**Info for Contest:**

1. **High-end Furniture line brochure**
2. **price list**
3. **showroom price cards**

We need a brochure design of our high-end wood and acrylic furniture line.

The design needs to incorporate the following design aspects:

**BROCHURE**

Physical aspects:

* finished folded size must be: 7”w x 8.5”h (PORTRAIT)
* raw print stock is 12.5”x19” – maximum print area is 12”x18.5”
* as long as finished folded size is exactly 7”x8.5” portrait - folding style is up to designer (bifold, 3-panel roll, 4-panel roll)
* Digital print - RGB on 80lb gloss text
* Contact info should include the same information as “OLD Brochure Design”

Design style

* European, modern, clean lines
* Lots of white with warm greys
* Minimalistic in graphic design to show off the furniture design as the primary focus of the brochure
* We work in the high-end design market so our look and feel has to be that of 'design'
* screenshot of an example of what we like is included

This is a North American print distribution of which will be distributed mostly to Designers, Architects and Retail Furniture Outlets

* furniture images, corresponding copy
* dimensions supplied via line drawings
* 3D renderings imperative, line drawings optional
* Rendering: full room render can be cropped top & bottom, individual product renderings can be cropped and backgrounds can be cleaned up and whitened to create more unity
* line drawings supplied but not fundamental part of brochure design
* close-up of wood grain image imperative somewhere in brochure

**PRICE LIST**

Price list: should be editable PDF (printed on in-house monochrome laser) that is a secondary insert in to the brochure - B&W 6.75"x8.25" Portrait.

**SHOWROOM PRICE CARDS**

Showroom price card: editable PDF file for each piece of furniture. 5"x7" Portrait OR Landscape. Should include main line drawing of each piece along with dimensions and Heartland Logo or Icon and QRCode from OLD brochure design.

**FILE INCLUSIONS & Graphic info**

**All files for building projects can be found here:**

https://www.dropbox.com/sh/lcizdzsmjzzn1ts/xJytWhNNqk

Required file types: design provided in the following file type(s):

Print: **AI, EPS, PDF Print File**

Internet & Email Distribution: **PDF**