


## Full Color Printing

Color brochure printing is usually designed to promote a business or company to its clients or customers. Whether you want a glossy or dull finish color brochure printing result, PrintWorks can help with your color brochure printing needs.

**We offer color brochure printing services in the following sizes:**

8.5 x 11 Color brochure printing

8.5 x 14 Color brochure printing

11 x 17 Color brochure printing

11 x 25.375 Color brochure printing

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PrintWorks does all color brochure printing using a high definition process which makes your color brochure printing look first class. All the papers we offer are proven quality brands with good opacity characteristics. If you are not sure what type of paper to use on your color brochure printing project, just go to the color brochure printing calculating page and click on the word “Paper” for descriptions. We want you to be pleased with your color brochure printing, so call us if you have questions.

Color brochure printing that involves folding must be designed with proper panel sizes. For instance, a tri-fold color brochure printing piece has two equal panels and one shorter panel. But don’t worry, all the correct panel sizes for just about any type of fold can be found by going to Templates on the main color brochure printing page.

**Two common color brochure printing problems are low resolution images**

**and no bleeds.**
1) All the images used in your color brochure printing design should be 250-300 dpi. Using images with less than 250 dpi can give a digitalized appearance. Using images over 300 dpi will not yield better results, just a larger file size.
2) Color brochure printing that has image running off the edge of the finished sheet is called a bleed. The image or color should extend out past the finished size by .125 (1/8) of an inch. This extra amount is what we will trim off to allow for the bleed.

**Commercial Color Printing** is a great way to advertise your business and products.
Full Color brochure printing can be used to build an image for your company. Color product images show off your product many times better than black and white or one color printing. Let USA Printing Online show you what a difference full color brochure printing can make for you.

**Welcome to Brochure Printing Tips!**
Brochure printing tips and the other related printing tips sites will allow you to maximize the power of your messages to prospects and customers for all your brochure printing, flyer printing, post card printing, catalog printing and other promotional printing needs. Brochure printing tips is the right place to find help for all your brochure printing needs from creation through folding and cutting options. Brochures, flyers, sell sheets and data/product sheets are among todays most powerful and frequently used print communications. Brochures are extremely versatile in both content and use. Hand your brochures out at trade shows or provide them to your sales reps as selling aids. Letter fold them and they make a great substitute for postcards in a direct mail campaign. Use the 11' x 17' format and they make a great mini catalog.

**About Brochures - Flyers - Sell Sheets - Data/Product Sheets**
Make your first impression a powerful and lasting one with high quality, full color brochures, flyers, sell sheets or data/product sheets. Great looking, promotional brochures can create a compelling image of your company and its products and services. Whether your promotional need is a real estate listing, product flyer or catalog, trade show handout, data sheet, or other application, a brochure printing format can be just the answer. Your creativity and the use of full color in your brochure printing can project your organization's image and its product or services that will achieve the impact you need and want.

**Brochure Printing Design Tips**
Brochures typically are a flat size of 8 1/2" x11" or 11"x17". The number and types of folds selected in your layout enable you to create a variety of print communications in terms of look and function. For instance, tri-fold an 8 1/2" x 11" sheet to create a 6 panel or page (3 front and 3 back) brochure which can also be designed as a self-mailer. Fold an 11" x 17" sheet in half and you have a terrific 4-page brochure or catalog. As a result, your design concept begins with

the amount of information to display within the constraints of the size and layout. Start with a layout that includes the text and images you will need to convey your message. Brochure printing design can be a challenge, so you might consider using a professional designer or the in house design department of your printer. For more brochure printing design tips.

**Brochure Printing Tips**
Brochures are typically printed in more than one color. Research shows that people respond more positively and remember longer full color promotional brochures. Picking the right paper can also have a significant effect on the impact of your brochure. Most people choose a heavier weight, coated paper to achieve a more vibrant upscale look and feel.

**Brochure Folding Tips**
The folding of your brochure can have a significant impact on its look, feel and functionality. Folding option examples include:
**1. Half Fold** - Single fold providing 4 pages.
**2. Tri Fold** - Left and right flaps open to reveal a message inside.
**3. Z Fold** - The piece opens up like an accordion.