**Dear Graphic Designer,**

Hello! Thank you for your interest in this brochure design project. In this document, you will find the following:

* Key to identifying the different regions of the brochure for reference.
* Design/layout instructions. General instructions, and specific instructions for the design of each area.
* All of the necessary text, with instructions on which area/page the text should be placed.

The other attachments to this brief include two versions of our logo (a green square mark, and larger logo with company name), nearly all of the necessary images, extra images to use at your discretion, and a draft sketch of a possible layout for the brochure.

***PLEASE NOTE: My draft sketch is a possible idea ONLY and should be used as general inspiration only. I am not a designer, and our company will benefit from your ideas and expertise! ☺***

Please contact me with any questions that you have. I value your time and am happy to offer additional input as needed.

THANK YOU!

Sincerely,

Lindsay

**TRI FOLD BROCHURE, overall size of 11” x 25.5”**

**KEY – FOR REFERENCE WITHIN THIS DOCUMENT**

**OUTSIDE**

**Area 5 Area 6 Area 1  
(flap) (outside (outside   
 back cover) front cover)**

**INSIDE**

**Area 2** **Area 3** **Area 4**

**DESIGN LAYOUT / INSTRUCTIONS**

**General:**

Clean, lots of white space, modern, and high-end. There should be a “flow chart” or “timeline” feel to this brochure, so some kind of line/ arrow will need to connect the different elements of the design.

Please use our logo green color, which is **PMS 390**. Our branding also frequently uses darker gray/light gray, black and orange.

**COVER / area 1:**

Please use several installation photos on the cover along with a large headline. Headline should connect with a line/arrow treatment to guide the reader to open the brochure. Our logo with company name should be prominently displayed at the bottom of the page.

**OUTSIDE FLAP/area 5:**

This will be largely text with 1-2 photos.

**INSIDE PAGES – INSIDE COVER, INSIDE MIDDLE, INSIDE FLAP / area 2, area 3, area 4:**

There are 4 “examples” or “case studies” that will be featured on the inside pages. These are to be presented as different ways we’ve helped our client solve problems.

* Each “PROJECT” should have a small icon next to it similar as shown in my draft sketch, representing each type of project – shopping mall, senior living facility, entertainment/film industry, and high end hotel.
* Project, Problem, Solution for each case study should be connected with lines/arrows to form a type of flow chart or timeline.
* My draft sketch shows these 4 case studies presented in four quadrants. Please do what you think is best! “Shopping Mall” and “Senior Living Facility” should be placed more prominently (i.e. in area 2) than “Offices for International Entertainment Corporation” and “High-end Hotel”.
* Text, photos, and sketches for each case study should be presented together in a visually appealing way. Some of the images are lower res than others, so please shrink lower res images/ make them smaller so they do not appear grainy.

**OUTSIDE BACK COVER / area 6**

Back cover includes FAQ’s – this will be mostly text. Photos can be added if you have space and if it adds to the design. Please include our logo, email and business information prominently at bottom of the page.

**(Please continue to the following pages for text to include in the brochure.)**

**ALL TEXT**

**(COVER / area 1)**

**SOLVE YOUR FURNITURE PROBLEMS**

**(START HERE.)**

**(OUTSIDE FLAP/area 5)**

**YOU HAVE YOUR HANDS FULL**

**Your clients and your team count on you to juggle a number of tasks.**You don’t just design spaces or purchase furniture, fixtures, and equipment. You coordinate installation schedules and construction timelines. You find low-cost solutions to high-value design ideas. You get CREATIVE - and not just when choosing textiles, paint colors, or floor tile.

**LET US HELP**

Whether your challenge is to work within a **limited budget, source furniture for a large project, or create custom furniture**, we present personalized solutions. This could be as easy as a standard design from our line of furniture designs, or an entirely custom design. We specialize in furniture for hospitality, senior living, shopping malls / retail, office lobbies, multi-family, and other environments where style meets function.

**WHO WE ARE**

**We’re a husband-and-wife team with an uncommon drive to solve problems.** Jeffrey Braun began his career in the high-stakes film industry as an art director before moving on to interior design. Since founding the company in 2000, he has focused on his true passion, furniture design and manufacturing. Lindsay Braun was a marketing and business strategist who saw how organization and project management were integral to the success of every interior design project. Backed by an experienced team of craftsmen and women and a multi-generational furniture factory, Jeffrey and Lindsay move mountains for their clients.

**(INSIDE PAGES – INSIDE COVER, INSIDE MIDDLE, INSIDE FLAP / area 2, area 3, area 4)**

**PROJECT**

Shopping Mall

**PROBLEM**

The designer and purchaser are looking for furniture that has an inviting, residential feel, but all furniture must be highly durable. The project also calls for large sofas and multiple ottomans and tables that contain power/usb ports.

**SOLUTION**

Jeffrey Braun Furniture provided sofa designs that included laminate arms for durability, along with corner-guards to protect the laminate from chipping. All loose seats and back were clipped into place so they can be removed for easy cleaning. Jeffrey also designed the *Stepping Stone*; a powder-coated steel table with multiple top options, perfect for high-use spaces, which he added to our standard line.

**PROJECT**

Offices and lobbies for the merger of two entertainment corporations

**PROBLEM**

The client has chosen dozens of residential sofa and lounge chair designs. A furniture dealer has been tasked with finding commercial solutions…in 8 weeks or less.

**SOLUTION**

Using a combination of existing furniture designs and entirely custom designs, Jeffrey Braun Furniture provided all of the lounge furniture in the required timeframe. All furniture was built for commercial use, using high density foam, hardwood frames, and quality workmanship.

**PROJECT**

High-end Hotel

**PROBLEM**

Each hotel room needs a lounge chair and ottoman, a total of over 600 pieces of furniture. Although the interior designer’s idea was initially approved, it was deemed too expensive, and now she’s short on time and money.

**SOLUTION**

Jeffrey Braun Furniture simplified her original lounge chair idea and presented a chair that was elegant and comfortable at a price that fit into the hotel’s budget. The Jeffrey Braun Furniture team worked with the install team to deliver the furniture in coordinated batches so that it fit into the installation timeline.

**PROJECT**

Senior Living facility

**Problem**

The interior designer wanted to specify several standard designs from Jeffrey Braun Furniture, but some of designs were not appropriately dimensioned for senior living.

**Solution**

Jeffrey Braun Furniture changed the arm heights, seat heights, and seat depths of several designs, like our popular Kathryn Chair. We also suggested the addition of fully removable seat decks to several for greater durability in a healthcare environment.

**LET’S GET IT DONE.**

**(OUTSIDE BACK COVER / area 6)**

**FAQ’s**

**What is your lead time?**

For standard designs, our lead time is usually 8 weeks to ship date from receipt of 50% deposit and all fabrics. Custom designs will require a longer lead time, depending upon their complexity.

**Can you design and build custom furniture?**

YES! Over half of our orders are fully custom or partially custom. We are happy to review any and all custom requests.

**Do you include fabric in your standard pricing (grade-in)?**

All standard pricing is customer’s own material (COM) and we include yardage requirements for any specified fabrics. If needed, we can also grade-in your specified fabric, or help you choose a fabric from one of our trusted vendors.

**Where are you located?**

We maintain an administrative and design office in Eastern Washington State where Jeffrey and Lindsay Braun reside. We manufacture at our factory in Southern California, and we ship our furniture all over the world.

**How much does it cost?**

We are competitive by nature and will do our very best to suggest solutions within your budget. Contact us directly to attain your trade discount structure or to ask for a custom quote.

**NOW WHAT?**

Send us your brainstorm or your sketch. Vent to us about your furniture challenges. Let us know your general specifications and the quantities of furniture you need. We’ll take it from there.

[**customerservice@jeffreybraun.com**](mailto:customerservice@jeffreybraun.com)

**888.866.4011**

Washington State \* California

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