

DESIGNING FOR PRINT

Adioh Creative – Sara Hoida Differentiating brands from the competition with Color-Logic



By Dennis Mason

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Sara Hoida's career as a graphic designer began when she earned an Associate degree in marketing and graphic communications at Northeast Wisconsin Technical College in Green Bay, Wisconsin, and quickly became the graphic designer at a local commercial print shop. Because her first employer was a small offset shop, she began working with small businesses, and as a result quickly learned to design everything from business cards to letterhead, and from flyer advertisements to brochures and direct mail.

A move to Texas then found Hoida doing graphic design at a Texas quick printer, and from there she became the sole in-house designer for a local biweekly newspaper. Then, after returning to Wisconsin, she learned desktop publishing at a national medical provider, making benefit sheets and other internal and external communications for two years. Her next career change placed Hoida for another two years in an Appleton, Wisconsin, advertising agency, building on her creative background with business-to-business marketing, advertising, and branding, as well as direct mail, restaurant menus, billboards,



Sara Hoida in the Adioh Creative Studio

and whatever else came her way. The peripatetic Hoida then relocated to Florida where she worked first for a Daytona Beach motorcycle magazine, and then a national real estate operation with lots of regional editions. Finally, in 2009, she returned to Green Bay and opened her own design agency.

Today, Sara Hoida runs Adioh Creative, a web-based graphic design agency with clients around the world, using digital communications that permit her to serve a variety of businesses. Talking about how her business has evolved, Hoida says:

"The current crop of graphic designers logically gravitated toward website design and social media during their training, so I found that a knowledgeable and experienced focus on print made my design practice really stand out. Today, designing for print is a skill that businesses often have difficulty finding, so I've made print my focus. And I find that smaller customers—like beauty salons, restaurants, small manufacturers, and even nonprofits—prefer dealing with a single diversified designer that can help them with everything from business cards to trade show booths."

Her emphasis on print has brought Hoida clients like paper and other substrate companies. Says Hoida: "Paper companies like to work with designers that understand how to make their paper look good, using both digital and offset printing, and my experience runs deep on both of those platforms." Similarly, Hoida found that printing press manufacturers value her press knowledge, since they seek advertising examples that can be produced on their presses and can showcase press capabilities that younger designers neither appreciate nor understand. A case in point is Xerox, which relied on Hoida to prepare handouts and display graphics for use at PRINT 2018 in



Color-Logic image printed on HP Indigo, designed by Adioh Creative

Chicago. For that exhibition, Hoida prepared a crown-shaped box that was the hit of the Xerox booth.

Her focus on print—and her relationship with substrate and press manufacturers—led Hoida to rely on Color-Logic, a software system that enables graphic designers with widely used design tools like the Adobe Creative Suite to quickly incorporate metallics and other specialty embellishments into their designs. Says Hoida: "Using Color-Logic has enabled me to develop deep ties not only with Xerox and their Iridesse press, but with other presses like the HP Indigo and those made by Ricoh. One of my clients—Kernow—makes metallic substrates specific to various manufacturers and the processes their presses employ, so they need to showcase their material with designs that are subtle yet graphically brilliant, and to demonstrate how the designs look when actually printed."

Talking about the time savings that accrue from using Color-Logic in her designs, Hoida says: "Because I have been doing design for more years than a few, I remember the incredible difficulty cutting Rubylith masks for jobs. I still have my X-Acto knife, but I'm not crazy about using it to make masks, particularly since I realized how Color-Logic enables me to execute the complex masks necessary for many metallic designs in just seconds, with just a mouse click or two. I never cease to be amazed at how graphic designers steer clients away from complex metallic jobs simply because they are unaware of the tools available."



Creative piece designed for HP Indigo production



Certified Color-Logic Designer
www.adiohcreative.com



Talking about her focus on print, Hoida says: "Often a client will come to me with a predetermined decision about which printer will execute the design I produce. In many cases, that is a mistake. Color-Logic metallic files may only be printed by licensed Color-Logic printers, and while Color-Logic provides a detailed list of qualified and licensed printers for their process, many customers insist on using the printer that they began working with long before digital printing and advanced design software were available. Those clients are not availing themselves of the technology available today, and severely constrain the designers they choose. It is a shame, but slowly those clients are learning that graphic design and the final execution of those designs are deeply related."

"Color-Logic," says Hoida, "has an amazing array of video tutorials that designers can watch to learn how to execute metallic designs. In addition, the Color-Logic founders, Mark Geeves and Richard Ainge, are always ready to help designers with complex design issues including how to choose just the right printer for a particularly difficult job."

As a designer that specializes in print, potential clients often ask Hoida how she works. Her response is generally along these lines: "I like to mull things over a bit and come back with some questions. A successful design often is the product of a deep understanding of the client's operation and exactly what the client expects to gain from using the design." Quick turnarounds sometimes do not permit this kind of give and take, of course, and Hoida concentrates on meeting deadlines with quality work. This focus causes clients to stay with her, just because designers like her know printing from A to Z and can help them navigate the ever-more-complex world of digital and offset printing. With their depth of experience, designers like Sara Hoida are just what many print buyers need.



Adioh Creative used Color-Logic for exhibition booth graphics



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