



HP Color Printing Center

Overview

The HP Color Printing Center is designed to provide small and mid-size businesses with the tools and education they need to create and print their marketing materials in-house. Located at www.hp.com/go/color, the portal offers a number of free resources, including training, templates and step-by-step guides, to help users create professional-quality marketing materials.

The HP Color Printing Center also gives users special access to leading design service firms, such as Logoworks,⁽¹⁾ which offer professional services at reduced costs.

Key features and benefits

- Hundreds of business templates and images for use in Microsoft® Word, Microsoft Publisher, CorelDRAW, QuarkXpress and Microsoft PowerPoint;
- Affordable Logoworks packages, which range from simple logo design to the development of a full suite of marketing collateral, and simple-to-use web-based design services from LogoMaker to help a small business look big;
- Free, instructor-led courses on a variety of topics including:⁽²⁾
 - How to use Microsoft Word, Microsoft Publisher, CorelDRAW, Adobe Photoshop® and QuarkXPress 6 to create professional-quality marketing materials;
 - How to create a high-impact brand, identity and logo;
 - How to run a direct-mail campaign; and
 - How to design business documents.
- A series of step-by-step, how-to guides for marketing material design;
- The Small Business Marketing Toolbox – a blog by small business marketing expert John Jantsch;⁽³⁾
- Print cost calculator – calculate how much a particular document will cost to print in-house versus outsourcing;⁽³⁾
- Free 30-day trial of CorelDRAW.

Technical specifications

The HP Color Printing Center requires a standard Internet connection and web browser. Downloadable templates require Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, QuarkXPress or CorelDRAW.

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Pricing and availability

Access to the HP Color Printing Center is free. Optional fee-based design services and products are also available. Fees for Logoworks and StockLayouts services based on number of designs and revisions requested.

Currently available in North America, Asia Pacific, Europe, the Middle East and Africa.

⁽¹⁾ HP recently announced it has signed a definitive agreement to acquire Arteis, a privately held company that operates Logoworks and LogoMaker, to leverage the company's technologies and services to provide small businesses with access to professional design solutions at a fraction of market cost.

⁽²⁾ Available in North America, Europe, the Middle East and Africa.

⁽³⁾ Available in North America.

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