Project Overview

This project is for a product brochure in an 11x17 bifold format. The brochure will be a printed on heavy stock that will fold into 4 - 8 ½” x 11” pages. The folded edge will be on the left side. The brochure will be a combination of text and graphics. The completed editable files will be provided to us for further edits when needed. The color palette should complement and not overuse our logo colors. Here are the logo web colors Green= #80c342 Brown # 41454f. See Green\_color.png and Brown\_color.png for print values.

**Front Page**

The front page (Page 1) will show the logo and the upper text contained in the file Page 1\_Finaldraft.docx. The center of the page will contain a graphic positioned similar to that shown in Sample\_Page\_1.jpg

The graphic area will utilize the Desktop.eps and the Tablet.eps as background imaging (make each border solid black – the gray accent is not needed). Each of those images will have the Page\_1\_screenshot graphic imbedded inside the Desktop.eps and Tablet.eps images in a similar way as that shown in Sample\_Page\_1.jpg. The tablet version will need to be in landscape orientation.

Below that graphic there will be 5 tiles. Each will contain text as shown in the bottom section of the Page\_1\_Finaldraft.docx file. These need to be laid-out creatively not in a rigid grid.

**Inside Pages (Page 2 and Page 3)**

The two inside pages will contain the text blocks contained in Page 2\_Finaldraft.docx and Page 3\_Finaldraft.docx. There are 5 text blocks that correspond to the tiles on Page 1. In addition to the 5 text blocks there will be 4 graphic images laid-out on the inside pages. 2 images on Page 2 and 2 images on Page 3.

Please use the following screenshots in the layout. Please use creativity in how they are laid-out. They will need to be down-sized and may not be 100% readable. Also show versions with and without the upper menu sections.

Use these four screenshots;

Order\_Details\_screenshot.png

Customer\_Dashboard\_Screenshot.png

Product\_Definition\_Screenshot.png

Retailer\_Performance\_screenshot.png

**Back Page**

The back page (page 4) will show the product features and pricing in a grid. The contents of this page are contained in the file Page 4\_Finaldraft.docx. There are three pricing columns. Please highlight the middle column. Above the grid please put the title “Select from these three plans”. Do not show the grid with outlined borders. The page should look similar to (but not exactly like) Sample\_Page\_4.jpg

For the footer section of Page 4, please show the Cannamax CRM logo. With the web address [www.cannamaxcrm.com](http://www.cannamaxcrm.com) and the Phone +1 347-983-7810

Also included are some graphic files that could be useful in the layout.

1. Background.jpg (and background\_faded.jpg). We use the background\_faded.jpg in presentations etc. You could experiment with that as the background spread for the inside pages.
2. Main\_graphic.psd might be useful as a graphic element on the front page too.