

THE POWER OF PRINT

THE ENGAGING MEDIUM OF CHOICE



2019

While out walking with my family, I noticed this old gravestone, where someone had carefully chalked in the Alpha to Omega. It reminded me that we have a Sovereign God who wants the very best for us.

“I am the Alpha and the Omega”, says the Lord God”, who is, and who was, and who is to come, the Almighty” Rev 1:8

2018 was a tough year for my family. There were good and sad times, but this sometimes helps to reflect on where you are and where you want to be. I hope 2019 will be a good and peaceful year for you.

Fundraising



At Alpha to Omega one of things we are good at is printed appeals. We understand the complexity of the data and how the artwork and design should look for maximum return.

The rules around VAT are often complex with printed matter. but we wanted to remind people that 'fundraising items' are zero rated. If we are working on the whole package, this would also include any artwork and mailing fulfillment costs, so effectively saving 20% of the budget.



Living Coral
16-1546

Pantone 2019 colour of the year

For 20 years, Pantone's colour of the year has influenced product development in industries like print, fashion, home furnishings, packaging and graphic design.

This year they have chosen Pantone Living Coral as the colour of 2019. They suggest it represents the fusion of modern life appearing in our natural surroundings and at the same time displays a lively presence within social media. Watch this space!

Life is a tangerine



Have you ever sent a file off to a cheap batch printer and felt disappointed in the finished result? The print quality is okay but somehow it's just 'ink on paper'... nothing more.

At the moment there is too much focus only on the price, yet there can be so much more to consider. It goes without saying that sometimes a flyer is a flyer, but if you are looking to do something a little more, perhaps give your trusted print partner an opportunity to engage and help you with your project. It's important to understand how and where your item is being produced, and sometimes the work and prayer that goes on behind your work can mean an awful lot to an organisation.

We all need each other - each segment of the tangerine is as vital as the next.

020 8658 4508
www.alpha2omega.london



Alpha to Omega

The logo for Alpha to Omega is a stylized orange graphic. It features a large, bold letter 'A' on the left and a large, bold letter 'Ω' (Omega) on the right. The two letters are connected at their base by a thick, curved line that forms a continuous shape. The entire logo is rendered in a vibrant orange color.