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# THE GREEN DESIGN CHECKLIST



# START FROM THE BEGINNING

## GREEN TIP:

Flag the greenest paper options in your swatchbooks. That way you won't have to go back through to find green options each time you print.

- During the first steps for a print project, call up your print vendor and ask them about sheet sizes and limitations. This will help you make the most of the sheet, avoiding extra costs and paper waste.
- Think about the long-term life of the piece. How can you make it re-usable or valuable to the end user?
- Plan ahead! This will not only avoid air and freight rush, but also decrease your stress level.
- Design for environmentally friendly paper. Think about 100% PCW and chlorine-free. These papers usually have slightly warmer tones, so think about that in the first stages.
- Only quote FSC-certified print vendors.
- Consider digital printing.



# PHASE TWO DESIGN

## GREEN TIP:

Remind clients that a printed piece is not always bad for the environment. With renewable, responsible forestry and printing practices, some print pieces have little to no impact on the environment.

- Check each decision with its final effect. Will adding bleed here bump you up to the next sheet size? Would a different typeface save space?
- Use energy saver features on your office machines. Power computers down when you're not using them. Try to run less programs at once, too.
- Can you make it two-sided? Can you make it a self-mailer?
- Target your audience carefully to minimize waste.
- If you decide to add a separate piece, design it with the same parameters so it can be ganged up on press.
- When designing packaging, use one of two rules: less is more, and make it last. A note on the latter: If packages are attractive and durable enough (think Fossil watch tins), they are more likely to avoid the landfill.
- Print out comps in draft mode, or in black instead of color.



# MAKE IT REAL PRODUCTION

## GREEN TIP:

Ask your printer to ship your pieces in reused boxes.

- Request eco-friendly inks, if possible.
- Could this project be printed digitally?
- Ensure that the final product will be recyclable.
- Use water-based glues and aqueous coatings rather than UV or laminates.
- Use PDF proofs instead of physical ones.
- Stay away from metallic and fluorescent inks, if possible.
- Choose slower shipping.