

CONTACT

Mark Peterson

PROJECT SUMMARY

Create business cards for resident managers who run apartment buildings. The audience is the public who are searching for apartment rentals, and current residents who live at the apartment building.

AUDIENCE

Prospective residents, current residents, and vendors who service the property. Midland Properties, LLC provides housing for working-to-middle class tenants.

CREATIVE

A major design element will be use of the company logo. Important property and manager contact information must be part of the design. The size of the logo will need to be reduced to make room for building and manager contact copy. Tone should be conservative, institutional, business (i.e. banking, finance, real estate).

TIMELINE

April: Start project, review drafts, revise, finalize.

May: Create final version and print.

BUDGET

Creative: TBD

Printing: TBD

KEY COPY COMPONENTS (copy to be changed for each building and manager)

- 1) Terrace Villas Apartments
- 2) 3710 Alabama Street
- 3) San Diego, CA 92104
- 4) Aracely Hernandez
- 5) Resident Manager
- 6) Office: 619-299-1699
- 7) Fax: 619-923-5886
- 8) Cell: 619-717-7200
- 9) Email: aracely@midlandprop.com

OTHER COMPONENTS

- 1) Back of card, logo watermark.
- 2) Ability to write notes on back of card

COLORS

- 1) White background
- 2) Blue/Black/Grey logo
- 3) Black copy