



# LOOK BOOK

MARKETING // DESIGN // PRINT // LOGISTICS

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# PRINT COLLATERAL



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# FORTINET | EXCLUSIVE NETWORKS FLIP BOOK



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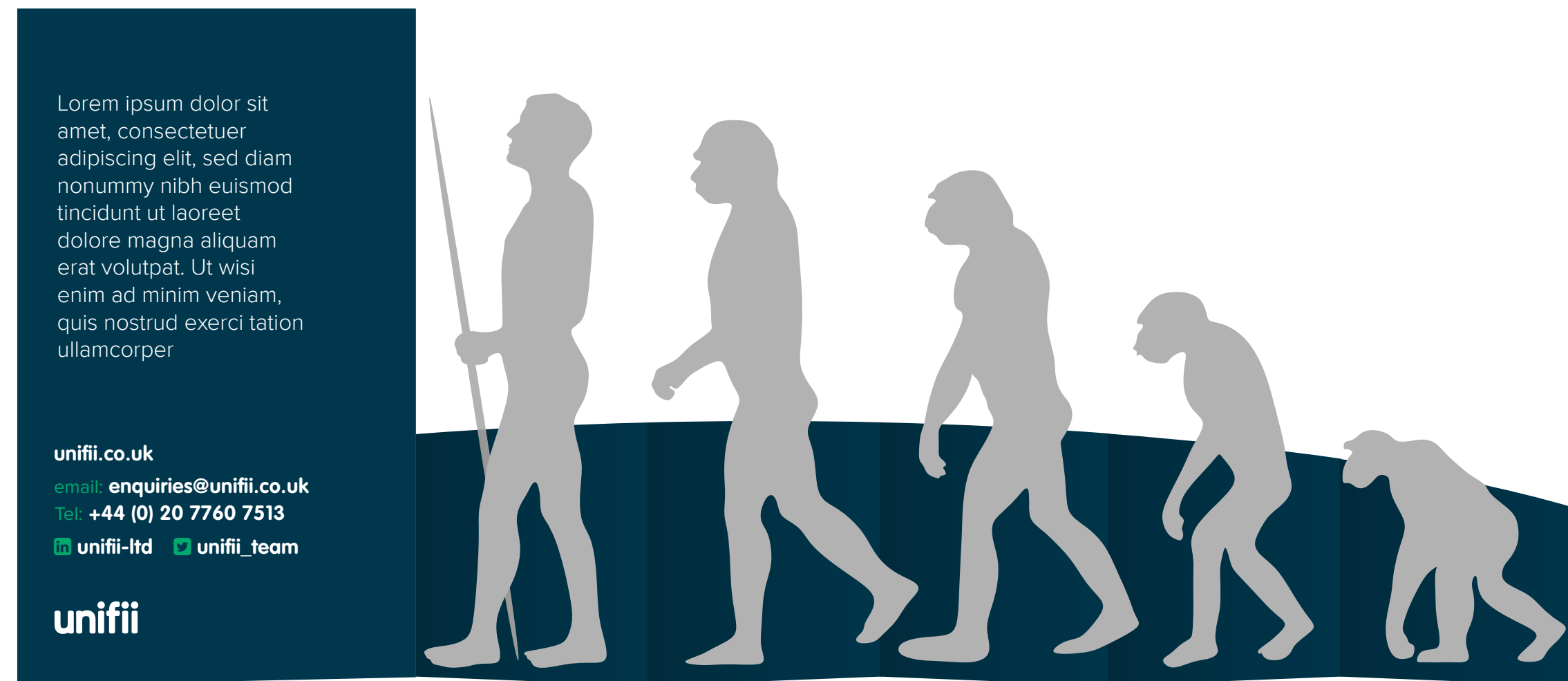
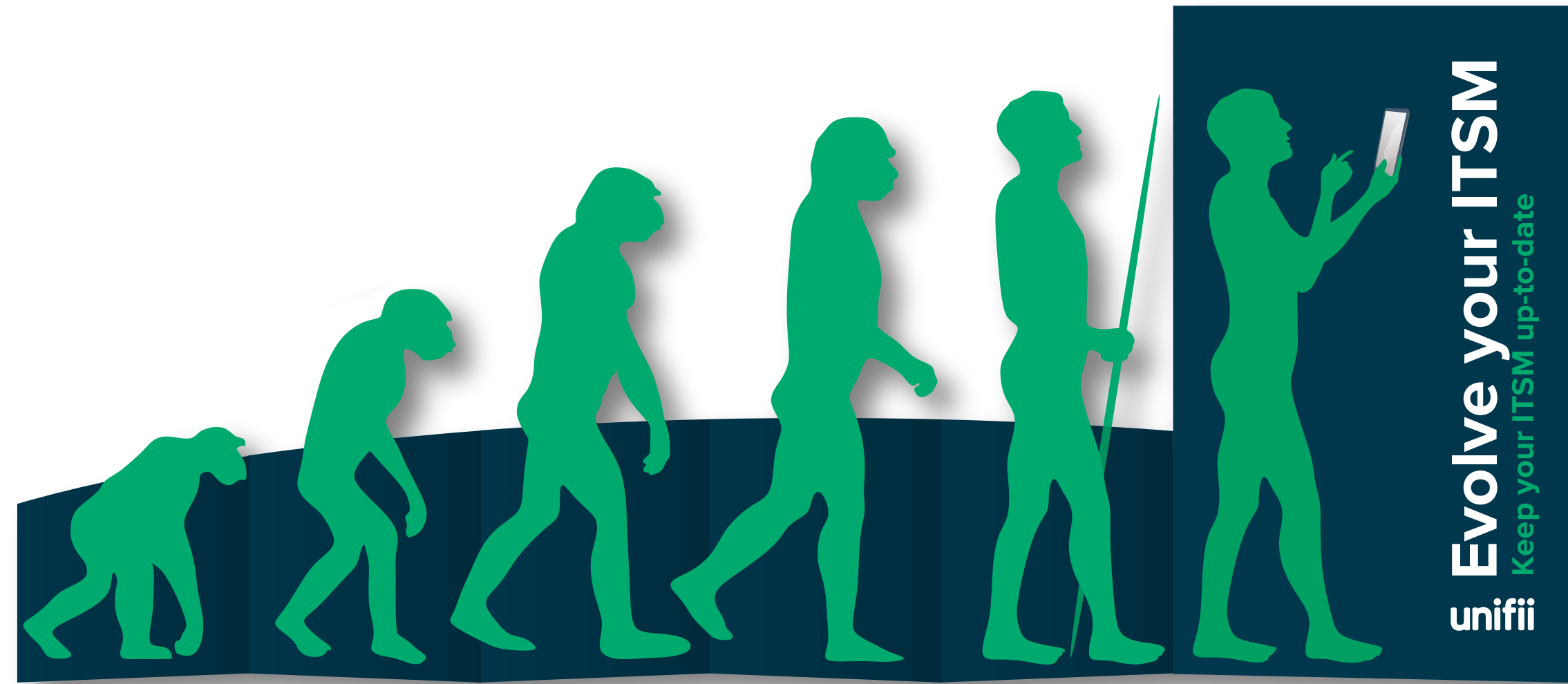
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EVOLVE YOUR ITSM  
DIRECT MAILER



BE CURIOUS  
COFFEE TABLE BOOK



Virgin Trains streamlines processes with ServiceNow to transform the rider experience

44. **Supporter on-site at a need**

Virgin Trains radically improves customer service by streamlining internal processes & service delivery

Virgin Trains, a leading rail operator in the UK, has implemented ServiceNow to streamline its internal processes and improve customer service. The company has used ServiceNow to create a single source of truth for all its internal processes, from HR to IT to Finance. This has allowed the company to improve its internal processes and reduce the time it takes to resolve issues. As a result, the company has seen a significant improvement in its customer service and a reduction in its operational costs.

75. **Reduction in query resolution**

20. **Lower operating costs**

ServiceNow provides Virgin Trains with the visibility needed for continued process improvement

ServiceNow provides Virgin Trains with the visibility needed for continued process improvement. The company has used ServiceNow to create a single source of truth for all its internal processes, from HR to IT to Finance. This has allowed the company to improve its internal processes and reduce the time it takes to resolve issues. As a result, the company has seen a significant improvement in its customer service and a reduction in its operational costs.



**Industry:** Transportation  
**Location:** London, United Kingdom  
**Challenge:** To improve the rider experience and reduce operational costs, Virgin Trains needed a solution that could streamline its internal processes and improve customer service.

**Products:** ServiceNow IT Service Management, IT Operations Management, Customer Service Management, HR Service Delivery  
**Solution:** ServiceNow implemented IT Service Management, IT Operations Management, Customer Service Management, and HR Service Delivery to streamline its internal processes and improve customer service.

PROMOTIONAL LEAFLET DESIGN

**CORAL**  
**NON-RUNNER MONEY BACK**  
ALL CHELTENHAM RACES

The Coral £1m Smart Money Series  
**CHELTENHAM**  
**WIN £100K**  
IF YOU KNOW YOUR PRESTBURY CUP FROM YOUR GOLD CUP YOU MIGHT HAVE WHAT IT TAKES TO WIN OUR FREE TO PLAY GAME  
**PLAY NOW FOR FREE**

Don't have an account? Join Now  
18+ UK+IRE Online & Mobile Coral customers  
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**CHELTENHAM SMART SERIES**  
ENTER FREE FOR A CHANCE TO WIN £100K

**#YOURCALL SPECIALS**  
WITH #YOURCALL, CALL THE SHOTS

**CORAL**  
HORSE RACING  
YOURCALL SPECIALS  
CHELTENHAM 2019

**Ladbrokes**  
IT'S FESTIVAL TIME  
**HOLD YOUR HORSES!**

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# PRIVATE BANKING DIRECT MAIL





# SCHOOL PROSPECTUS

## LEVEL 3 - TWO YEAR COURSES

### English Literature (A level)

**What qualifications do I need for this course?**  
At least 5 GCSEs at grade 5 or above, including at least a Level 6 in English Language or Literature at GCSE.

**What will I study?**  
**Unit 1: Drama**  
• One Shakespeare play and one other drama, such as A Streetcar Named Desire or The Duchess of Malfi.  
• Critical essays related to the selected Shakespeare play.  
**Unit 2: Prose**  
• Two prose texts from a chosen list. At least one of the prose texts must be pre-1900, linked by a common theme such as women or the supernatural – for example Dracula and The Little Stranger or Wuthering Heights and Mrs Dalloway.  
**Unit 3: Poetry**  
• Unseen poetry analysis  
• A selection of poetry from a post-2000 collection and

• a range of poetry from either a literary period or a named poet from within a literary period (for example, Chaucer).  
**Unit 4: Coursework**  
You have a free choice of two texts to study and write one extended comparative essay referring to both.  
**How will I study?**  
Read and discuss your core texts; read around the subject and enhance your understanding by looking at similar texts; work individually and collectively to share ideas and present them to your peers; use ICT and a range of media to explore and present your responses; learn the skills of precise analytical evaluation; explore the rich contexts in which writers work.

**How will I be assessed?**  
Three exams worth 80% of your A level, and one coursework essay for the remaining 20%.  
**What can I do afterwards?**  
Progression to university courses such as English, Journalism, Law, Media, Literariness and any career path which requires communication skills, analytical ability, and sensitivity to language. Over 70% of graduate jobs don't need applicants to have studied a specific subject. English Literature is one of the Russell Group's Facilitating Subjects, and seen as helpful for undergraduate study.

**What can I do afterwards?**  
We need more remote sensing (satellite imagery) specialists, computer mapping specialists and (yes!) Geography teachers. Geography is one of the Russell Group's Facilitating Subjects, and seen as helpful for undergraduate study.

**How will I be assessed?**  
Coursework is 20% of your A level (a 4,000 word investigation). Exams count for 80%, and they are taken in the summer of year 13.

## LEVEL 3 - TWO YEAR COURSES

### Geography (A level)

**What qualifications do I need for this course?**  
GCSE grade 5 or above in English and a grade 5 or higher in Geography GCSE. Students who did not study Geography at GCSE will need grade 6 or Higher in English for entry.

**What will I study?**  
Essential Geography A level, 4 Human Geography topics: Globalisation / Diverse Places / Superpowers / Health and Human Rights, 4 Physical Geography topics: Plate Tectonics / Coasts / Water Cycle and Water Supply Issues / Carbon Cycle and Energy Issues. You will be examined on these topics and there will be a synoptic problem-solving exam that incorporates all the topics, much like we did in GCSE. You will also go on 2 residential field trips and do a controlled assessment from those experiences which comprises 20% of your final grade.

**How will I study?**  
• Reading news articles, books, diagrams, and maps.  
• Writing essays and exam answers.  
• Researching, collecting and handling information/data.  
• Competing with your classmates on in-school quizzes and writing competitions.  
• Using revision guides to consolidate your learning.

**How will I be assessed?**  
Coursework is 20% of your A level (a 4,000 word investigation). Exams count for 80%, and they are taken in the summer of year 13.

**What can I do afterwards?**  
Anything! Geography is known as a "facilitating" subject which means it gives you the knowledge and skills needed for just about any university course or any line of employment. Top universities will want you to have A-Levels in these facilitating subjects. There is a serious shortage of geographers in the UK right now, we are in high demand! We need more remote sensing (satellite imagery) specialists, computer mapping specialists and (yes!) Geography teachers. Geography is one of the Russell Group's Facilitating Subjects, and seen as helpful for undergraduate study.

## Sixth Form?

...and student  
...by looking through Oxford Spire's Sixth Form  
...a find that there is something here of interest for you.  
...at Oxford Spire on being a friendly, high aspiring and  
...th Form.

...your talents and interests as a student and ensure that you are  
...ies and an outstanding provision that will enable you to reach  
...ure career. We offer a full range of A level studies and have very  
...n for those who require that little bit extra to impress in personal  
...d at interview for Oxbridge and Russell Group universities.

...ses at Level 2 as a route through to A level and Level 3 BTEC  
...ell as a pathway through to apprenticeships. Our Sixth Formers lead  
...uccess and collaboration that makes being a part of Oxford Spire's  
...as House Captains meet a full range of subjects as well as being part  
...talk to our current and past students and get in contact with me or Dr  
...ing you towards your future success! Miss M Blake, Principal

## Sixth Form like for students?

This area of the Library is being redeveloped to provide more  
careers resources for students looking ahead to university,  
apprenticeships and job applications. Careers guidance is  
available for all Sixth Formers and individual interviews take  
place in Careers Room next to the Library.

When they are not in lessons, Sixth Form students have their  
own café, the Willows, where they can socialise and work  
informally, perhaps in groups. There are vending machines  
and a small kitchen in the Common Room too.

Extra-curricular and supercurricular activities are really  
important to Sixth Formers, and staff offer a variety of day  
and residential trips, and offer school visits to lectures,  
workshops and events in Oxford. Students participate  
annually in debating competitions and all year its undertake  
Work Experience during their first year in the Sixth Form. This  
is, of course, in addition to the usual school provision of  
sports, drama, art and music events in school, many of which  
come through the House system and its annual competitions.

OXFORD SPIRES ACADEMY



# Sixth Form Prospectus

2019/2020



oxfordspiresacademy.org  
@OSASixthForm

BANANA MAILER

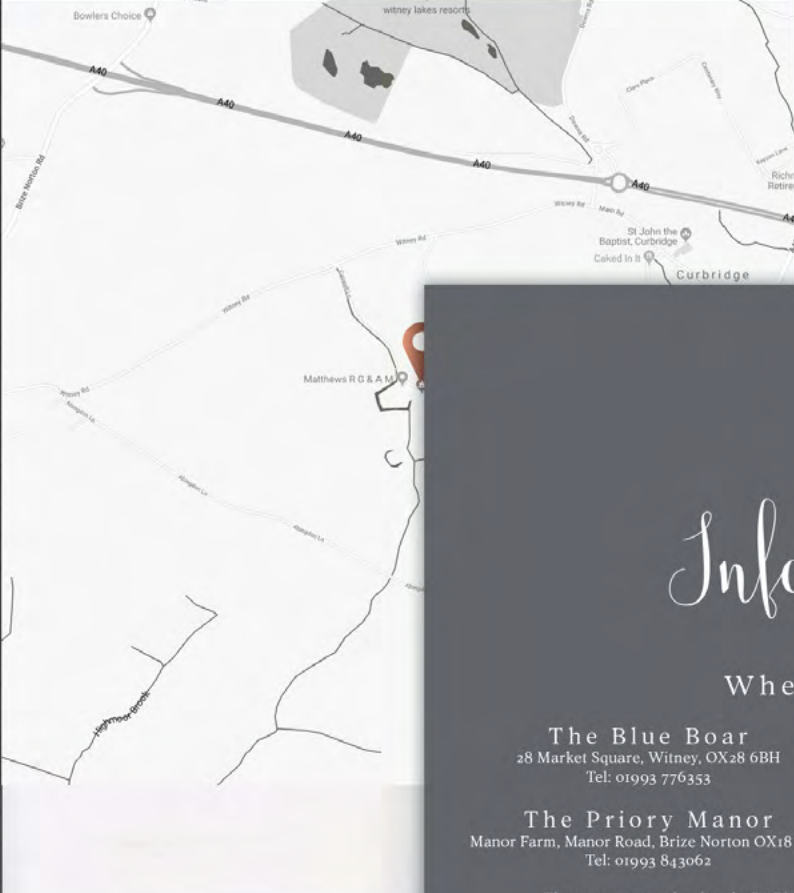


**How to get there**

*From Oxford:*

Take the A40 at the Wolvercote Roundabout (to Cheltenham, Witney).  
 Straight over the roundabout at Eynsham, still on the A40. At the next roundabout, take the exit for Witney West & Curbridge. At the next roundabout take the first exit to Curbridge.  
 Stop at the T-junction and turn right (to Carterton, Brize Norton). Continue along Witney Road for just over half a mile, and Caswell House is signposted on the left.  
 There are two signs, head for the second, larger sign which is the main entrance.  
*There is plenty of parking at Caswell House.*

Caswell House, Caswell Lane,  
 Brize Norton, Oxfordshire, OX18 3NJ



**Information**

**Where to stay**

<b>The Blue Boar</b> 28 Market Square, Witney, OX28 6BH Tel: 01993 776353	<b>Oxford Witney Hotel</b> Ducklington Lane, Witney, OX28 4EX Tel: 01993 779777
<b>The Priory Manor</b> Manor Farm, Manor Road, Brize Norton OX18 3NA Tel: 01993 843062	<b>The Bird in Hand Inn</b> Whiteoak Green near Hailey, Witney, OX29 9XP Tel: 01993 868311

There are many other hotels, B&B's & cottage lets in the Witney & Brize Norton area.

**Carriages at Midnight**

*We suggest booking your taxi in advance. There are several taxi companies in the Witney and Brize Norton area, including:*

<b>Witney Taxis</b> Tel: 01993 700999	<b>Charlie's Taxis</b> Tel: 01993 845253
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**Children**

Although we love your children, we regretfully cannot accommodate them all at our venue due to restricted numbers. We hope you will see this as an opportunity to let your hair down and enjoy the party with us.

**Gifts**

Having you celebrate our special day is the greatest gift you could give us. Should you wish to give a wedding gift, we have a gift list on Prezola.com. The list number is 10200994 and can be accessed directly or through our website.

*You can find all this information and more on our website:  
 carlycraig.gettingmarried.co.uk; password jcnb0180719*



*Together with their families*

**Craig James Boorman  
 &  
 Carly Jennings**

Invite you to celebrate their marriage

**Thursday 18th July 2019**

**1:00pm Ceremony**

Caswell House  
 Caswell Lane  
 Brize Norton  
 Oxfordshire  
 OX18 3NJ

Dinner & Dancing to follow

**RSVP**

Kindly respond by  
 18th May 2019

Name(s) \_\_\_\_\_

Can't wait to be there!  
 Sorry to miss it, but will be there in spirit

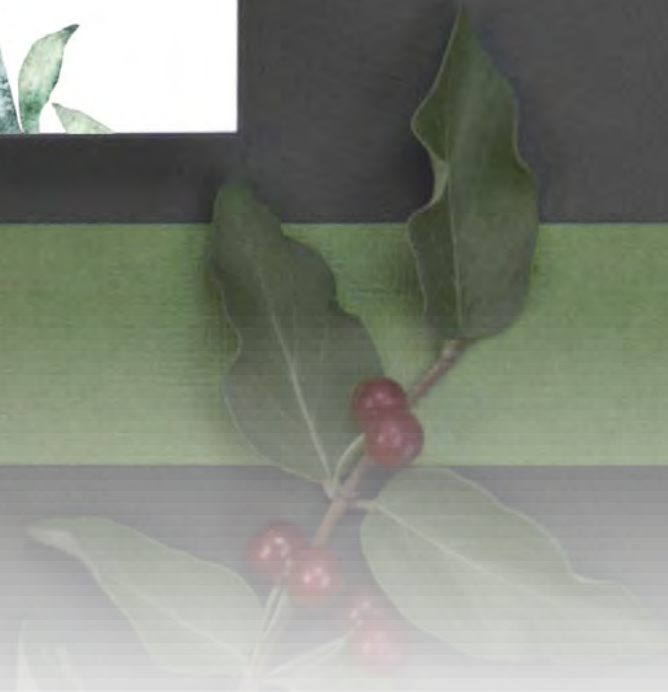
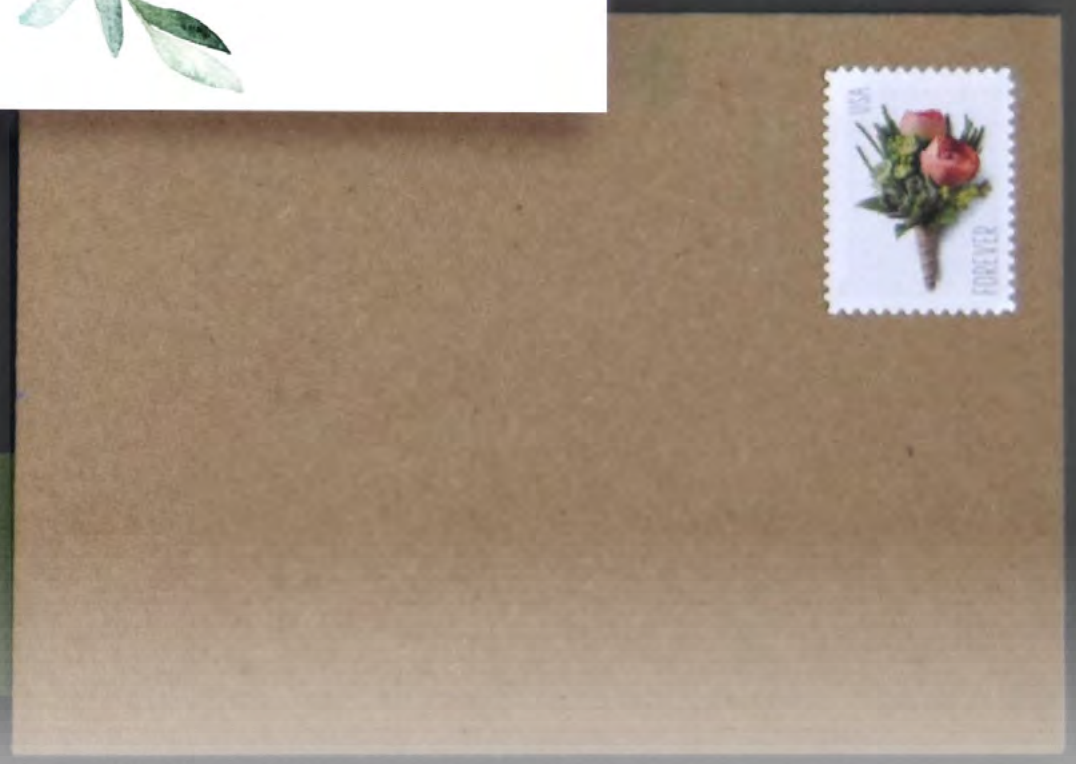
Dietary Requirements \_\_\_\_\_

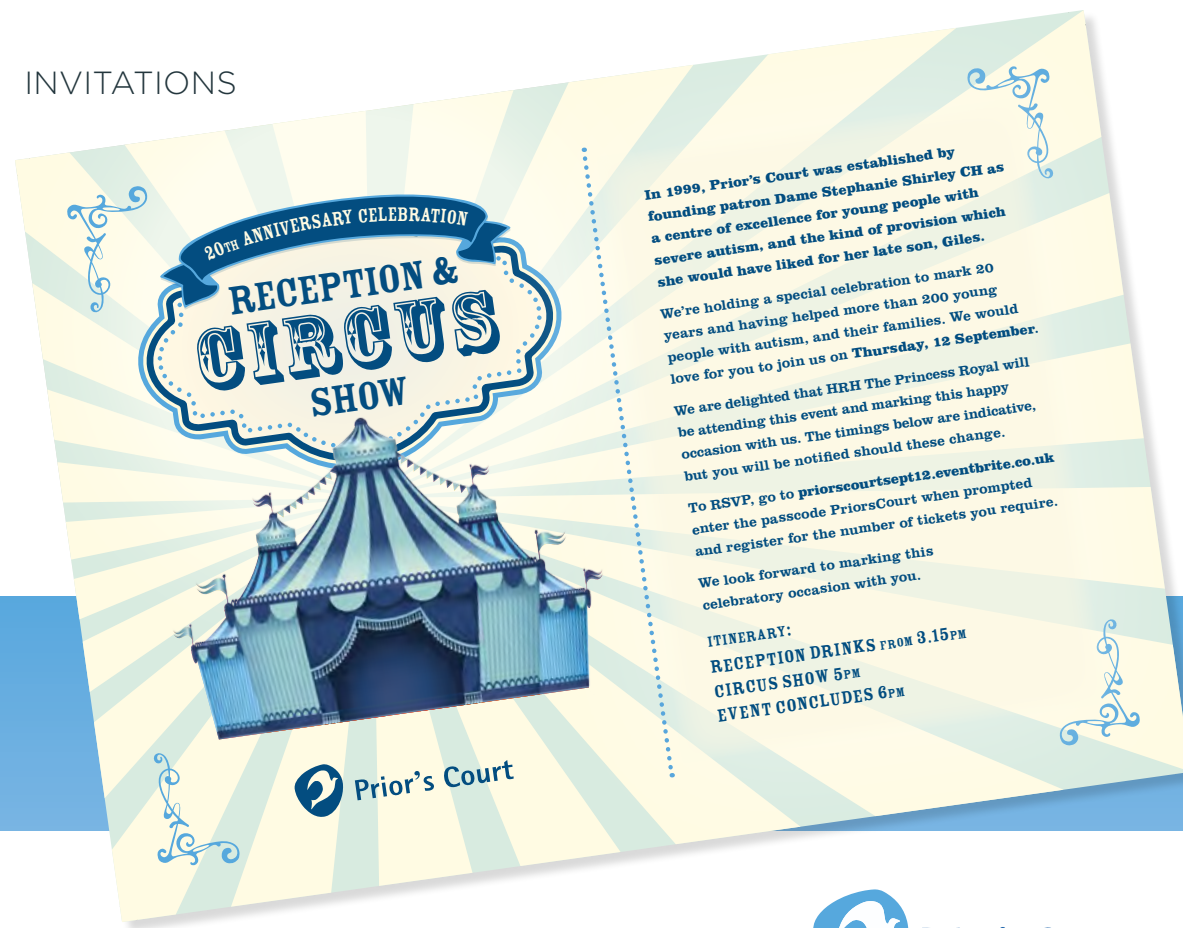
I promise to dance if you play... \_\_\_\_\_

**Craig and Carly**

18 Westlake Gardens  
 Bramley  
 Hampshire  
 RG26 5GP

Place Stamp Here





# PRIOR'S COURT 20<sup>TH</sup> ANNIVERSARY CELEBRATION

## Celebrating 20 years of Prior's Court

- 1999**: Founding patron Dame Stephanie Shirley in 1999. Prior's Court school opens on September 13th with two pupils and 28 staff – by 2019, this grew to 90 young people and 600 staff.
- 2000**: Princess Royal officially opens school on May 23rd.
- 2001**: Charter and Coat of Arms produced – "Discreere Esse", "To learn to be".
- 2002**: Palmer house children's home opens. First conference held for professionals working in the field of autism.
- 2003**: Jubilee vocational building opens. Exercise track opens. First five-day TEACCH training course held.
- 2004**: Charlotte House, an off-site children's home, opens. Art collection exceeds 300 pieces.
- 2005**: Countryside Learning Centre opens. The Lodge house converted into accommodation for visiting parents.
- 2006**: Bradbury Hall dining room opens.
- 2007**: "Autism and Me" conference. Team established to share our autism methodology, Prior Approach, more widely.
- 2008**: The Dame Stephanie Lecture Series is launched. Todhunter and Fleming children's homes open.
- 2009**: Young adult provision phase 1 opens. Henley house children's home opens. Coach house parent flat opened. Start of 52-week placements in response to young people presenting with more complex needs.
- 2010**: Visit of Countess of Wessex. Young adult provision phase 2 opens. Beechcroft and Summerhill children's homes open.
- 2011**: Young adult provision phase 3 opens. Work placements start at Hilton Hotel. Hilton Hotel.
- 2012**: Outdoor play area opens. Multi-sensory building opens. Multi-sensory.
- 2013**: Released the song "Let Me Shine", which was listened to by more than two million people across the planet. "Steve" the robot joins the teaching staff. Steve the robot.
- 2014**: Outstanding\* Ofsted achieved by children's home. The Seasons children's home opens. Outdoor music area. Abbey Road.
- 2015**: ArtsMark Gold accreditation awarded by Arts Council England. Outdoor music area opens. "Steve" the robot joins the teaching staff. Let Me Shine.
- 2016**: Outstanding\* Ofsted achieved by school. First Prior's Court "Let Me Shine" music festival held. Staff deliver lecture at international autism conference in China. Recorded a live version of "Let Me Shine" at Abbey Road studios. Tragedy of minibus accident which took the lives of three members of staff, and left two others with life-changing injuries. Bread & Beyond.
- 2017**: Bread & Beyond bakery opens, providing work training opportunities for young people. Prior Insight begins implementation – first system of its kind designed to help us understand why young people have good and bad days. Prior's Court Research Board established to drive and coordinate research which will influence our practice.
- 2018**: Outstanding\* Ofsted achieved by school. First Prior's Court "Let Me Shine" music festival held. Staff deliver lecture at international autism conference in China. Recorded a live version of "Let Me Shine" at Abbey Road studios. Tragedy of minibus accident which took the lives of three members of staff, and left two others with life-changing injuries.
- 2019**: Bread & Beyond bakery opens, providing work training opportunities for young people. Prior Insight begins implementation – first system of its kind designed to help us understand why young people have good and bad days. Prior's Court Research Board established to drive and coordinate research which will influence our practice.

Prior's Court Foundation Charity number 1070227



PARKING SIGNAGE



# MARKETING SERVICES

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VEEAM ALWAYS  
ON CAMPAIGN



# JOIN THE HCI REVOLUTION

Powered by VMware

**FIVE** REASONS TO JOIN THE REVOLUTION

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# BE PART OF THE HCI EVOLUTION

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**FIVE** REASONS TO BE PART OF THE EVOLUTION



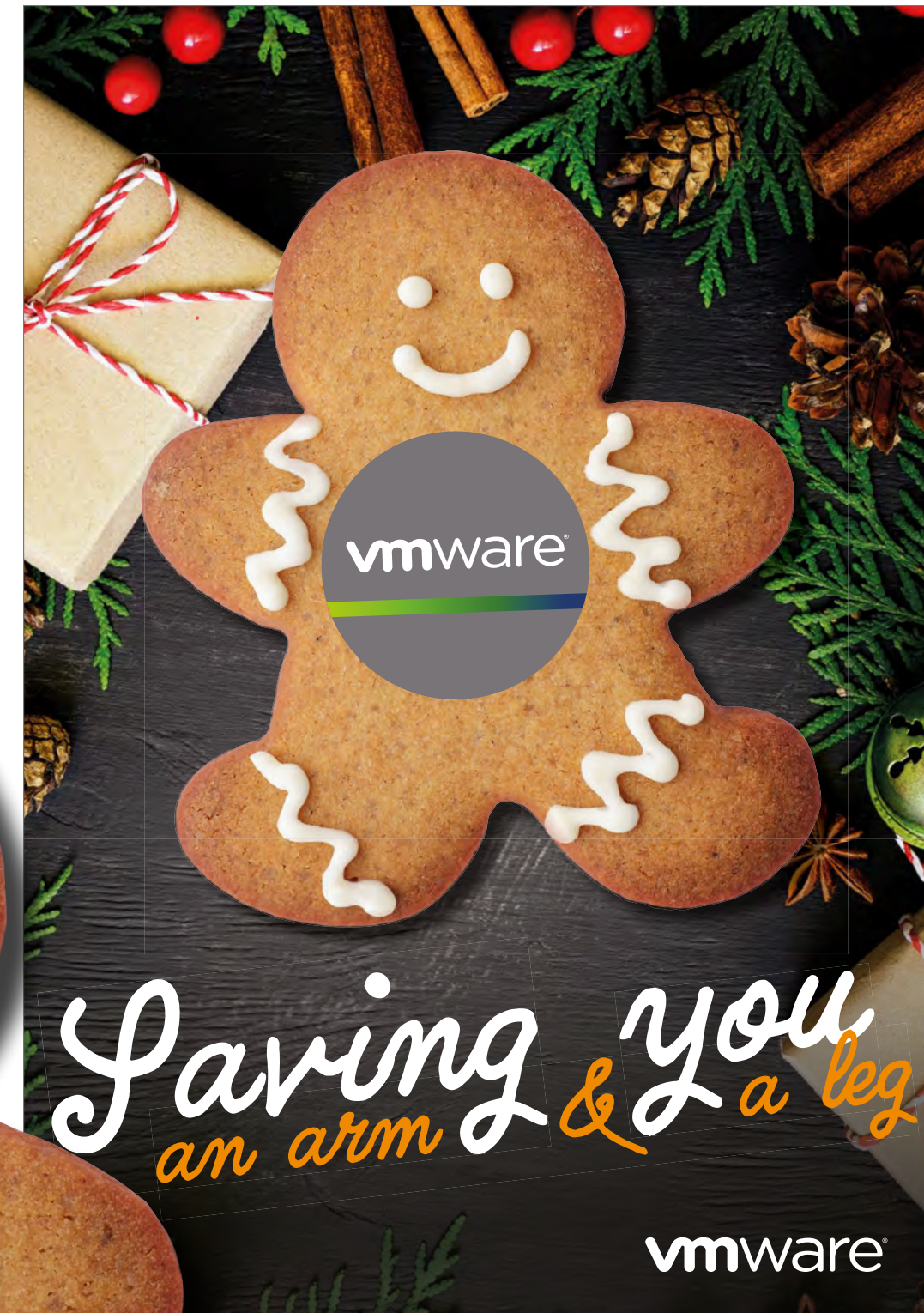
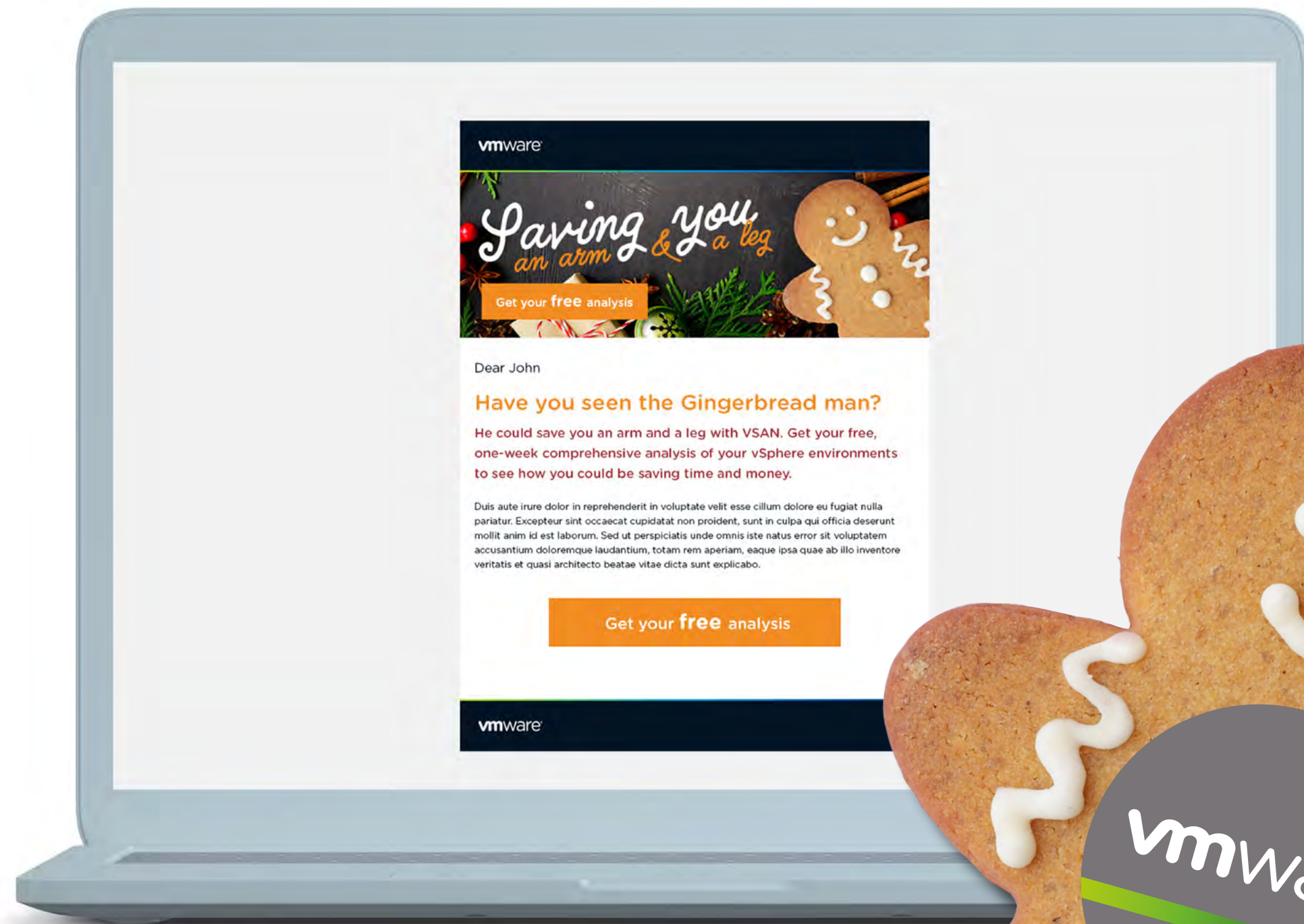
## BE PART OF THE HCI EVOLUTION POWERED BY VMWARE

VMWARE  
HCI EVOLUTION  
ALWAYS ON  
CAMPAIGN





# GINGERBREAD MAN MAILER AND EMAIL



SERVICENOW  
FORBES MAILER



ServiceNow  
www.servicenow.com

3rd Floor, 150 Cheapside  
London, EC2Y 6ET

Ruth Hernandez Garcia  
Asst. de Gerencia  
de Operaciones  
Mendoza  
25109 Avenida  
Bataillon  
Spain

Exclusive Evening Event with Josh Bersin  
Tuesday 23rd October 2018, Amsterdam, The Netherlands

Dear Ruth,

You are cordially invited to a unique  
dinner with our inspiring customer  
known industry analyst, Josh Bersin,  
take place on October 23rd in  
year's LinkedIn World Conference.

He is the cornerstone of many  
the evening will bring together  
companies to share and gain  
modern enterprise. The in-  
experience and how to  
use of automation. All of

Let's share vision and  
Along with a select  
on hour's boot camp  
Amsterdam's most  
Monday. Our host  
entertainer" Mr  
four in 4 group  
not your star

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to register  
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We lo

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THE RUNAWAY BILLION

FORBES

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"The No. 1 Ranking on the  
2018 Forbes Most  
Innovative Companies list."

INNOVATORS

SECRETS AND STRATEGIES FROM  
THE WORLD'S MOST DYNAMIC COMPANIES

"ServiceNow's cloud  
include 850 of the  
2000 biggest comp

"Growth is expected to  
more than 30% this year

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BRANDED  
CHAMPAGNE  
GIVEAWAY

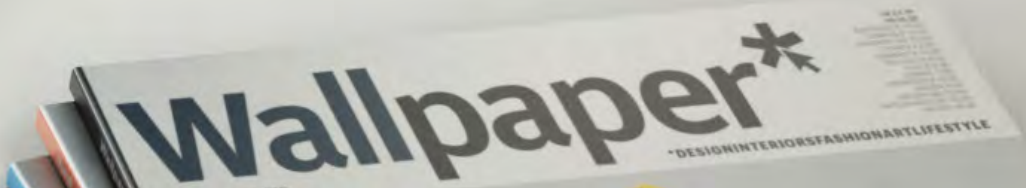


The image features two vintage blue tin robot toys, one on the left and one on the right, set against a light green background. The robots have square heads with large circular eyes, a triangular nose, and a red mouth with white teeth. They have a coiled spring antenna on top of their heads. The bodies are rectangular with various gauges, dials, and mechanical details. The robot on the right has a prominent gauge with a red needle and a black dial with white markings. The robot on the left has a similar gauge with a red needle. The overall aesthetic is retro and nostalgic.

# DIGITAL COLLATERAL

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ACRONIS MARKETING  
CAMPAIGN





# UNIFII WEBSITE



ONLINE  
GIVEAWAY ENTRY

**servicenow**

# Be a frictionless winner

Scan the QR code to instantly see if you're a winner

**now**

## Are you a winner?

First Name

Surname

Company

Email

Phone

Am I a winner?

**now**

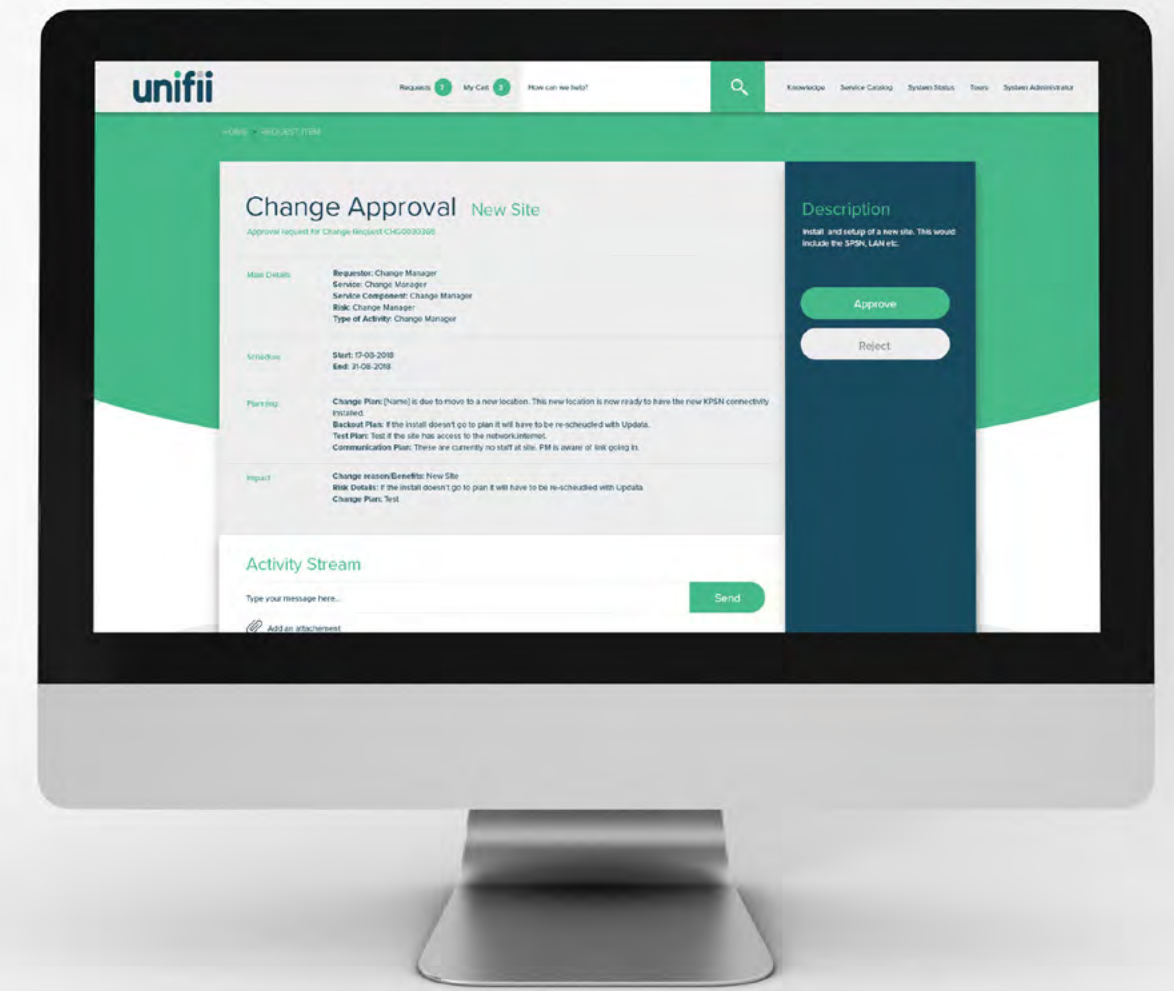
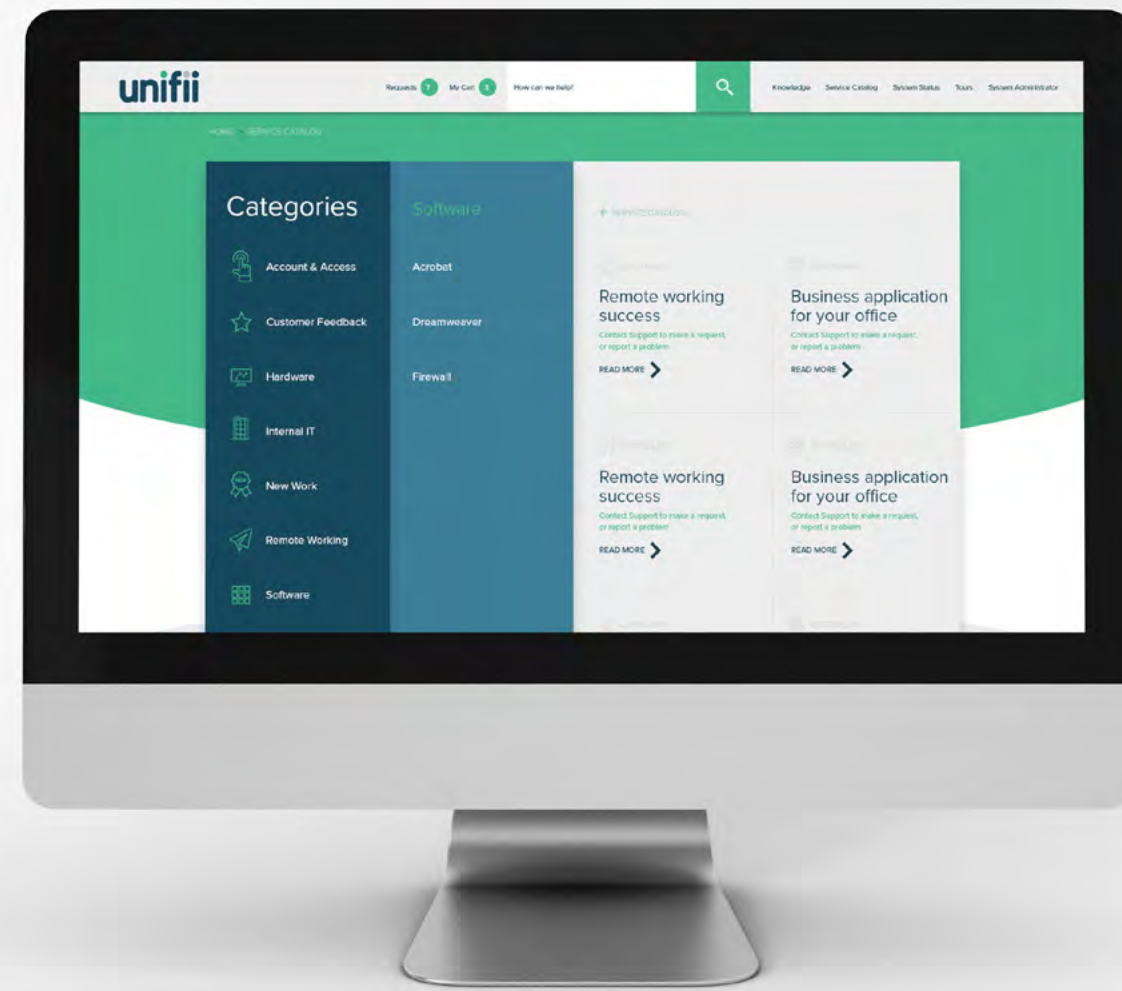
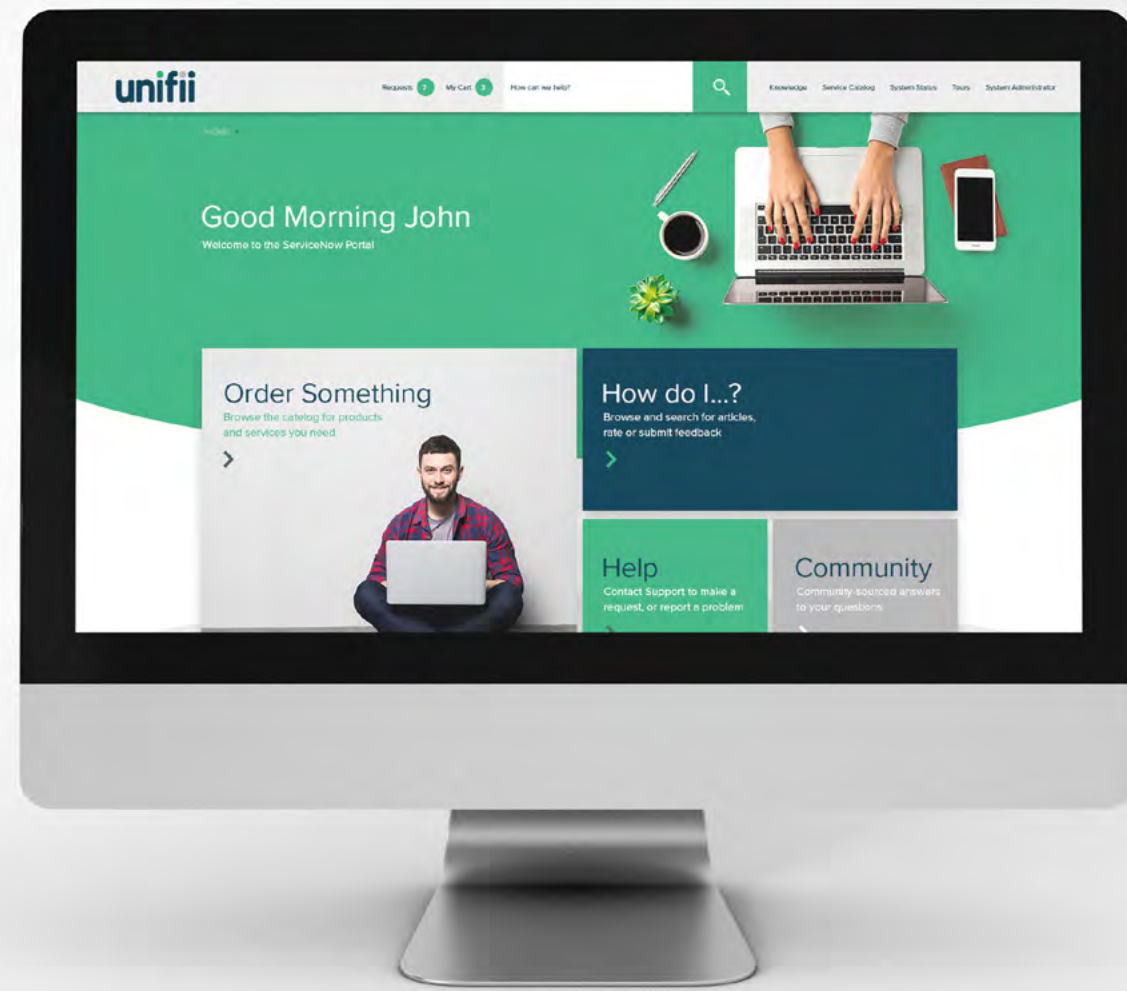
## You have won!

### A HTC Vive Pro!

your prize from stand xx

ServiceNow.com

# UNIFII UX INTERFACE DESIGN



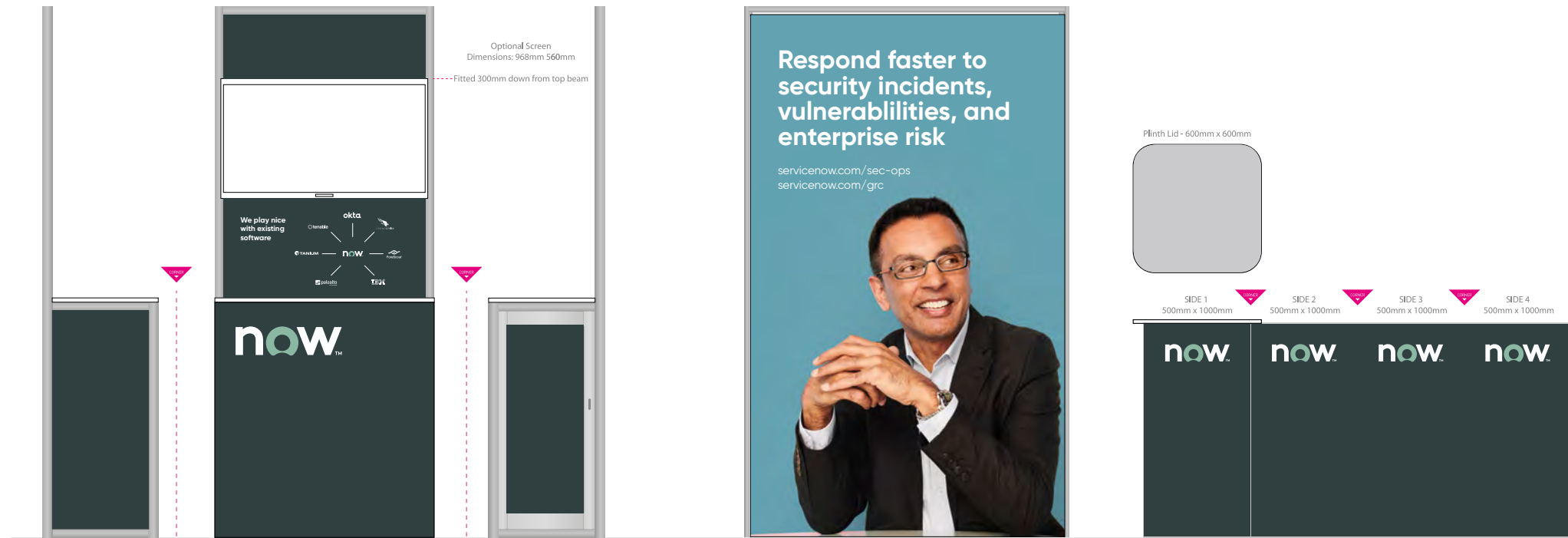




# EVENT BRANDING

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# SERVICE NOW STAND DESIGN



# NATIONAL TRUST WALL GRAPHICS

## Summer days at Stowe

**50 things to do before you're 11¾**

**Top 50 things' activities to do at Stowe:**

- Spot a fish
- Go cloud watching
- Get to know a tree
- Roll down a really big hill
- Fly a kite
- Take a friend on a nature adventure

Your outdoor adventuring, '50 things to do before you're 11¾' completing and ice cream eating this summer will help us look after this special place for ever, for everyone.

Make sure you pick up a '50 things' badge from reception – how many can you complete today? Don't forget to collect a sticker from reception for each one you tick off!



## Celebrating 30 years in National Trust care

Subtle gardening and major works have all helped to make the restoration of the gardens at Stowe appear as though it were always the way you see it today. Here are some highlights of our work since 1989 when Stowe School gifted the garden, park and monuments to the National Trust.

With its position in central Stowe to its high-thrifty, ornate glory, a first place of work began to see some of the largest temples and monuments in Europe. One in 11 had fallen into disrepair and some were in need of a new visitor centre as the New Beech estate's built by the architect's garden 300 years ago. Since 2005, the Landscape Programme has set about returning copies of lost statues and monuments that once dressed the gardens like a theatre set.

While so much support has helped us restore and conserve this special place so what you'll see today, there is still so much more to do. When you give, make a difference, you're protecting Stowe – for ever, for everyone.

*Thank you*



## BEST PICNIC SPOTS

- In the Sleeping Wood amongst the highly scented roses, honeysuckle and jasmine
- Shady spots under the trees near Captain Grenville's Column
- Behind the Temple of Venus which is a great suntrap
- Behind the Chinese House using the picnic benches
- In Hawkwell Meadow looking over the Octagon Lake and the Palladian Bridge

# SERVICE NOW INFOSEC STAND



# FOOTBALL EVENT BRANDING



INDUSTRY EVENT BRANDING



**John Smith**  
Come and see us at the Now Forum, XX September 2018, for your chance to beat the Service Management Mountain on our VR ski experience, and win big!  
**Bring the bear and skip the queue!**  
highmetric  
A COLUMN GROUP COMPANY

INDUSTRY EVENT  
BRANDING

highmetric  
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NOW FORUM | 17-18 OCTOBER 2018 | LONDON EXCEL



Find your route on the  
Service Management  
Mountain

Enter your code to access the slopes

SKI!



Your email subject here

highmetric

Dear John,

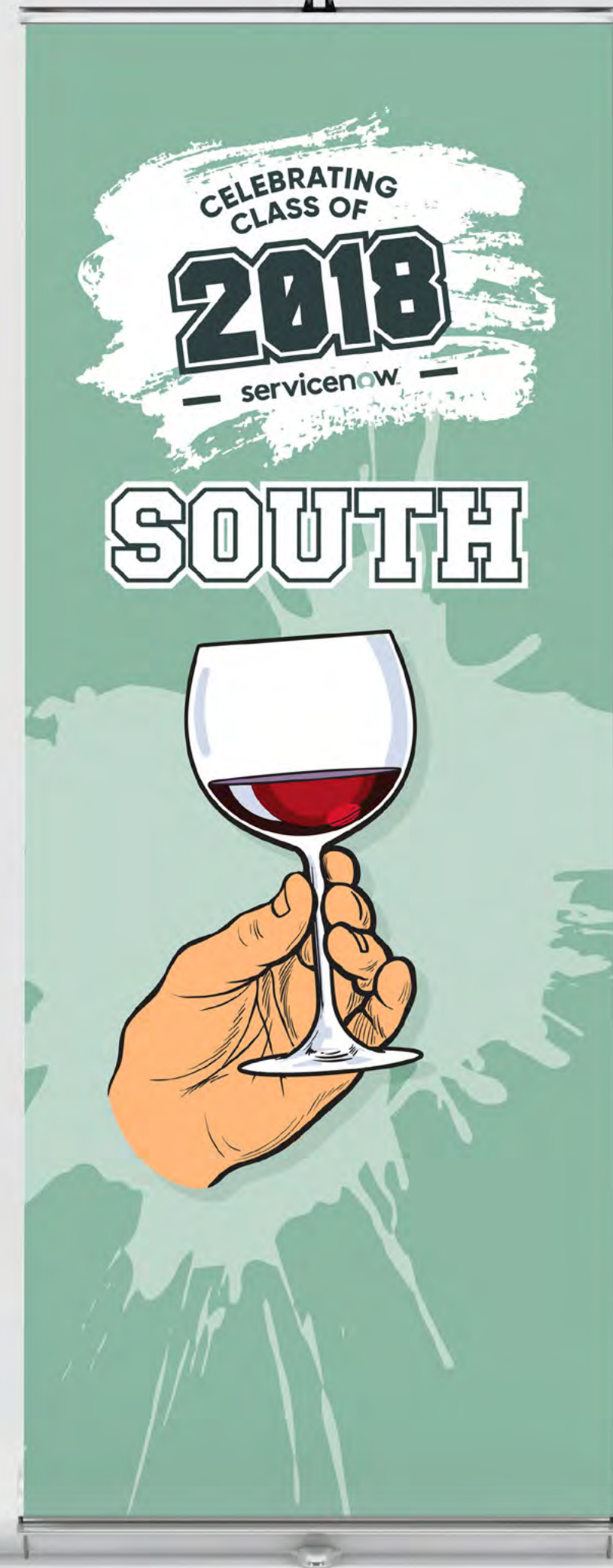
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Your access code is:  
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Access the slopes! →

highmetric



SALES KICK OFF  
EVENT BRANDING







# THANK YOU

APPLEPRINT.CO.UK // SALES@APPLEPRINT.CO.UK // FIND US ON:   

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