



WORDS
GROW
MINDS

MARKETING MATERIAL
Printing Guidelines

wordsgrowminds.org.au

There is a range of Words Grow Minds marketing material available to use in your organisation to promote the call to action of **Talk, Play, Read, Sing.**

- Posters
- Coreflute displays
- Banners
- Floor decals
- Magnet

Words Grow Minds have provided high quality, press-ready PDFs of each item for you to send to your preferred printer. Please note that pricing will differ between printers and we advise you obtain at least one quote prior to printing. We use and recommend Bowden Printing for much of our print material and Kwik Kopy Unley for banners. See contact details on page 5 of this document.

All marketing material must be professionally printed on appropriate, quality stock. In this document Words Grow Minds have provided the printing specifications for each item so that you may obtain quotes from printing companies.

POSTERS

There are 2 poster designs available.

- **Hero Poster - 3 sizes**
Colour 1 side
Paper Stock:
A4 170gsm Satin
A3 170gsm Satin
A2 200gsm Satin
- **Statistics Poster - 2 sizes**
Colour 1 side
Paper Stock:
A4 170gsm Satin
A3 170gsm Satin



HERO



STATISTICS

COREFLUTES

There are 2 coreflute designs available.
The printing specifications are the same for both designs:

- Light fast inks
- Stock: 2yr Gloss SAV, 5mm Corflute
- Flat Size: 900mm x 600mm
- Finished Size: 900mm x 600mm
- Finishing: Trim, eyelet and pack



HERO

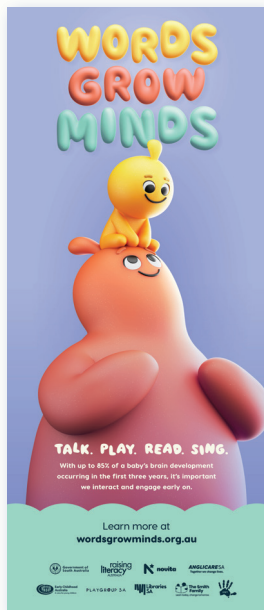


STATISTICS

STANDARD PULL UP BANNERS

There are 3 banner designs available - Design A, Design B and Design C.
The printing specifications are the same for all three designs:

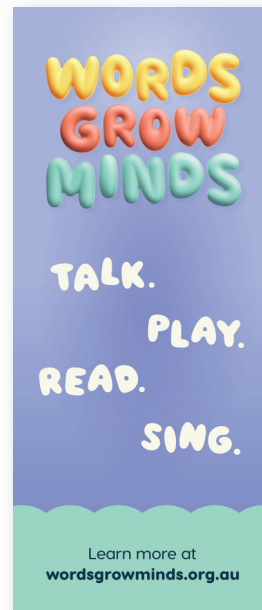
- Size: 850mm x 2100mm
- Stock: 440gsm Quality
- Polyester Print: full colour
- Finishing: stand with a black carry bag



DESIGN A



DESIGN B



DESIGN C

HORIZONTAL OUTDOOR BANNER

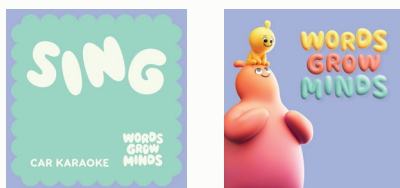
- Finished Size: 3100mm x 900mm
- Colour 1 side
- Stock: Outdoor Vinyl 510gsm
- Light fast inks
- Finishing: Trim, eyelet and pack



FLOOR DECALS

The decals are designed to be printed as a set of 5 squares (Design A), 5 circles (Design B) and 5 scallop-edged (Design C). There will be a slight increase in price for Design C. There are 2 stock options, one for indoor floors (R9 rating) and one for outdoor floors (R11 rating).

- **Floor Decals R9**
 - Colour 1 side
 - Light fast inks
 - Stock: Floor SAV, Anti Slip R9 Rating
 - Flat Size: 300mm x 300mm
 - Finished Size: 300mm x 300mm or 300mm diameter
 - Finishing: Contour cut and pack
- **Floor Decals R11**
 - Colour 1 side
 - Light fast inks
 - Stock: Floor SAV, Anti Slip R11 Rating
 - Flat Size: 300mm x 300mm
 - Finished Size: 300mm x 300mm or 300mm diameter
 - Finishing: Contour cut and pack



DESIGN A

DESIGN B



DESIGN C

MAGNET

- Colour 1 side
- Stock: 0.4 Magnet
- Flat Size: 100mm x 70mm
- Finished Size: 100mm x 70mm
- Finishing: Gloss Plasticote



PRINTING CONTACT DETAILS

Bowden Printing

Patrick Buying

T | 0414 476 128

E | patrick@bowdenprint.com.au

Kwik Kopy Unley

Jacqui Bloffwitch

T | 0406 292 995

E | sales@unley.kwikkopy.com.au