

Design Descriptions:

Design 1:

This design is crisp, colorful, and fun. It would be 4 8.5"x11" pages. The design would incorporate bright colors in the type treatment as well as in the backgrounds and these colors could be changed for each season. Each header, such as the title, months, and special event names, would be done in block letters. The call-out boxes, which is where we would feature special event listings as well as registration info, would also have a 3D effect. These call-out boxes would also have slightly curved corners that mimic the shape of the header box. They would all be a different color than the background. The main background would be white or a light color and the description type would be black. The crisp, linear nature of the design would allow us to make it extremely colorful without losing readability.

Design 2:

This design is elegant, clean, and practical. The layout is a bit different than the other three designs. It would be a tri-fold 11"x17" sheet with information printed on the front and back. When folded, the bottom third of the left page would be seen. When this is lifted, "Special Events" and "Winter 2012 Schedule of Events" would become visible. One side would feature the special events and information about the Enterprise Center and the other side would have event listings organized by month as well as a repeat of the registration information. This kind of design would be particularly useful because the folded newsletters would be small and compact, encouraging people to take them and the unfolded newsletter would serve as a poster that could be displayed at the Enterprise Center or in people's homes.

The background would be a colorful wave design that would span the entire length of the page. This wave would add movement to the page. The type would be set on white, semi-transparent background so it would be readable. Headers and the titles would be done in an italic serif font. The background image would be visible between type areas, which would give the newsletter a wide range of colors without becoming overwhelming.

Design 3:

This design is bright, whimsical, and open. It would be on 4 8.5"x11" pages. The dots would be multicolored in seasonal hues. The dots would have clean edges and their colors would mix where they overlap. The background would be white or a very light color. The title type would be a bit heavier than the body type because it will be set on top of the colored dots. The type in this design would be very clean and light. The event listings would be organized by month on the inside pages and the special events would be listed on the back and front covers. This design would be very dynamic and could be adjusted easily to changes in content.

Design 4:

Design 4 and Design 3 have the same basic layout but different backgrounds. While Design 3 is whimsical and open, Design 4 is technological and sharp. Design 4 would feature a mesh-textured series of waves constructed out of very thin lines. The type in this design would be a bit heavier than Design 3 to counteract the thinness of the lines in the background image.

NEW SMALL BUSINESS PROGRAMS

Enterprise Center

EVENTS

ABOUT

WINTER 2012

JANUARY

REGISTER AT ENTERPRISECTR.ORG OR CALL 978.642.7528

ENTERPRISE CENTER WINTER 2012

MARCH

REGISTRATION INFO

MILLION DOLLAR WOMAN

ENTERPRISE CENTER WINTER 2012

FEBRUARY

THE BUSINESS OF...

REGISTER AT ENTERPRISECTR.ORG OR CALL 978.642.7528

SPECIAL EVENTS

MILLION DOLLAR WOMAN

BUSINESS OF...

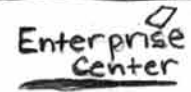
ABOUT

12B VENTURE NORTH

OTHER SPECIAL OFFERS

REGISTRATION INFO

WINTER 2012 SCHEDULE OF EVENTS



JANUARY

FEBRUARY

FEBRUARY (cont.)

MARCH

APRIL

REGISTER

NEW SMALL BUSINESS PROGRAMS Winter 2012



NEW SMALL BUSINESS PROGRAMS

WINTER 2012

Enterprise Center

EVENTS

ABOUT

BUSINESS OF...

REGISTER AT ENTERPRISECTR.ORG OR CALL 978.542.7525

ENTERPRISE CENTER

WINTER 2012

JANUARY

FEBRUARY

MARCH

APRIL

REGISTER AT ENTERPRISECTR.ORG

CALL US AT 978.542.7525

Enterprise Center

NEW SMALL BUSINESS PROGRAMS

WINTER 2012

<u>EVENTS</u>	<u>ABOUT</u>
	<u>MILLION DOLLAR WOMAN</u>

REGISTER AT ENTERPRISE CTR. ORG OR CALL 978.542.7525

EVENTS HELD AT ADDRESS AND FREE UNLESS OTHERWISE NOTED

<u>JANUARY</u>	<u>FEBRUARY</u>

<u>MARCH</u>	<u>APRIL</u>

REGISTER AT ENTERPRISE CTR. ORG OR CALL 978.542.7525

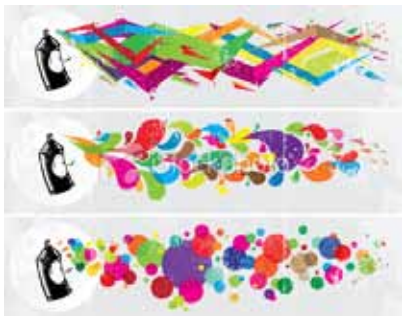
Design Elements:



These two images are what we had in mind for the background of Design 4. The mesh-like series of lines is abstract while still tech oriented. The background of the pages could be brightly colored, similar to the top image, or light colored with bright colors in the lines, like the bottom image.



These images are what we had in mind for Design 3. We would put the circles of color on a light background, however, and would use circles with hard edges as opposed to the faded ones you see in the top image. The bottom 3rd of the second image is reminiscent of how we would treat the circles, though we would do them in brighter colors and they would be solid.



These images are what we had in mind for the background image on Design 2. This image would extend the entire length of the page. These images are what we would use along the bottom edge of each page. We would create a swoop to cover the rest of the page in the same style. The text would be in slightly transparent white boxes, but the full color of the images would show through around the text areas.