

CalOrigin Collateral Printing Instructions

Any printer—even a small print shop—should be able to print the postcard and the poster, e.g., Staples, Office Depot, OfficeMax, or small local print shops. Your local printer may also be able to do the window decals but, if not, please inquire at a “sign” shop. The artwork has imagery extending over the edge, meaning it bleeds off the edge of the page and will need to be trimmed. Crop marks are in the files to indicate where trimming should be done—ask the printer to trim on those marks.

Dispensary Window Decal

Most retail locations do not like to put stickers on their windows, and instead prefer to use static cling material which does not put glue on the window that later is hard to pull off. Also static cling signs are easy to move from location to location if needed. There are many options here depending on the way the dispensary will use the sign. Do they have store windows? If so, they would want a static cling decal printed for “inside glass” use, opaque, so that it is stuck to the inside where it is safe from the elements, and can be easily seen on the outside. This is ideal if the decal is on the entrance door, for example.

More information and choices are here: <https://www.signs.com/blog/window-signage-options-signage-101/>

Dispensary Postcard

Postcard should be printed on a glossy minimum 110 lb cover stock, 4/4.

Dispensary Poster

The poster can be printed on glossy 100 lb text weight (or similar) is preferred for durability.