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A monthly e-Gram from Harty

→ www.hartynet.com

The Harty Press sharpens focus with FSC certification

The Harty Press, Inc. in New Haven, Conn., continues to demonstrate its commitment to environmentally responsible business practices by earning a five-year certification agreement from the SmartWood Program of the Rainforest Alliance and Forest Stewardship Council (FSC.) Harty's clients may now choose to use FSC-certified paper and the FSC logo on their printed product to exercise their choice to use forest-friendly paper.



Harty has been reducing its carbon footprint by recycling its waste paper, cardboard and aluminum plates. In April 2006, Harty worked with the United Illuminating Company to upgrade 100 percent of its lighting to new energy-efficient bulbs. Harty received a certificate for "Community and Environmental Leadership" from UI for its participation. The company was an early adopter of using soy-based inks and alcohol-free dampening solutions.

Harty

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How to Stand Out in a Crowd

Every day, newspapers, magazines, flyers, postcards and other printed material bombard us. You want your printed piece to be attention-grabbing, but how do you make it stand out amidst this sea of printed material? We have compiled a list of some of the most effective methods for designing printed material.

Grab Their Eyes

People can't read your message if they don't look at it. The first thing you must do is grab their eyes. There are two complementary techniques for doing this:

1. Pick perfect pictures. They will bring your audience to you. We are hardwired and trained to respond to images. Bright, vibrant, full-color photography that is original, interesting and appealing to your target audience will hook them every time.
2. Design the piece to complement the image and your audience. If the audience is young and hip, give them a more edgy typeface that angles off the page. If they are more upscale and sophisticated, let white space and elegance be your guide.

Change the Shape

Interesting shapes will grab your audience's interest and make them want to touch your design. Don't use standard sizes. Instead, shape your piece to convey your message or intrigue your audience. Shapes that follow the contours of an image or that contain different angles will make your piece more appealing.

Add Texture

Next to our eyes, we take many clues from our hands. Choose paper that includes a texture or add an emboss or deboss to your design to increase its appeal. Also, add a contrasting spot varnish to your piece: If it's on glossy paper, use a matte finish or vice versa. This trick adds both texture and visual appeal.

Fold It

An innovative panel or a fold that goes in the "wrong" direction adds mystery and interest to your piece. Try adding slotted folding panels or multiple folds to increase the uniqueness of your design.

Ask Us

We have other ideas and examples to show you, and we can help you build your file to accommodate these tricks easily. Please feel free to call us with questions about making your design interesting and unique.

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