

## BRAND TOUCHPOINT

# PRINT COLLATERAL

**TripleSpoke, Inc.**  
3759 N. Ravenswood  
Suite 229  
Chicago, IL 60613

There's an intangible quality to the tangible touchpoints that exist in the world of printed collateral. Able to lend an air of authority and permanence to any communication, printed works are a strong vehicle for any brand and can outlast digital ephemera in an age where endurance can make a huge difference to success.

### TRIPLESPOKE PRINT COLLATERAL SERVICES:

- Brochures
- Flyers & sell sheets
- Media kits
- Advertisements & inserts
- Folders
- Annual reports & booklets



*View this print piece in our portfolio* ▶

*A well-crafted story with engaging supportive visuals can help a reader visualize your product or service and act as an invaluable resource for future interactions.*



*View this print piece in our portfolio* ▶

*Non-traditional structures can express a narrative in a playful way. At the same time, a printed suite of materials can be quickly adapted to form a cohesive bundle wrapped around a central brand message for a business world that demands flexibility.*

### WHAT TO EXPECT THE TRIPLESPOKE PROCESS

*This process is abbreviated and intended only to give you a general overview of the major steps taken in designing a printed piece.*

- 1| We meet with you to learn about your brand, determine your needs, etc.
- 2| With a good understanding of your brand in mind, we begin developing concepts and sketches to present while analyzing content and structure to ensure proper information flow.
- 3| A presentation of rough concepts is made to check the accuracy of their direction through client feedback and make corrections before proceeding to refine the concept which is deemed most appropriate.
- 4| The selected concept is further revised. Integration of any necessary illustrations, photographs, and content begins.
- 5| After a predetermined number of revisions, a mock of the printed piece is presented for final approval.
- 6| Paper is selected and print bids are gathered. The printed piece is sent to the selected printer for final production and delivery.