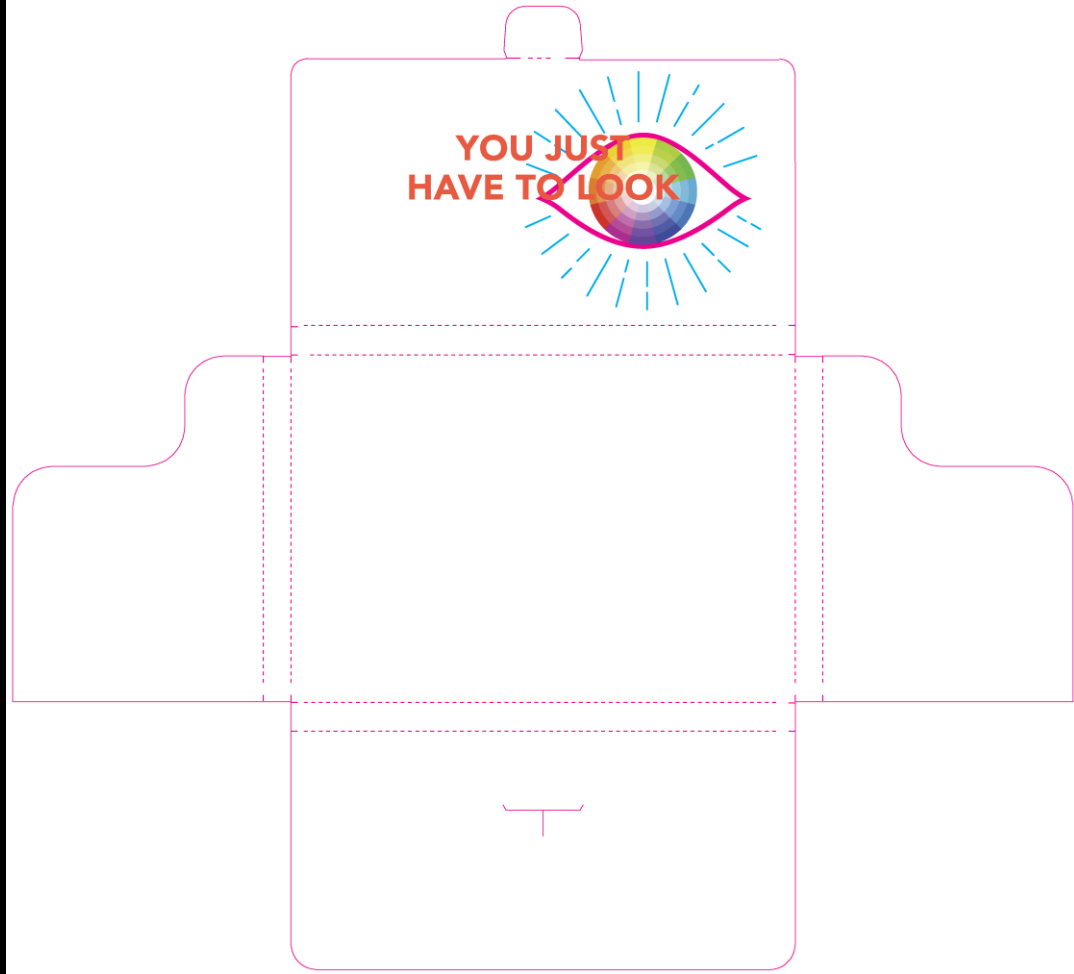
PRINT IS EMERGING

PRINT IS EVERYWHERE

CAREERS IN PRINT
LEARN MORE AT PRINTSEVERYWHERE.COM

PRINT IS EVERYWHERE

ALL PACKAGED IN A CUSTOM BOX (WITH STICKERS!)



BROCHURE: 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.

EXAMPLE OF BROCHURE INTERIOR



WITNESS THE SIGNIFICANCE SURROUNDING YOU

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. Nothing screams "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 we can see move creates a unique impression for the viewer. With a vehicle wrap, we 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 racers to update their sponsorships 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-brainer attention-getters.

STREET SIGNS

From school zones to dead ends, 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 sheeting, 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 ease.

RESOURCES: PRINTINGSOLUTIONS.COM, PRIGRAPHICS.COM

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, enticing 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 5,264 square meter advertisement in Madrid, Spain. That's equivalent to 20 tennis courts! The enormous billboard takes their 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 limit to wraps: Think 60's-styled flames, racing stripes, or even Barbie themed!

Red means stop, right?

Not necessarily. Before 1954, stop signs were initially black and white. They evolved into yellow on red. The invention of new fade-resistant material led to the adaptation of the now-iconic white-on-red stop signs.

sourced from:
media.ford.com
esurance.com
digitalbannersplus.com

BROCHURE: 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.

BROCHURE: 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.

BROCHURE: PROMOTIONAL



Promotional Industry

*SAY WHO YOU ARE
WITHOUT HAVING TO SPEAK*

Ink has no limits

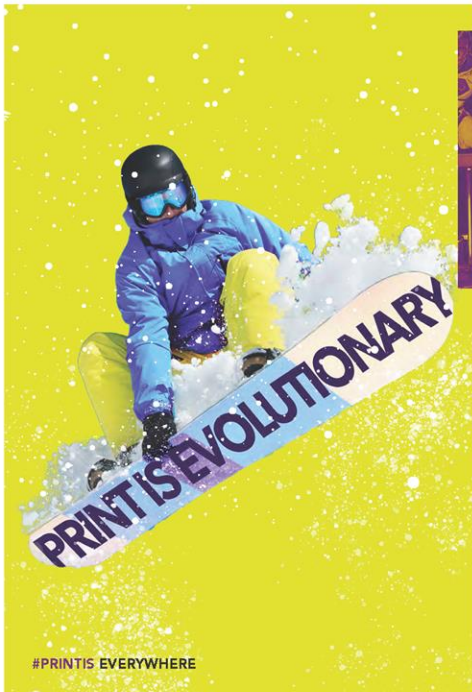


SAY WHO YOU ARE WITHOUT HAVING TO SPEAK

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.

BROCHURE: 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.

BROCHURE: COMMERCIAL



#PRINTIS EVERYWHERE



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

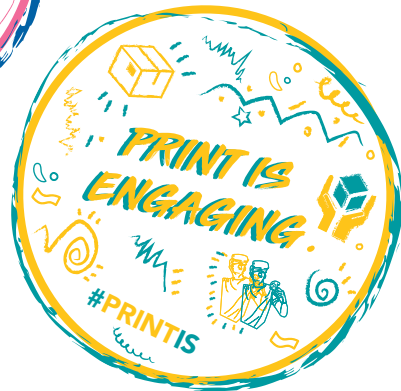
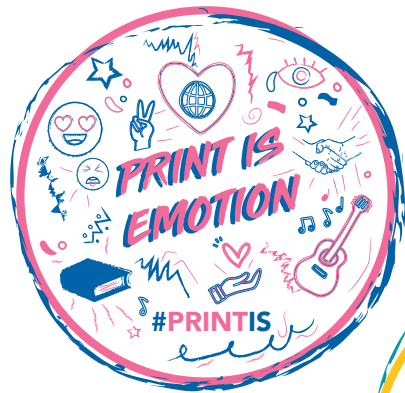
The Internet created a loudspeaker for every voice wanting to be heard. In today's digital world, social media sites are saturated with manipulated realities and unsubstantiated opinions. Subconsciously, we find printed material more validating and credible. A million "happy birthday" messages on your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

BROCHURE: SUSTAINABILITY

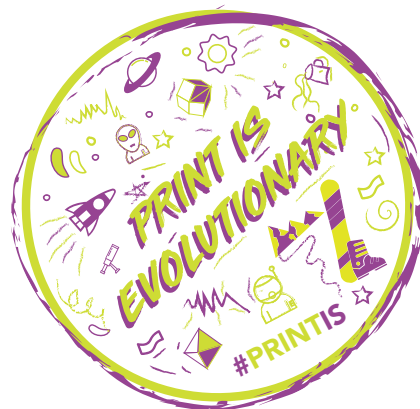


**A RENEWABLE
RESPONSE
TO GOING
GREEN**

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.



Stickers



Pull Up Banner

For use at a Career Fair or outside of an Advisor's office



We will walk you through the implementation process step by step.



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MISSION

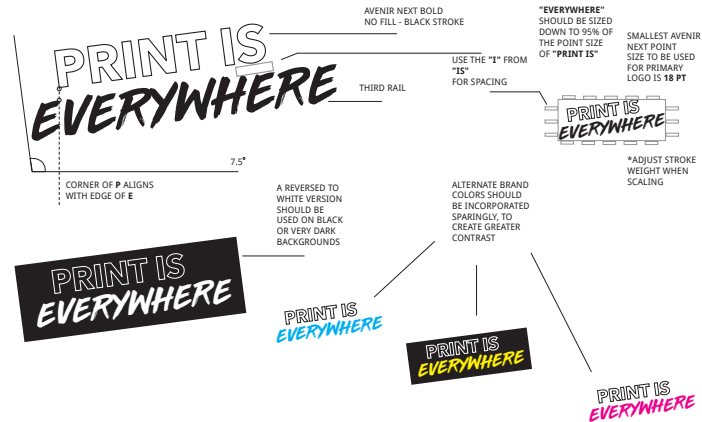
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PRIMARY LOGO



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SECONDARY LOGO

PRINT IS EVERYWHERE
PRINT IS EVERYWHERE
PRINT IS EVERYWHERE
PRINT IS EVERYWHERE
PRINT IS EVERYWHERE

AVENIR
NEXT BOLD
TYPEFACE
Should be
used for the
secondary
logo. "PRINT IS
EVERYWHERE"
should always
be displayed
on a single line,
in all caps.

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EMOTION



C 100	L 35	C 1	L 61
M 70	A -5	M 76	A 57
Y 13	B -42	Y 14	B 2
K 4		K 0	

EVOLUTIONARY



C 22	L 84	C 46	L 41
M 2	A -16	M 90	A 45
Y 100	B 77	Y 12	B -23
K 0		K 1	

EXPRESSION



C 0	L 72	C 82	L 38
M 49	A 33	M 76	A 13
Y 86	B 61	Y 4	B -42
K 0		K 0	

ENGAGING



C 1	L 82	C 100	L 52
M 24	A 11	M 19	A -48
Y 100	B 81	Y 42	B -18
K 0		K 1	

EXOTIC



C 43	L 78	C 3	L 51
M 2	A -22	M 99	A 71
Y 27	B -1	Y 100	B 52
K 0		K 0	

ENTICING



C 49	L 77	C 2	L 62
M 2	A -21	M 71	A 48
Y 4	B -24	Y 100	B 62
K 0		K 0	

ECOFRIENDLY

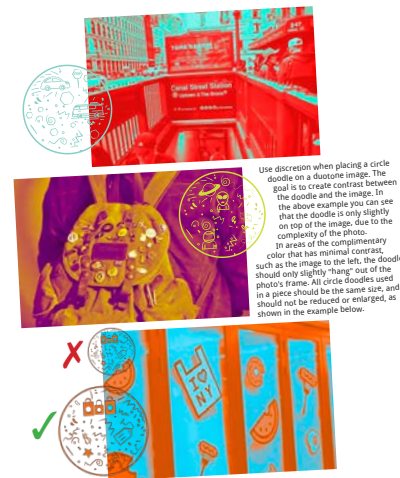
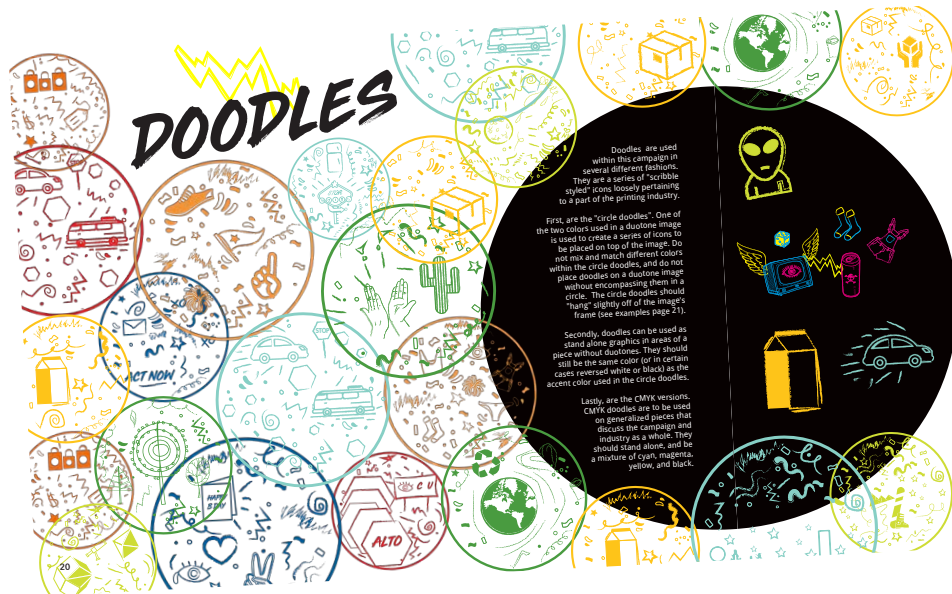


C 76	L 56	C 59	L 73
M 18	A -39	M 3	A -23
Y 100	B 35	Y 0	B -33
K 4		K 0	

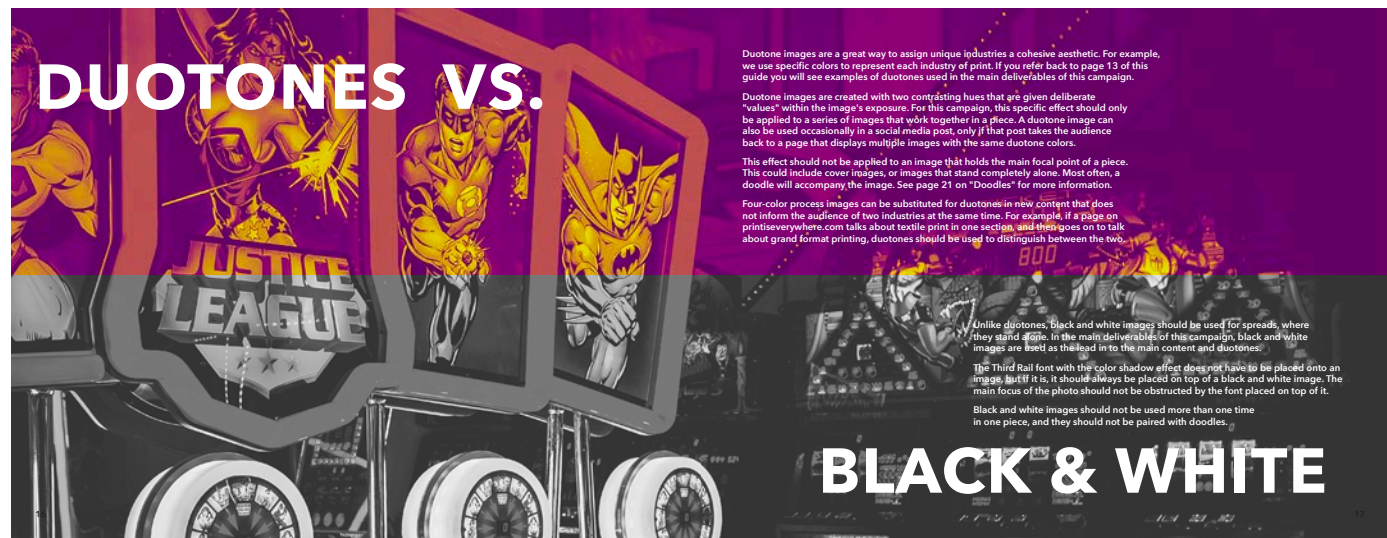
The Print is Everywhere Industry Color Palette is designed to be used for material connecting with a specific print industry. The color combinations are intended to be used together, and never mixed and matched. The color on the left serves as the primary hue, while the color on the right is the accent. These color combinations should only be utilized when talking about the industries associated with them.

Duotone images should also follow this color scheme. For more information regarding duotones, please refer to page 16-17.

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Marketing

SOCIAL MEDIA

INSTAGRAM



AUDIENCE

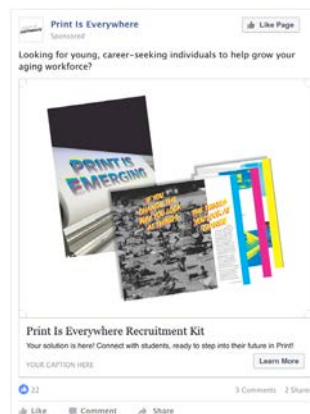
This campaign has two primary target audiences. The first of which is students and young adults seeking a new career path. This audience will be targeted primarily through Instagram. We also want schools to obtain the campaign's deliverables to display to students in class.

MESSAGING

The purpose of this messaging is to inform and excite young people. Most young people are not familiar with the interworks of the printing industry, therefore it is our job to enlighten them to the endless possibilities available within this career.

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FACEBOOK



AUDIENCE

The second audience we are targeting are businesses within the printing industry, and schools/school counselors who will use the deliverables within this campaign to recruit new employees or steer undecided students towards the printing industry as a career.

MESSAGING

The ads for this target audience will be displayed through Facebook. Word of mouth will play a huge role in expanding brand awareness to other printing companies as well. The goal is to demonstrate how this campaign can help grow their business. We want printers to realize how vital it is to recruit younger generations to carry on the knowledge their senior employees have.

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WEBSITE

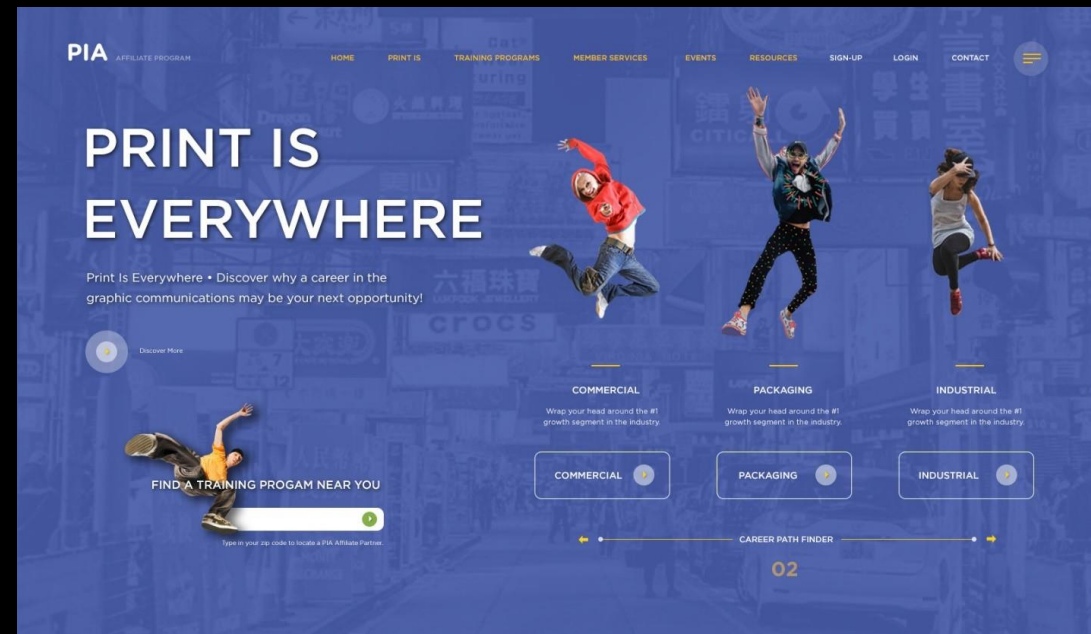
intiseverywhere.com should double for our first target audience. A series Enticing, Engaging, etc." graphics up and be clickable. There should be an in the site with information pertaining these pages should be labeled with the ads that correlate with each industry.



TRAINING

PRINTISEVERYWHERE.org

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



Support the distribution of *PRINT IS EVERYWHERE* through high schools, higher education, and enterprises, by donating time or resources, or through the acquisition of kits.

CONTACT:

STEVE BONOFF

PRINTING INDUSTRY MIDWEST

612.400.6203 | SBONOFF@PIMW.ORG