**Flier Design Brief**

**Purpose**

* We need to design a simple Take-Away flier (one page front and back) for use at conferences, in meetings.

**Primary Design Features:**

* Use Hero Photo (Large prominent display of project photo) – Rendering of the project
* Berkley Regional Center logo (prominent location)

**Major Title elements**

* //Project Name// “The Graduate”
* //Description// “Silicon Valley Student Housing”
* //Location//: Downtown San Jose, Silicon Valley, California
* //unique selling point// 468 ft away from San Jose State Universities front gate

**EB-5 Features (Medals) / Investment Description**

* Loan Style Investment
* $28.5 Million Offering (57 Investors)
* I-526 Money-Back Guarantee [medal]
* Construction Completion Guarantee [medal]
* 100% Equity Pledge [Medal]
* 100% Approval History

**Project Description**

* 19 Story Residential Tower
* 469 feet from San Jose State University
* 260 Apartments (1000+ Beds)
* Club style amenities including Pool, Student Lounge, Gym, Tech Lab, Bike parking, Cafe and more

**Footer:**

* //Email// [info@behringcompanies.com](mailto:info@behringcompanies.com)
* //Website// [www.behringcompanies.com](http://www.behringcompanies.com)
* //Phone// +1(925)575-9634
* Behring Logo (parent company in footer)

**Construction Progress Photos**

* Use progress photos
* Jobs requirement already 100% Complete (and you can still sign up!)
* Summer 2020 Completion

**Legal Disclaimer**

* Backpage location (min. 8 size font near bottom of page)

***//Marketing Items to deliver to Design Crowd//***

* Renderings
* BRC and Behring Logos (AI)
* Gold Medal Logo file (AI)
* Construction Photos (recent)
* Old flier design A-4 – (Graduate > assets> ppt)
* Slide deck
* Backdrop Design (Behring capital markets > Events > Mumbai > pdf?