



HOSPITALITY PRINT, WEB & PROMOTIONAL IDEAS

northstar
design // print // web // promote



EST 1991

HOSPITALITY SOLUTIONS

MAKING BRANDS SHINE BRIGHTER

From a local pub to a 5 star hotel we offer a wide range of design and promotional solutions to keep your brand at the forefront of your customer's mind.

At Northstar, we provide a ONE-STOP SOLUTION, a single point of contact for the design, artwork and print ensuring that your brand and messages are on-point and displayed with maximum effectiveness.

This guide lists just some our most popular products that customers use to help promote their brands in a hospitality environment. Whether it's a quality business card, a multi-page brochure to promote weddings, or an innovative solution to promote an event, our products and services will help your brand shine brighter.

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We're a single point of contact for:

- Creative solutions
- Great value products
- Technical skills
- Fast & efficient production
- Flexibility
- Brand support and guidance



DINING: MENUS

THE SECRET INGREDIENT FOR A PERFECT DINING EXPERIENCE



**MENU STYLES: FLAT · FOLDED · LAMINATED · WATERPROOF
INTERCHANGEABLE · WOODEN**

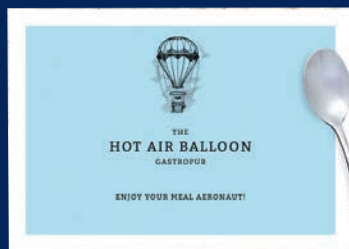
Are you hungry for a quality menu that reflects your brand but is also practical? Our range of printed menus will look great gracing any table, from a bar snack to a high quality à la carte experience.

- Laminated options for protection & longevity
- Card weights from 150gsm to 450gsm
- Textured & smooth paper options
- Interchangeable style for maximum flexibility.



DINING: TABLE SETTINGS

CREATING A 'TOP TABLE'



PRODUCTS: DISPOSABLE PLACE MATS · ACTIVITY SHEETS · NAME CARDS
HARDWOOD PLACE MATS & COASTERS · NAPKIN & CUTLERY RINGS · BELLY BANDS

Create a fully branded eating experience. Our disposable activity sheets are perfect for a busy eatery whilst our printed wooden place mats & coasters give real touch of class.

- Disposable / recyclable products
- Long lasting wooden products
- Personalisation options
- Different paper weights and finishes.



CUSTOMER SERVICE: HOLDERS & WALLETS

ADD A TOUCH OF QUALITY TO YOUR VISITOR EXPERIENCE

**PRODUCTS: KEY CARD HOLDERS · WELCOME PACK WALLETS · RECEIPT HOLDERS
RECEIPT CLIPS**

To help create a great first impression we've devised this practical range of holders.

From introduction pack wallets, key card holders, or a simple receipt clip, it's always the small details that go a long way to making a stay more memorable.

- Shaped and folded holders for performing different tasks
- Alternative paper weights and finishes
- Full colour print for maximum branding
- Bespoke cut and shaped options available.



MARKETING: LITERATURE, POSTERS, TICKETS

EVERYTHING YOU NEED TO PROMOTE AN EVENT



PRODUCTS: LEAFLETS · FLYERS · BROCHURES · POST CARDS · POSTERS · TICKETS
DIRECT MAIL · VOUCHERS · MAILERS · ENVELOPES

Sell, Tell, Inform and Inspire with a creative promotion campaign. Use our printed solutions to create interest, advertise a special event, or perform part of your general marketing activities. Our range comprises of 1,000's of products to suit all budgets, formats and quality requirements.

- Flexible quantities from just 50 copies
- Fast turnaround times - usually 2 to 5 working days
- Alternative paper finishes, weights, sizes and formats
- Cut out and shaped options available.



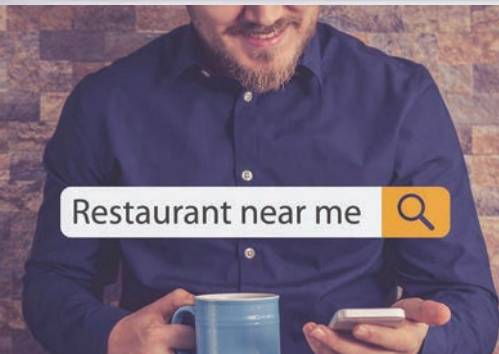
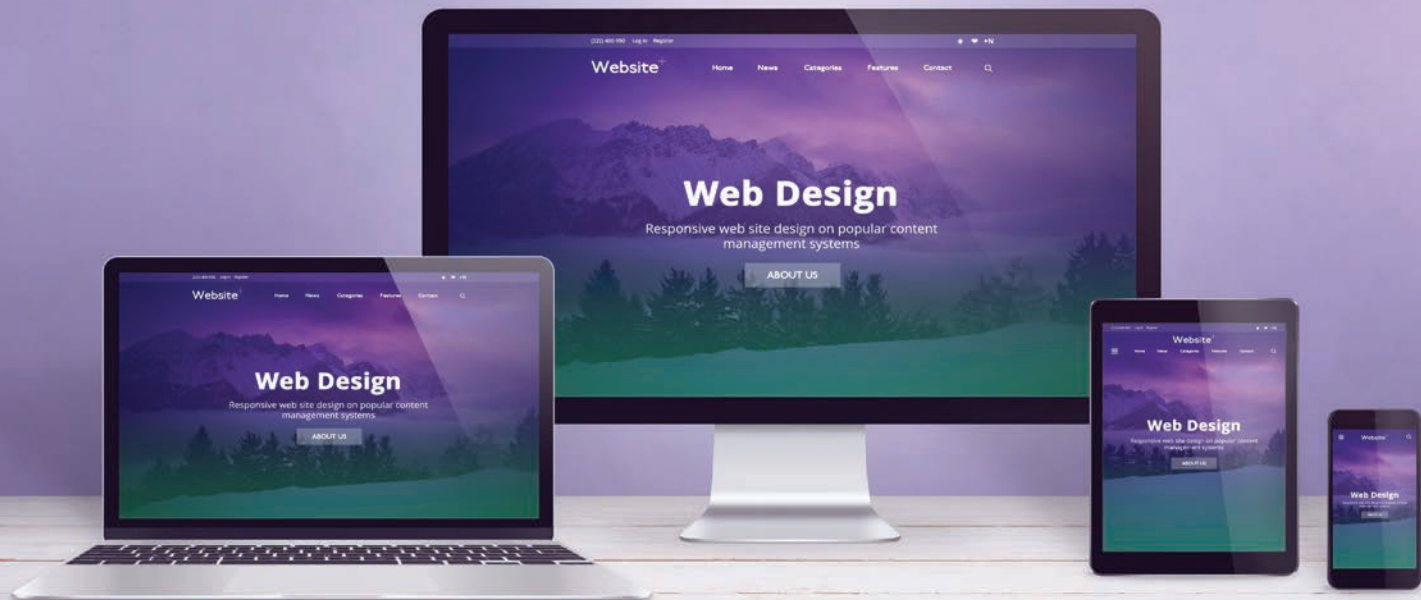
IN THE OFFICE: STATIONERY COMMUNICATE WITH STYLE & VERSATILITY



**PRODUCTS: LETTERHEADS · COMPLIMENT SLIPS · NOTE PADS · BUSINESS CARDS
REGISTRATION FORMS · VOUCHERS · MAILERS · ENVELOPES**

With uses like cover letters, quotes, invoices, proposals, menus, mailers, doodle sheets, our printed stationery range offers a lot of versatility and a great way to promote your brand.

- Smooth, uncoated & textured paper finishes
- Alternative paper weights
- Full colour and spot colour print
- Perforated and glued options for tear-off slips.



ONLINE: WEBSITE DESIGN

FULLY RESPONSIVE WEBSITES BY NORTHSTAR (FEATURING NETTL)

SERVICES: RESPONSIVE WEBSITES · BOOKING SITES · E COMMERCE · LANDING PAGES



We're your local bespoke web design company. We specialise in building beautiful, and most importantly – functional – websites to take your business to the next level. Featuring NETTL, we're able to offer a wide range of solutions and services that businesses need to fully develop their website and their online presence.

- Wordpress Websites
- Booking sites & e Commerce websites
- Hosting
- Maintenance and care packages

ONLINE: WEB MARKETING & SEO

MAKING WEBSITES MORE VISIBLE

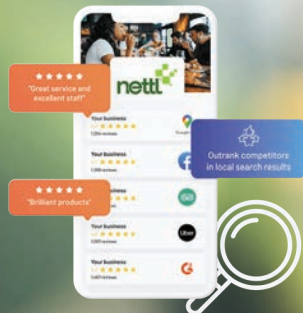
SERVICES: STRATEGY · ONLINE SEO · PPC · OFFLINE MARKETING & BACK LINKS



Our NETTL SEO packages (Search Engine Optimisation) help Google and other search engines prioritise your website so that its ranking improves over time.

SEO is all about increasing your websites Relevance and Authority. It takes time and effort and is a long-term strategy. This is where we can help with our knowledge, strategy and SEO packages.

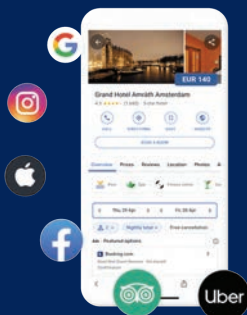
- 4 levels of SEO packages to suit different budgets and ambition
- Online & offline strategies
- Keyword analysis
- Pay-per-click packages.



ONLINE: SOCIAL MEDIA MARKETING

BOOSTING YOUR ONLINE PROFILE

SERVICES: STRATEGY · ORGANIC GROWTH · AD CAMPAIGNS · MANAGEMENT



Social media is about building your brand's profile. This can be done organically with a structured campaign, or through advertising spend.

With NETTL, we have the solutions to manage both. We help create social profiles with intent, consistency, and creativity. We help create content that serves, interests, and engages your audience.

- 4 x Organic social media marketing packages
- 3 x Advertising (paid) packages
- Strategy on platform selection and use
- Content planning and implementation
- Listings and Reviews management
- Monitoring and reporting.

BRANDING



BRANDING: DESIGN & DEVELOPMENT

CREATING YOUR PERFECT COMPANY BRAND

SERVICES: STRATEGY · LOGO DESIGN · COMPANY BRANDING · PRODUCT BRANDING



Your brand is perhaps your business greatest asset. It needs love, care and attention to be relevant and trusted. This is where Northstar can help. We're experts in creating brands that have confidence and personality. We get to the heart of your company and create brands that reflects this and communicates effectively.

- Brand strategy
- Brand values & positioning
- Tone of voice and messages
- Colours, typography, imagery
- Brand guidelines



GREAT IDEAS: #1 PROMOTE YOUR BRAND IN SO MANY WAYS



**PRODUCTS: TENT CARDS · STRUT CARDS · SELFIE FRAMES · LEAFLET DISPENSERS
LABELS & STICKERS · PROMO ITEMS**

Never let an opportunity go by for featuring your brand. It's important that everything your customer touches and feels has the right level of branding. From a monogrammed notebook, branded pen or a printed label on a piece of packaging, we can make your brand shine.

- Choice of 100's of products.
- Wide range of quality and budget levels
- Spot colour and full colour print options.



GREAT IDEAS: #2

PRACTICAL AND EFFECTIVE BRANDING SOLUTIONS

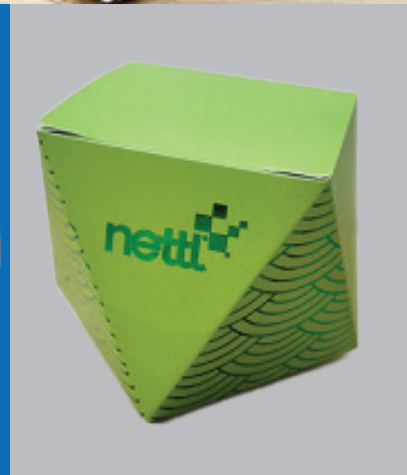
**PRODUCTS: DOOR HANGERS · LUGGAGE TAGS · BOTTLE COLLARS · BAR MATS
BEER/DRIP MATS**



These solutions sure do make their mark but they also provide a practical solution in and around a hospitality venue.

Each has a clear practical purpose, but they're also a great opportunity to re enforce your brand.

- Practical and versatile products
- Spot colour and full colour print options
- Flexible quantities
- Cost effective and great value.



GIFTING: PROMOTIONAL BOXES A FUN WAY TO GIVE A LITTLE SOMETHING!



**STYLES & SHAPES: CHRISTMAS TREE · HEART · DIAMOND · LANTERN · PYRAMID
HANDLED · TAKE AWAY & HAPPY MEAL**

It's always nice to give a little something and these promotional boxes are real gems! Each can be branded with your own logo and design creating a totally bespoke package.

You don't have to order 1,000's either with quantities starting at just 50. They're suitable for a wide range of events such as weddings, charity balls or corporate events.

- Over a dozen different styles to choose from
- Ideal for small give-aways such as chocolates, sweets, biscuits and cakes
- Full colour print to your design
- Gold and silver foil options available for added sparkle.



PROMOTION: SCRATCH CARDS

NO ONE CAN RESIST A GOOD SCRATCH!



USE FOR: PROMOTIONS · VOUCHERS · REWARDING · INCENTIVISING

Everyone can't resist a good scratch. That's why scratch cards are brilliant for engaging with both your customers and staff.

Use them as part of a promotion to generate interest & excitement, give discounts, prizes and increase sales. Or alternatively, use them as part of a staff incentive scheme to reward great effort.

- Alternative game formats
- Silver or gold scratch panels
- Include variable data such as redeemable voucher codes for traceability
- Mixing and distribution options
- Quantities from just 125 cards.



OUTSIDE: BRANDED ITEMS FOR EXTERNAL DISPLAY

EMBRACE THE GREAT OUTDOORS



**PRODUCTS: FLAGS · PARASOLS · BARRIERS · GAZEBOs · DECK CHAIRS & FURNITURE
DISPLAY BOARDS**

The great outdoors is beckoning and we have a range of printed products to help you get out and about and spread your message.

Practical and effective, these solutions flutter, cover and protect whatever you're doing. They also keep on looking great whatever the weather throws at them.

- Multiple flag options and bases
- Different sizes & configurations - ask for details
- Alternative printed fabric materials for different performance requirements
- Practical, tried & tested products.



SIGNAGE: PERMANENT & TEMPORARY SIGNS

INFORM, DIRECT AND COMMUNICATE

PRODUCTS: ROLLER BANNERS · ACRYLIC SIGNS · WINDOW GRAPHICS · WALL VINYLs
FOAMEX PANELS

Introducing our range of temporary and permanent signage for internal and external display.

With 100's of options to choose from we help you select the most appropriate product, material and printing method to ensure it keeps on performing throughout the lifetime of its use.

- Wide choice of substrates including: PVC, composite, acrylic, vinyl and wood
- Alternative printing techniques including direct to surface
- Protective finishes and UV inks
- Specialist adhesives, fixing and mounting solutions.





SIGNAGE: ILLUMINATED SIGNAGE

LET THERE BE LIGHT

**PRODUCTS: ILLUMINATED TRAY SIGNS · FLOOR STANDING DISPLAYS · NEON SIGNS
LIGHT BOXES · ILLUMINATED POSTER DISPLAYS**

Illuminated signs come in many shapes and forms. Turn a standard tray sign into an illuminated version by cutting out shapes and illuminate from inside for an attractive glow. Or why not use an illuminated light box in your reception space?

For a more 'retro and funky' look, a neon sign really catches the eye. Use it to display your message or logo fully lit in all its glory.

- Standard & bespoke sizes
- Fully branded options
- Installation option available.



DISPLAY: FABRIC COVERED DISPLAYS

DEFINE SPACES QUICKLY AND EASILY

PRODUCTS: STRAIGHT & CURVED EXHIBITION DISPLAYS · CURVED SPACE DIVIDERS

Fabric displays make excellent room dividers or exhibition displays. Each comprises of a lightweight aluminium frame which simply clips together which is then covered with a stretch fabric graphic.

Use them in open areas, to define spaces, break sightlines and make spaces feel more intimate.

At an exhibition they make a big impact with very little effort.

- Available in straight, curved and shaped designs
- Lightweight and quick to assemble
- Full colour print in UV fade resistant inks
- Fabric can be washed
- Need a new look? Simply order a replacement fabric covering.



WALL DISPLAY: WALLPAPER COVER WALLS WITH A PERSONALISED WALLPAPER DESIGN

PRODUCT: BESPOKE PRINTED WALL PAPER

Use bespoke printed wallpaper to create a feature wall display quickly and cost effectively.

Printed in full colour, we can help you create a beautiful bespoke design which is then printed into strips like normal wallpaper which is then ready to hang.

Paste the wall and hang it like you would at home.

- Cover large wall areas quickly
- Full colour print water and UV resistant
- Easy to install and remove - paste the wall application
- Drops produced at equal widths dependent on size of wall - maximum drop 1300mm wide.



WALL DISPLAY: PICTURE PERFECT

BRIGHTEN UP A WALL WITH YOUR OWN ART

PRODUCTS: TENSION FABRIC FRAMES · CANVAS PRINTS · FRAMED PRINTS

Display your art, branding, or point of sale in an attractive way with one of our wall display solutions.

As well as traditional wooden frames and canvas prints we also offer a tension fabric system which provides large coverage with a cool contemporary look.

- Standard and custom sizes
- Picture frames - available in 10 frame styles
- Canvas Prints - available in 2 thicknesses
- Tension fabric system allows for interchangeable graphics.



CREATIVE: DESIGN & ARTWORK

SELECT A TASTY DESIGN SERVICE FROM OUR IN-HOUSE TEAM

**SERVICES: LOGO & BRANDING · BROCHURES & LITERATURE · INFO GRAPHICS
CATALOGUES · DIGITAL & SOCIAL MEDIA · ADVERTISING · DIRECT MAIL · PACKAGING**

As well as supplying quality products, we also offer a full creative service to help make your brand shine even brighter.

Our creative team has years of experience producing designs from initial concepts, design & layout, through to final print ready artwork. Talk to us about your next project.

- Marketing strategy
- Conceptual design
- Copy writing
- Photography and Photoshop retouching
- Artwork for print

MAKING BRANDS SHINE BRIGHTER

Northstar has over 30 years experience of producing great design and print. We help businesses communicate effectively through their marketing.

We provide both CREATIVE and PRINT SERVICES for a one-stop marketing support service.

CREATIVE SERVICES



STRATEGY



BRANDING



COMMUNICATION



DESIGN
& PRINT

PRINT SERVICES



GENERAL PRINT



SIGNAGE



EXHIBIT
& DISPLAY



SCRATCH
CARDS

OUR CLIENTS





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FEATURING

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