

CONTACT

Mark Peterson

PROJECT SUMMARY

Create company stationary (i.e. letterhead, envelopes, business cards) for Midland Properties LLC. Also create letterhead for Terrace Villas LLC. And possible create property business cards, and property flyers.

AUDIENCE

Prospective tenants, current tenants, vendors, and government agencies.

COMMUNICATION CHANNELS

Letters, notices, flyers.

CREATIVE

Midland Properties, LLC provides housing for working-to-middle class tenants. Tone should be conservative, institutional, business (i.e. banking, finance, real estate).

TIMELINE

June: Start project, file creative brief
July: Review draft version, revise, finalize
August: Create final version and print

BUDGET

Stationary: TBD

Printing: TBD

KEY COMPONENTS

Address: 3914 Murphy Canyon Road #A104, San Diego, CA 92123

Telephone: TBD

Fax: TBD

Website: www.midlandproperties.us

Slogan: Multifamily Property Management (may decide not to use slogan)

OTHER

- 1) Need to create version for Terrace Villas, LLC.
- 2) Need Word file version of letterhead to use for notices.
- 3) Try creating property business cards (5 properties); may require separate project and brief.
- 4) Try creating property flyer (5 properties); may require separate project and brief.