

# THE ULTIMATE BUSINESS PRINT CHECKLIST

## Everything Your Business Needs to Build a Strong and Professional Brand

Whether you're launching a new business, rebranding, or preparing for your next marketing campaign, having the right printed materials can make all the difference. Use this checklist to ensure your business is equipped with the essentials to make a lasting impression.

### BRAND ESSENTIALS

- Professionally designed logo
- Brand style guide (colours, fonts, and visual identity)
- Consistent branding across all printed materials
- High-resolution print-ready artwork

### BUSINESS STATIONERY

- Business cards for all team members
- Company letterheads
- Branded envelopes
- Custom notepads
- Appointment cards (if applicable)

### MARKETING MATERIALS

- Company brochure
- Product or service brochure
- Flyers for promotions or campaigns
- Company profile booklet
- Capability statement
- Price lists or service guides
- Catalogues
- Annual reports
- Newsletters

### OFFICE & WORKPLACE BRANDING

- Reception signage
- Office wall graphics
- Window decals
- Directional signage
- Safety and compliance signs
- Meeting room signage
- Door signs
- Parking signs
- Wayfinding signs

## EVENT & EXHIBITION MATERIALS

- Pull-up banners
- Media walls
- Table covers
- Event posters
- Directional event signage
- Information boards
- Name badges
- Welcome banners
- Registration desk signage
- Handout flyers

## PROMOTIONAL PRODUCTS

- Branded pens
- Tote bags
- Coffee mugs
- Drink bottles
- Notebooks
- Mouse pads
- Keyrings
- USB drives
- Lanyards
- Calendars
- Desk planners

## PACKAGING & LABELS

- Product labels
- Packaging stickers
- Shipping labels
- Custom boxes
- Branded tissue paper
- Thank you cards
- Packaging sleeves

## RETAIL & CUSTOMER EXPERIENCE

- Window posters
- Promotional signage
- Counter cards
- Menu boards (where applicable)
- Point-of-sale displays
- Shelf wobblers
- Floor decals
- Gift vouchers

## RECRUITMENT & HR MATERIALS

- Employee welcome packs
- Training manuals
- Staff handbooks
- Onboarding folders
- Certificates of achievement

## CLIENT COMMUNICATION MATERIALS

- Welcome packs
- Information booklets
- Service guides
- Referral packs
- Feedback forms
- Customer thank you cards
- Loyalty cards

## SEASONAL & CAMPAIGN MATERIALS

- Christmas cards
- Event invitations
- Sale posters
- Promotional flyers
- Campaign banners
- Community event materials
- Charity fundraising collateral

## DIGITAL MEETS PRINT

- QR codes added to brochures
- QR codes on business cards
- QR codes on flyers
- QR codes linking to your website or booking page
- Social media handles included on printed materials

## BEFORE YOU SEND ANYTHING TO PRINT

- Logo is high resolution
- Contact details are correct
- Website URL is accurate
- Phone number and email have been verified
- Grammar and spelling checked
- Colours match your brand guidelines
- Bleed and margins are correctly set
- Final proof approved

## Bonus Tip

Don't think of printing as an expense. Think of it as an investment in your brand.

Professionally designed and printed materials help build trust, improve brand recognition, and create a consistent experience for every customer interaction.

## Need Help Choosing the Right Print Materials?

Whether you need business cards, brochures, signage, promotional products, or a complete branding package, the team at CarePRINT can help you create print solutions tailored to your business goals.

**Contact CarePRINT today for expert advice and a personalised quote.**

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