

## Designer instructions

I have a business card and logo already design which I have included. I also included a brochure that im currently using I do want a new one. Colors should stay close to the colors on the business card and Boucher. All items need to have the BBB Accredited Logo on them. I also need the items to stand out and be rememberable.

**B card** - Front: change the images in the back ground on the front to people getting check or money. Maybe circle around Uncle Sam with a line thought it depicting no Money to the government. Also I like the icons to represent: office, fax, email ect. Make sure the BBB logo is on the front of the card

Back: change the images in the back ground on the front to people getting check or money I like the logo how it fade in to the yellow part. Make sure the BBB Accredited Business in on the back of the card

**Letterhead:** Want colors in the letter head, it need it to stand out. if your keeping close to the original b card design maybe make the top and bottom of letterhead look like top and bottom of business card with logo in center as light water mark.

**Envelope:** Really needs to stand out include logo and the little gold men and maybe the gold dollar signs. Also have the a presort mail insignia, information that goes in box will be given to the winner. Also right under that include the words "address service requested"

**Boucher.** I include my current Brochure I what to include the logo and the gold dollar sign, the gold guys with the calculator and the use of the colors other than that feel free to come up with you own thing. The theme and information on this brochure need to convey urgency with not as much information. This will be the second brochure we mail out to the same people.

**Folder:** include the colors, logo and the gold men maybe just one possible the gold dollar sign of course the company information and a long as it keep to the same theme you have been going with I should be ok.

**Email signature:** logo, colors, and info.