

# TREND

## Accelerate Your Brand with the Latest Trends in Stationery

### REMIXED AND RELEVANT

Keeping your brand fresh while honoring the history behind it can be a challenge. Trends can easily be incorporated into corporate stationery to modernize the look and feel of your message while holding true to your brand guidelines. Some of the world's best known and loved brands turn to us, as we see movements in real time and can make recommendations for your brand.

Here is a glimpse at current and developing trends in stationary:



#### SOFT TOUCH

This has propelled quickly to the top and can be felt everywhere from business cards to buttons to book covers, adding a distinctive rose petal feel.



#### FULL COLOR BACKS

Bright colors rule the day. Add a colored back or multiple colors in a set for added distinction.



#### EUROPEAN SIZE

Many US based companies are using this unique size to stand out in a global way.



#### HEAVY WEIGHT PAPER

Thicker stocks add an instant impression of superiority and excellence. Many are using it for their management and sales teams to set the right tone for first impressions.



#### ALSO BEING SEEN IN PRINT

- Lots of white space
- Thermography (raised print)
- Embossing
- Social media icons



#### TRENDS WE ARE WATCHING

QR codes are reappearing and being used in many new ways.

#### Contact Us

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