May 29, 2014

TO: Design Team

FROM: RV Alert Systems

Carol Storts

[Caroljstorts@yahoo.com](mailto:Caroljstorts@yahoo.com)

This project is one of 15-20 designs that will be needed in the next 2 months. Most will be re-designs from existing packaging dimensions.

We are requesting bold designs that utilize our logo color scheme of red, white and blue (see logo attachment). Completed design needs to be in AI format.

The target audience is predominantly male, over 55 and own RV’s.

There are several lines of copy missing for this particular project (installation instructions), that will be completed by Monday June 2nd. Hopefully there is enough information attached to get a feel for the scope of this particular project.

Please feel free to contact me via email for any additional information.

Thank you,

Carol Storts

There should be the following attachments:

1. Informational letter
2. Jpg of front of existing package
3. Jpg of back of existing package
4. Bar code
5. Doc.x of proposed copy
6. Jpg of logo