



PROPOSED DESIGN

PAINT COLORS:



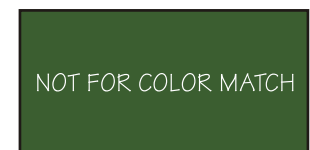
BASE:

SHERWIN WILLIAMS: CASA BLANCA (SW 2060)



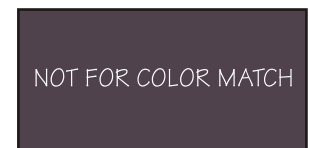
TRIM:

SHERWIN WILLIAMS: SAND (SW 2059)



TRIM:

SHERWIN WILLIAMS: YEW HEDGE (SW 2371)



DETAILS:

SHERWIN WILLIAMS: AMETHYST (SW 2703)

NOTE: The Illinois Historic Preservation Agency, has provided this free design assistance to qualified property/business owners in the officially designated project areas. The rendering on this sheet is a conceptual view of the facade renovation based on information supplied to the staff architects. Should obscured architectural details or problems be revealed during the work, the local project manager and/or the staff architects should be consulted.



ILLINOIS HISTORIC PRESERVATION AGENCY
 ARCHITECTURE AND DOWNTOWN REVITALIZATION SECTION
 500 East Madison St. Springfield, Illinois 62701 phone: 217.782.4836
 www.state.il.us/hpa/ps

A-1 WEDDING AND PARTY RENTAL
 112 West Main Street, Collinsville

ELEVATION
 Not to Scale

Drawn By AMR	Project Number 2002024
Date 7/02	Sheet Of 1 1

LOGO



July 12, 2008

Mr. John Smith
Idea Generations
123 West Main Street
Chicago, IL 60600

Dear Mr. Smith:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque laoreet pede commodo nulla. Cras faucibus luctus elit. Pellentesque nec nulla. Nam adipiscing metus id tortor. Cras blandit augue at urna euismod scelerisque. Nam et neque semper lorem imperdiet scelerisque. In odio. Aliquam erat volutpat. Nam ut eros. Mauris ante magna, luctus eget, consectetur nec, rutrum quis, nisi. Aenean dignissim velit in felis.

In lacinia nulla nec leo. Fusce nisl augue, venenatis vel, blandit nec, accumsan sit amet, mi. Ut consectetur nisl sed libero consequat imperdiet. Suspendisse in nisi. Donec tristique nunc sit amet dolor. Nullam libero lectus, condimentum sed, pulvinar non, ultricies vel, dolor. Proin ac dui. Nunc sodales volutpat orci. Suspendisse nonummy. Curabitur augue. Nulla accumsan dolor dictum augue. Duis volutpat. Maecenas sodales. Maecenas porttitor. Sed fringilla consequat est. Sed malesuada, arcu ac porttitor molestie, libero lorem posuere neque, et imperdiet purus lacus interdum nisi. Sed purus massa, scelerisque vitae, mattis id, consequat non, neque. Vivamus elementum tortor.

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EVERYTHING BUT THE FOOD

WONDA
KARIBIAN
112 W. MAIN
COLLINSVILLE,
IL 62234
618 • 343 •
1680

BUSINESS CARD SUGGESTIONS



Option 1: The logo is pushed to the left and appears to exist within a vertical band of green. The contact info is located in a contrasting band of off-white. The blocks of text line up horizontally.



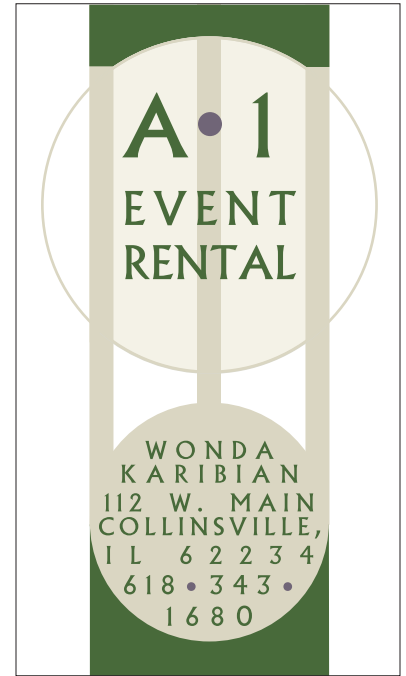
Option 2: The logo is somewhat lost in this design, which tries to frame the contact information as the most important component. The tag line bridges the "gap" between logo and contact info.



Option 3: Color fields cut this card into two equal pieces. The logo takes up the upper half, while the contact information rests comfortably in the lower half.



Option 4: This design presents the logo without any other graphics. It simply floats above the contact information, remaining very clear and recognizable.



Option 5: This is the most "designed" of the cards. The logo is part of a larger graphic idea that links to the circular contact info to form a very distinctive impact. The tag line, though, is eliminated.



A • 1 EVENT RENTAL
112 WEST MAIN STREET
COLLINSVILLE, IL 62234

EVERYTHING
BUT THE FOOD

PARTY & SPECIAL
EVENT CATALOG
2 0 0 3

112 WEST MAIN STREET
COLLINSVILLE, IL 62234
6 1 8 • 3 4 3 • 1 6 8 0

