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# Printer's Ink

February

DESIGN • PRINT • MAIL

## Have an Atypical Valentine's Day

*Unique Gift Ideas for Him or Her*

It's the season of love, which means everyone is out and about finding the perfect—and stereotypical—gift for their significant other. But you'd rather stand out from the crowd, and we have out-of-the-box gift ideas to get you started.

### **Favorite book.**

Do you or your partner have a favorite book, or one you've been meaning to read? Give it as a gift this Valentine's Day for something unique, practical and special.

### **Creative print.**

Everyone enjoys wall decor. Pick out a creative print or photo of the two of you for your loved one to hang on the wall. This way, every time they look at it they can think of you. Awwww.

### **Message board.**

A message board is a simple way to accessorize your home and leave each other little love notes. Plus, for a few extra dollars, you can even find one that lights up.

### **Love letter.**

Lots of people choose cheesy cards to give to their Valentine, but not you. Instead, write a heartfelt, personal love letter to your significant other, explaining what they mean to you and how happy you are to have them in your life.

### **Future event.**

While Valentine's Day is great, take things to the next level by giving your partner a gift to look forward to. Choose tickets for a future event—like a concert, comedy show or even a weekend getaway—and they will be happy for weeks to come.

### **Board game.**

Nothing says “fun and festive” like a board game for the two of you to play together. Pick one out that fits your personality as a couple, or choose one the entire family can enjoy.



## “ WORDS TO LIVE BY

*“All you need is love. But a little chocolate now and then doesn't hurt.”*

—CHARLES M. SCHULZ



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# Partners in Printing

## Here We Are!

From the desk of Dave Baker

The new year is underway. Well underway, and it has given me several realizations as we navigate through the first few months of 2019.

### 1 The more things change the more things stay the same.

What I mean by this is that we can set some grand ideas for change and make resolutions for our personal lives, for our business lives, for our health and for our families but it won't all happen at once. There is no magic pill or genie in a bottle that will grant our wishes instantly. So things might seem to be pretty much the same but it's the consistent small changes that make the difference. Sometime next year is when we might see some of the changes that we've been able to make come to fruition.

### 2 Consistency is the key for lasting change.

Keep after it. Even if you have failed, find a way to get back in the saddle and make it happen again. If you have skipped a workout for several days, find a way to get back into that routine. Maybe it's a goal to read more, schedule a time each day that gets you in the same routine. We are creatures of habit. It's not easy to train the brain to do new things but once it has done them enough, it gets easier. Good habits are worth pursuing.

### 3 It takes time to come to terms with the future.

The future is here. We've all been waiting for it and 2019 is now upon us. Sometimes I feel like the beginning of a new year can cause added stress to all of our lives with new pressures and goals that we must adapt our lives around. Sometimes it causes a change in employment or job descriptions. Generally, I don't feel comfortable in the new year until February or March. It's like breaking in a new pair of shoes. It can take a little bit of time to get used to it.

Those are my three points for February. They are going to help me to come to terms with 2019 and make it the best year it can be. Let's all resolve to work as hard as we can to make it the best it can be by doing everything we can do to make our businesses run better, our relationships stronger and our communities better. I know those are lofty goals but if you get stressed out refer to my first three points. I know I will. If you have any ideas that have helped to get you motivated or to keep a resolution, I'd love to know about it. Shoot me an email and share it with me.

*Dave*

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# Embracing the 2019 Color of the Year

## Pantone Names Living Coral

Have you heard the news? Pantone officially named its 2019 Color of the Year! In December, Pantone unveiled the color to celebrate in 2019 as Pantone 16-1546, or Living Coral.

This vivid hue falls somewhere between the shades of pink and orange, with a soft golden undertone which makes you feel like you're drifting underwater. But, this begs the question: How can you embrace Living Coral in the real world?

### Use it with natural tones.

Like its name suggests, Living Coral has the ideal under-the-sea vibe, which means it pairs nicely with other natural tones, particularly in printing. Use it alongside shades of blues and greens for a relaxed, yet intriguing print piece.

### Integrate with social media.

Its perfect mixture of pink, orange and gold shades makes Living Coral pop in all media, and especially on social media. Create an authentic, lively presence on the screen by integrating Living Coral into your social media posts.

### Set a positive mood.

Pantone's Living Coral embodies playfulness, energy and a yearning to reconnect with nature. The choice also celebrates our innate need for optimism, authenticity, connection and life-affirming activities. So if your business or campaign strives to connect your brand with these attributes, use this Pantone Color of the Year to further your message.



# How to Choose the Right Colors for Your Next Direct Mail

Selecting the right colors for direct mail is not all black and white. There isn't necessarily one right color or one wrong color—but there are definitely good and bad choices.

Engaging colors can draw attention to your direct mail piece, increase brand recognition and even get people to read it. The wrong color may get your postcard tossed. Color selection should be strategic. Not all colors say the same thing, and once you do make your choice, how you implement color is important.

*Here are some good rules to follow.*

■ **Marry your color with your message.** Colors have the power to make people feel certain ways, so select hues that reinforce (rather than contradict) your message. For example, many Americans associate gold with wealth, so using that color to promote a low-priced item could confuse your audience. Orange, however, is a playful and vibrant color that can make a product look more affordable. Or if you're promoting something related to the environment, green is a natural choice. It's already linked with eco-friendliness, so it makes sense.

■ **Stay true to your brand.** Remember to consistently represent your logo and corporate colors throughout your marketing pieces. Regardless of the colors you choose, your brand colors should always be included.

■ **Don't let color interfere with readability.** Text is most legible when its color is highly contrasted with the background. Black on white is the easiest to read. Other legible combinations include black on yellow, red on white and blue on white.

■ **Don't use the whole rainbow.** Too many colors can make your piece look less sophisticated. Consider creating contrast by using different shades of the same color.

Finally, don't discount the idea of using tinted paper. A soft-colored paper can add warmth to your message, for example. And printing one or two colors on tinted paper may be more cost-effective than using several inks on white paper.

## Banish the Winter Blues

### How to Stay Positive in February

It's dark, cold and despite being the shortest month of the year, there seems to be no end in sight. There's no doubt about it: It's February. This month can be tough to suffer through, but there are a few ways to banish the winter blues. Here's how to stay positive in February.

#### Take a hot bath or shower.

This sounds simple, but nothing beats the feeling of a nice hot bath or shower after a long day in the cold winter. Not to mention, the hot water can relax any built-up tension in your muscles, making you physically feel more positive.

#### Listen to your favorite music.

Music can positively affect your mood. Make a playlist of your favorite upbeat and uplifting songs to listen to when you feel overwhelmed with negativity. As the beat picks up, your mood will too.

#### Get out and about.

If you work during winter, there may be days when you don't see the sun because you're in the office. Instead, get out and about whenever you can while it's light. Take at least 15 minutes per day to spend time in the bright outdoors and embrace the vitamin D and an upward turn in your mood.

#### Set—and keep—goals.

New Year's may be over, but that doesn't mean you have to give up goal setting. Goals give us something to look forward to and aspire towards, so embrace positivity by creating—



and keeping—goals throughout the month of February.

#### Remember to exercise.

You've heard it before: Exercise makes you happy. Exercise releases endorphins, which produces dopamine, which improves your mood. If you want a boost this winter, hit up the gym to feel better physically, mentally and emotionally.



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