

*ad direction*  
**BOOK**



INSPIRING COMMUNITIES TO LIVE THEIR BEST LIVES

*25* years  
living  
MAGAZINE

# Congratulations

Congratulations on choosing *Living Magazine* as the vehicle to market your business in the local community. Now that you've made the decision to advertise, we'd like to help you design an effective ad. First, flip through the layout examples—they are sorted by ad size—and pick the style you prefer. Next, match the example code with the layout thumbnail. Please note the number of pictures and words recommended for the design. Use this Ad Strategy worksheet to help finalize your message.

## How to Craft a Successful Call-to-Action

**Your ad should answer the question, "Why call?"**

When it comes time to plan your next ad campaign, follow these tips to incorporate an inspiring call-to-action (CTA) into your ads the right way. A really great CTA will balance your goals alongside the needs of your prospects.

Because your ultimate goal is to persuade the reader to become a customer, your CTA should compel your prospects to do something like register, request information, book an appointment, walk in your store, visit a website—while simultaneously communicating value.

### Content

The content of your message should be engaging and encourage the prospect to act. The body of your message should support the CTA.

### Color

Use color to draw attention to your CTA by designing it in a contrasting color to the background. Also consider how well the color fits in with your pictures.

### Language

To encourage conversions, use language that is simple and straightforward. Tell your prospect exactly why they should call or come in and what they will get after they do so. Use strong action-oriented verbs to add a sense of urgency. CTAs should be direct and answer "What?" "Why?" and "When?" in seconds.

Avoid using passive voice. While "call today" may seem sufficient, it doesn't explain the benefit of the action and doesn't encourage your prospect to take action. To successfully persuade the prospect to act, create a sense of urgency by mentioning a limited time offer.

### Size

Readers typically scan an ad quickly rather than reading each word, so making your CTA prominent is imperative. Make sure it is big enough to stand out without being overpowering. Text size is also vital; a font that is legible and properly suited to the size and color of the CTA should be used.

# AD STRATEGY

## STEP 1: WHAT IS THE DESIRED RESULT FROM THE ADVERTISING MESSAGE?

- To sell a specific product or service (product flow)
- To increase traffic flow or inquiries (call to action)
- To increase market awareness (company branding)

## STEP 2: WHO IS YOUR TARGET AUDIENCE FOR THIS CAMPAIGN?

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## STEP 3: FIND YOUR PRINCIPAL SELLING POSITION (PSP)

Viewed from the buyer's perspective, what is the most attractive benefit of your product or service?

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## STEP 4: USE FORMATS THAT PROMOTE

What headline can you use to grab the reader's attention?

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What body copy can you use to support the headline?

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What bullet points/call outs can you use to reinforce the benefits?

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## STEP 5: WHAT VISUALS AND/OR TESTIMONIALS WILL SUPPORT THE FEATURES AND BENEFITS OF YOUR AD?

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## STEP 6: WHAT OFFER CAN YOU USE THAT MAKES IT HARD TO PASS UP?

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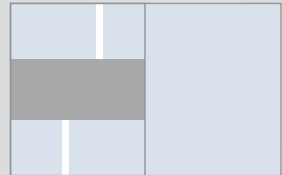
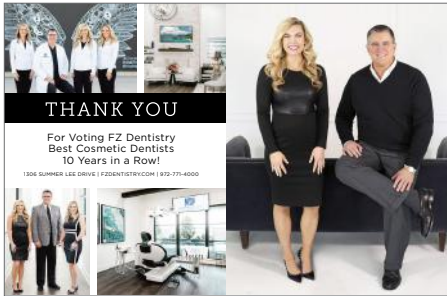
## STEP 7: WHAT DO YOU WANT TO INSTRUCT OUR AUDIENCE TO DO? (CALL-TO-ACTION)

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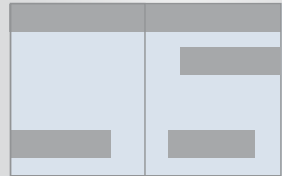
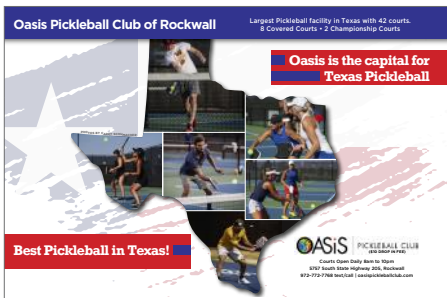
# DOUBLE TRUCK

DT-001



DT-001  
Pictures: 5  
Words: Less than 50

DT-002



DT-002  
Pictures: 6  
Words: Less than 50

DT-003



DT-003  
Pictures: 1  
Words: Less than 50

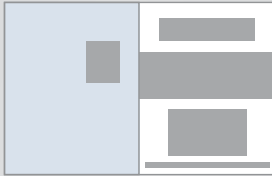
DT-004



DT-004  
Pictures: 1  
Words: Less than 50

IMAGE TEXT

# DOUBLE TRUCK



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Pictures: 1  
Words: Less than 80

DT-005



DT-006  
Pictures: 1  
Words: Less than 150

DT-006



DT-007  
Pictures: 2  
Words: Less than 40

DT-007



DT-008  
Pictures: 4  
Words: Less than 10

DT-008

# FULL PAGE

There's nothing the right financial expert is not proud to recommend. And it's not an easy job to find the right expert to help you achieve what you want. And that's why you need to make sure you find the right expert to help you achieve what you want. And that's why you need to make sure you find the right expert to help you achieve what you want.

**help2achieve**

The Wealth Coach  
 James S. Neale  
 Vice President  
 Senior Financial Advisor  
 (800) 344-2118 • (800) 647-0842  
 Merrill Lynch  
 10000 Lakeside Drive  
 The Woodlands, TX 77381  
[www.ml.com/help2achieve](http://www.ml.com/help2achieve)

Merrill Lynch  
 Wealth Management  
 Member of Morgan Stanley

© 2010 Merrill Lynch, Pierce, Fenner & Smith Inc. All rights reserved. This advertisement is not a contract. Please read the actual contract carefully. All services provided by Merrill Lynch, Pierce, Fenner & Smith Inc. are subject to credit review. All services provided by Merrill Lynch, Pierce, Fenner & Smith Inc. are subject to credit review.

FP-101

H O

LOOK INTO THE CENTER OF THIS EYE FOR 10 SECONDS.

If you blinked in less than 10 seconds you may have dry eyes. Schedule your dry eye evaluation in our Dry Eye Spa.

Other specialties we offer:

- Various treatment options (ex. orthokeratology) in young children
- Vision training and therapy for athletes at all levels
- Surgical Vision Correction (ex. SMILE, LASIK)

While you were looking at the eye, did you notice the letters in the corners of this page? If not, we can help improve your visual performance in our NeuroVision Performance Center.

10300 Lakeside Blvd.  
 Suite 1000, TX 77379  
 (281) 712-2000  
[www.horizonvision.com](http://www.horizonvision.com)  
 2010horizon.com/advertorial

C

FP-102

Secure **Your Legacy Today!**

Congratulations  
 Dean Law Firm  
**VOTED BEST  
 Estate Planner in  
 Fort Bend AGAIN!**

- Estate Planning
- Trusts & Wills
- Asset Protection
- Probate
- Elder Law
- Special Needs Planning
- Guardianships
- Planning for Children
- Business Succession Planning

The Dean Law Firm, PLLC is an Estate Planning, Elder Law, and Probate boutique located in the heart of Sugar Land, Texas. The firm was founded in July 2007 and is led by Julia Dean, an attorney with over 20 years of experience practicing with the highly respected law firms of Andrew & Kurth and Knight Shriver, Chase LLP.

4538 Goodwood Parkway, Sugar Land TX 77479  
 281.277.3301 | [JuliaDean.com](http://JuliaDean.com)

FP-103

The kind of care your back and joints need is all right here.

LAKE POINTE  
 PHYSICAL THERAPY  
 Chiropractic • Massage • Pilates

Highly qualified staff to help you with your back and joint problems. Certified staff in a Safe Setting. • Comprehensive physical and therapeutic services • All staff continuously educated • Personalized care • Safe and effective treatment • Personalized care • Safe and effective treatment • Personalized care • Safe and effective treatment

10000 Lakeside Drive, Suite 1000, The Woodlands, TX 77381 • (281) 433-0400 • [laketpointe.com](http://laketpointe.com)

FP-104

MCGREEVY'S  
 Watch Sam take on Seattle at  
**MCGREEVY'S BIG MOUTH  
 BECKETT BURGER  
 BASH  
 ANNIVERSARY PARTY  
 TUES AUG 25 2010 6PM-10PM**

BECKETT BURGER EATING CONTEST  
 WINNER RECEIVES JOSH BECKETT'S SEATS TO UPCOMING GAME

911 Baylston St., Boston 617.262.0911 McGreevys@boston.com

FP-105

KAWTHORPE  
 GROUP

Two top agents.  
 One winning  
 real estate team.

Lenette Knudsen  
 281.333.2346  
[knudsen@compass.com](mailto:knudsen@compass.com)

Amy Hertz  
 281.671.5200  
[www.hart@compass.com](http://www.hart@compass.com)

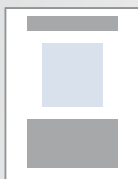
COMPASS

FP-106

IMAGE TEXT



FP-101  
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 Words: Less than 120



FP-102  
 Pictures: 1  
 Words: Less than 120



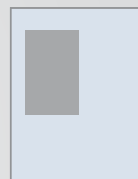
FP-103  
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 Words: Less than 100



FP-104  
 Pictures: 1  
 Words: Less than 25



FP-105  
 Pictures: 1  
 Words: Less than 25



FP-106  
 Pictures: 1  
 Words: Less than 175

*Rash*  
Restore Your Desired Figure and Confidence

**\$1,500 OFF** Professional Breast and Body Contouring Procedures for Moms

BARB PLASTICS SURGERY, INC.  
111 THE BAYVIEW  
HOUSTON, TX 77058  
BARBPLASTICSSURGERY.COM

HOUSTON • RAY • CYPRESS • THE WOODLANDS

FP-107

Specializing in Complete Home Renovations!

hOUZZ  
Best Client Satisfaction Recommended by Houzz Over 100 thousand times

AMY'S PAINT AND FINISHES OF HOUSTON  
817.313.9064  
Amy@amyspaint.com  
AmyPaint.com

FP-108

PROTECT SOME OF YOUR FUNDS FROM DOWNSIDE MARKET RISK AND IMPROVE YOUR RETIREMENT INCOME. CALL US FOR DETAILS.

Andrews Financial Services  
RETIREMENT AND INCOME PLANNING  
• ROTH IRAS AND LIFE PLANNING  
• INVESTMENTS

2002 Timberloch Place, Suite 200, The Woodlands, TX 77380 • 281-550-3330  
www.andrewsfinancial.net • www.retirementgirl.com

FP-109

Paying too much for auto & home insurance?  
As an independent brokerage, we work for you... not the insurance companies.

TEXAS STAR INDEPENDENT INSURANCE  
Auto Insurance: 877-432-2393  
Home Insurance: 877-432-2393  
200 S. Austin, Suite 200, Dallas, TX 75201

WE'RE ONE CLICK AWAY. GET YOUR QUOTE TODAY!  
KnowYourAgent.com

FP-110

Celebrating 40 Years  
Trusted For Generations

Imagination, Innovation, Precision  
Our Mission is to change lives through the highest quality dental care imaginable.

• ALL AGES DENTISTRY  
• DENTAL CLINICALS  
• DENTURES  
• ENDORHEAL DENTISTRY  
• FORTH DENTISTRY  
• GUM DISEASE  
• ORAL SURGERY  
• PERIODONTICS  
• TOOTH WHITENING  
• DENTAL X-RAYS  
• PROXIMAL VIBRATOR  
• PAIN FREE VULVAR  
• BONDING  
• PEDIATRIC  
• HEMLOCK DENTISTRY  
• NIGHT GUARD  
• AIRFLOW

Mansfield Family Dentistry • 817-479-2291 • 1000 Curlew Road • Mansfield, TX 76062

FP-111

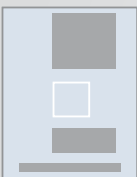
SYLVACLEAR®  
Sustainable Ingredients for Personal Care

Skin Care  
Sun Care  
Color Cosmetics  
Fragrance Delivery

Arizona Chemical

FP-112

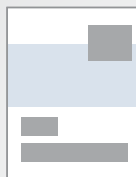
■ IMAGE ■ TEXT



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Words: Less than 30



FP-108  
Pictures: 0  
Words: Less than 120



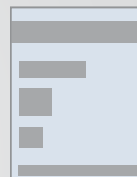
FP-109  
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Words: Less than 150



FP-110  
Pictures: 1  
Words: Less than 200



FP-111  
Pictures: 1  
Words: Less than 75



FP-112  
Pictures: 2  
Words: Less than 100

# FULL PAGE

**LOOKING FOR A TRUSTED CPA FOR YOUR BUSINESS?**

- Serving the local area for over 22 years
- Tax Planning Strategic-increase profits and cash flow
- State Tax Issues
- All your business compliance needs, including payroll
- Qualitative Training by CPAs/Practitioners
- Financial Statement Preparation
- Custom plans to fit your business needs and reduce taxes

**Call Today for your Free Consultation**  
No commitment. Low risk. High return.

**ANDE ASSOCIATES PC**  
CERTIFIED PUBLIC ACCOUNTANTS  
4695 W. University Dr. McKinney, TX 75071  
Melissa Simmons, CPA, EA  
Managing Partner  
972.548.0448  
www.andepca.com

FP-113

**THE WOODLANDS**  
PLASTIC SURGERY + MEDSPA

Slim Waist.  
Personalized.  
Natural Results.  
We're here every step of the way.

Free consultation  
Financing available  
Rated 5 Stars on Google

**Dr. Ryan Correa**  
Board Certified Plastic Surgeon

4880 West North Creek Dr. #108, The Woodlands, TX 77381 | www.thewoodlandsplasticsurgery.com | 817.478.6178

FP-114

**SEE FAR**

**SEE INTERMEDIATE**

**SEE NEAR**

**Now one contact lens could help you see it all!**  
The new RSTOR® Multi-Focal™ contact lens gives you a full range of vision. 20/20 for far, see everything more clearly, from the top to the bottom of the page. RSTOR® Multi-Focal™ is now changing the way we see the world.

2100 Westwood Blvd., Suite 100  
Austin, TX 78745 | 817.477.8323

FP-115

**Board-Certified Dermatologists in Cypress**

**JANUARY SPECIALS**  
50% OFF  
on Growth Enhancers

**\$600 VALUE**  
Laser for Acne and Rosacea  
FREE  
with purchase of 20% OFF

**Dr. Lauren Campbell**

**Coming next fall**

**CYPRESS DERMATOLOGY**  
2100 Westwood Blvd., Suite 100  
Austin, TX 78745  
www.cypressdermatology.com

Cypress Dermatology New Facility

FP-116

**SCOTT YOUNG**  
DENTISTRY

**A GREAT SMILE CAN TAKE YOU PLACES YOU'VE NEVER BEEN**

Without question, a great smile gets noticed. As the only UH graduate in The Woodlands, Dr. Scott Young uses his advanced training with the latest dental technology to help you create or maintain a healthy, beautiful smile. Call today and let's make it happen together.

**Cosmetic Dentistry | Implants | Reconstructive | General Dentistry**

301 West 120th Street, Suite 101, The Woodlands, Texas 77380 | www.woodlandsdentistry.com

FP-117

**Feel like Family**

At Snikeris Family Dentistry, we understand that seeing the dentist can be uncomfortable. That's why it's our goal to make your visit something to look forward to. We'll make sure you leave our office. We'll have you smile like family and allow the highest quality dentistry to help you on each step along the way of your experience.

WE PROVIDE THE HIGHEST quality CARE.  
WE OPERATE WITH integrity IN ALL THINGS.  
WE SERVE OUR PATIENTS WITH COMPASSION AND JOY.

**SNIKERIS**  
FAMILY DENTISTRY

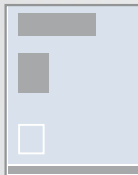
6706 Starling Ridge Drive, Suite G | The Woodlands, TX 77381  
info@snikerisfamilydentistry.com | (281) 295-9099  
www.snikerisfamilydentistry.com | @snikerisfamilydentistry

FP-118

■ IMAGE ■ TEXT



FP-113  
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Words: Less than 40



FP-114  
Pictures: 7  
Words: Less than 30



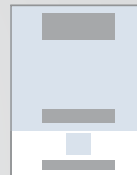
FP-115  
Pictures: 3  
Words: Less than 50



FP-116  
Pictures: 4  
Words: Less than 25



FP-117  
Pictures: 2  
Words: Less than 75



FP-118  
Pictures: 2  
Words: Less than 75



**Your Best Tool This Spring Doesn't Dig, Plant or Cut.**

Spring time means gardening and harvest. But our best tool isn't a pickaxe. Harvest tools will dig, cut and plant. But it's essential and a more subtle weapon that just might get you to the table first. Our All-In-One bank has everything you need to get the most out of your time.

**Alliance Bank**

Call or come to us today to bring home the season.

[alliancebank.com](http://alliancebank.com) 8130 South FM 548 • Rockwall • 972-771-7175

FP-119

**Too Much Gobble-Wobble?**

**SculptSure**  
A Noninvasive Solution

SculptSure is a noninvasive body contouring tool that uses laser energy to melt unwanted cellulite fat. It's safe, non-invasive, and requires no downtime. SculptSure can be used to get rid of the fat in:

- Abdomen
- Flank
- Arms
- Legs
- Thighs

SculptSure is also FDA approved to remove the cellulite fat under your arms to achieve your goals. The treatment is so fast, often referred to as the day after, you do not need recovery at all or any downtime.

There is no downtime following your SculptSure session, so you can get right back to your normal activities when you wish. Call or come to us today to get all the details at [www.cgw.com](http://www.cgw.com).

**Crown Gynecology & Wellness**  
301 Rockwall Parkway #100, Rockwall, TX 75087  
Appointment: [www.CrownGynecologyandWellness.com](http://www.CrownGynecologyandWellness.com)

To schedule a consultation call **Crown Gynecology & Wellness** today!

FP-120

**How certified is your certified pre-owned vehicle?**

Audi CPO vehicles must pass over 300 inspection points. More than any other luxury car.

To learn more about our certified pre-owned vehicles, visit [www.audi.com](http://www.audi.com) or call 1-800-850-3030. Financing available as low as **0.9% APR**.

**Audi Certified pre-owned**

**BOARDWALK Audi** 5202 Old Plano Parkway • Plano, TX 75092  
972-452-3907 • [www.audi.com](http://www.audi.com)

FP-121

**THERE IS ONLY ONE WORLD CLASS SALON & SPA IN THIS AREA**

The Conservatory will rock up the beauty industry in 2013. Our new spa is the only one in our area to include what makes us so much different from all other salons. 600+ members of our industry network voted us the best of them. We are proud to be the only salon in our area to offer the most advanced technology from the world's best brands. We offer the most advanced technology in our area. We offer the most advanced technology in our area. We offer the most advanced technology in our area.

**The Conservatory**  
11111 Dallas Rd. • Dallas, TX 75243  
11111 Dallas Rd. • Dallas, TX 75243  
11111 Dallas Rd. • Dallas, TX 75243

FP-122

**Make a good first impression with a Great Smile.**

**Comprehensive Dental Care** including Crowns, Bridges, Root Canals, and Orthodontics **all in one location.**

**TV's Above Every Chair** for your enjoyment

**Massaging Dental Chairs**

**DENTALprofessionals**  
EST. 1982

**Open on Fridays and Accepting New Patients!**  
1375 Ridge Rd. | Rockwall, TX 75087 | 972-771-4100  
[rockwalldentalpros.com](http://rockwalldentalpros.com)

FP-123

**What's on your Christmas List?**

**FULL SERVICE SALON**  
• Color and Cut  
• Blow Dry and Special Occasion Styling  
• Extensions and Hair Makeovers Available

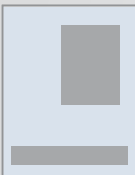
**FULL SERVICE SPA**  
• Facials, Waxing, Chemical Treatments  
• Pedicures, Body Treatments  
• Manicures & Pedicures

**Use a Belfiore Gift Card to give the gift of relaxation!**  
Belfiore Spa Gift Cards available in \$25, \$50, \$75, \$100, \$150, and \$200 denominations.

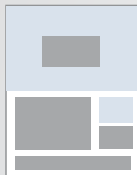
**BELFIORESPA.COM**  
972-771-8411  
2995 HORIZON ROAD | ROCKWALL, TX 75087

FP-124

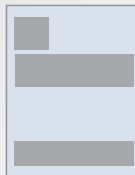
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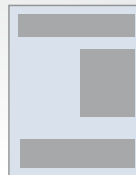
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Words: Less than 75



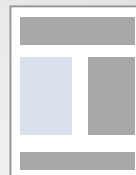
FP-120  
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Words: Less than 50



FP-121  
Pictures: 1  
Words: Less than 75



FP-122  
Pictures: 1  
Words: Less than 50



FP-123  
Pictures: 4  
Words: Less than 35



FP-124  
Pictures: 2  
Words: Less than 40

# 1/2 PAGE HORIZONTAL

**YOUR BEST SUMMER IS HERE!**

**JOIN FOR SO IN JUNE**

AMAYCA.ORG • ARLINGTON-MANSFIELD AREA YMCA • NO CONTACTS EVER

CENTRAL YMCA: 603-882-1822 | NORTH YMCA: 603-882-1822

SUN OF THE DAY CAMP  
TENNIS LESSONS, YOUTH SPORTS & MORE!

HPH-201

**ACHIEVE**  
PHYSICAL THERAPY & PERFORMANCE  
Achieve with the Best!

Direct Access  
Pain Relief  
Your Movement

Orthopedic | Sports Medicine  
Injury Prevention | Manual Therapy

www.achieve-therapy.net

HPH-202

**COMING SOON!**  
LEARN MORE AT:  
GATHERINGS.COM

**JOIN THE VIP LIST:**  
DRYWOODS@BEAZER.COM  
972-364-3645

**MAKE THE NEXT PHASE THE BEST PHASE**

**Gatherings**  
at Merwin Country Club

Announcing condominium living for 55+ active adults, coming soon to the new Merwin Country Development in Farmers Branch.

- 24-hour access and secure entry
- Clubhouse spaces
- Private lockout
- Secure garage parking
- Top-notch landscaping
- Top every house

**BEAZER HOMES**

HPH-203

**JOIN US AT OUR GRAND OPENING — AUGUST 6th • 10 am to 2 pm**

**Love where you LIVE**

**AVANTI OFFERS:**

- Incredible dining in Plaza Restaurant
- Rooftop bar open to the public
- Senior Lounge offering daily social hour
- Creative arts studio
- Beautiful landscaped walking paths
- Award-Garden
- New technology experiences every day

Call 888.294.3388 today or stop by for a tour!

**DISCOVER** than EXPERIENCE  
*Avanti*  
The Smartest Community choice

www.avanti.com

HPH-204

**Love You to the Bakery and Back**

**MEMBER SALES ONLY**

**\$5 off**  
any 12 or 12 1/2 inch Cake

Additional Restrictions:  
• Not valid on other bakery items  
• Not valid on gift certificates  
• Not valid on pre-ordered cakes  
• Not valid on wedding cakes

**ORDER ONLINE! WE DELIVER!**

HPH-205

**HOBERT POOLS & SPA**

*Elegant Evenings at Home*

Pools & Spa • Outdoor Kitchens & Living Rooms  
Newplaces & Fine Pits • Landscaping

Roadwell: 972-772-3288 | Murphy: 972-810-8118

**HOBERTPOOLS.COM**

HPH-206

Inside • Tile • Cabinet • Flooring • Hardware • Lighting  
**GREAT SELECTIONS FOR YOUR HOME.**  
Pickling • Granite • Topping • Natural Stone

**WANT A BATHROOM REMODEL?**

Don't stress about it. We'll take care of the rest!

**CALL US FOR A HASSLE-FREE EXPERIENCE!**

**Del Piso**  
TILE & STONE

4800 South 87th, Richardson  
DelPiso@DelPisoStone.com  
972-732-9008

HPH-207

**Providing after hour care for infants & children**

Michael's Pediatrics has opened UrgentKids Pediatric Urgency Centers in the Fort Worth Metroplex. Meeting patients with minor illnesses & injuries after regular work and school hours and into the evening.

817.771.1736 | www.urgentkids.com  
© 2014 UrgentKids, Inc. All rights reserved.

**Urgent Kids**

HPH-208

**Outsmart Diabetes.**

Anything from ingrown toenails to foot surgery.

- Diabetic Care
- Pediatric Foot Care
- Laser Treatment
- Heel Pain

221 Regency Parkway  
Ste. 17, Mansfield  
817-727-5100

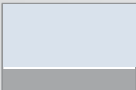
3020 S. Carter Street  
Ste. 340, Arlington  
817-727-1006

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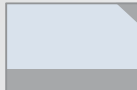
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HPH-209

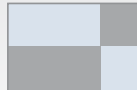
■ IMAGE ■ TEXT



HPH-201  
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Words: Less than 15



HPH-202  
Pictures: 1  
Words: Less than 25



HPH-203  
Pictures: 0  
Words: Less than 35



HPH-204  
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Words: Less than 75



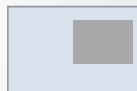
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Words: Less than 15



HPH-206  
Pictures: 1  
Words: Less than 50



HPH-207  
Pictures: 1  
Words: Less than 15



HPH-208  
Pictures: 1  
Words: Less than 35



HPH-209  
Pictures: 1  
Words: Less than 35

# 1/2 PAGE HORIZONTAL

HPH-210

HPH-211

HPH-212

HPH-213

HPH-214

HPH-215

HPH-216

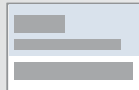
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HPH-218

■ IMAGE ■ TEXT



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HPH-211  
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Words: Less than 10



HPH-212  
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Words: Less than 25



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Words: Less than 25



HPH-214  
Pictures: 3  
Words: Less than 25



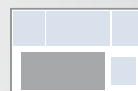
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Words: Less than 10



HPH-217  
Pictures: 1  
Words: Less than 50

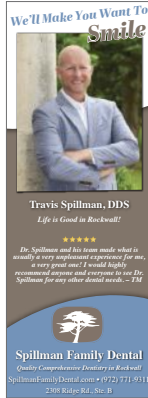


HPH-218  
Pictures: 3-5  
Words: Less than 25

# 1/2 PAGE VERTICAL



HPV-301



HPV-302



HPV-303



HPV-304



HPV-305



HPV-306



HPV-307



HPV-308

■ IMAGE ■ TEXT



HPV-301  
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Words:  
Less than 10



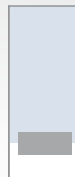
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Less than 50



HPV-303  
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Words:  
Less than 25



HPV-304  
Pictures: 1  
Words:  
Less than 100



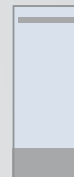
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Words:  
Less than 15



HPV-306  
Pictures: 2  
Words:  
Less than 50



HPV-307  
Pictures: 0  
Words:  
Less than 30



HPV-308  
Pictures: 1  
Words:  
Less than 25

# 1/2 PAGE VERTICAL

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 Book Online at [ClinicEsthetics.com](http://ClinicEsthetics.com)

HPV-309

TASTE THE GOURMET SIDE OF MEXICAN CUISINE



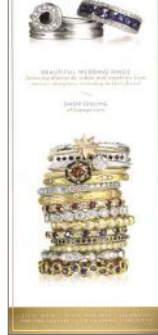
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HPV-313

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HPV-314

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HPV-316

IMAGE TEXT



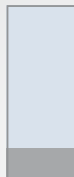
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HPV-310  
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 Words:  
 Less than 25



HPV-311  
 Pictures: 2  
 Words:  
 Less than 25



HPV-312  
 Pictures: 1  
 Words:  
 Less than 25



HPV-313  
 Pictures: 1  
 Words:  
 Less than 50



HPV-314  
 Pictures: 2  
 Words:  
 Less than 70



HPV-315  
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 Words:  
 Less than 50



HPV-316  
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 Words:  
 Less than 75

# 1/4 PAGE



QP-401



QP-402



QP-403



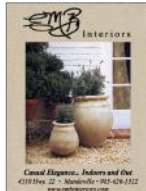
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QP-405



QP-406



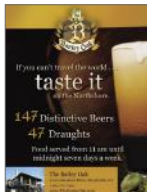
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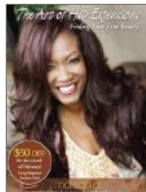
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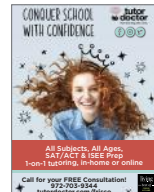
QP-409



QP-410



QP-411



QP-412

IMAGE TEXT



QP-401  
Pictures: 1  
Words:  
Less than 20



QP-402  
Pictures: 2  
Words:  
Less than 20



QP-403  
Pictures: 4  
Words:  
Less than 20



QP-404  
Pictures: 1  
Words:  
Less than 20



QP-405  
Pictures: 1  
Words:  
Less than 15



QP-406  
Pictures: 1  
Words:  
Less than 35



QP-407  
Pictures: 1  
Words:  
Less than 15



QP-408  
Pictures: 1  
Words:  
Less than 15



QP-409  
Pictures: 0  
Words:  
Less than 25



QP-410  
Pictures: 2  
Words:  
Less than 25



QP-411  
Pictures: 1  
Words:  
Less than 15



QP-412  
Pictures: 2  
Words:  
Less than 50

# 5"X 9" DAL CARD



DAL-501



DAL-502



DAL-503



DAL-504



DAL-505



DAL-506



DAL-507



DAL-508



DAL-509



DAL-510

■ IMAGE ■ TEXT



DAL-501  
Pictures: 1|1  
Words: Less than 50



DAL-502  
Pictures: 1|1  
Words: Less than 40



DAL-503  
Pictures: 1|1  
Words: Less than 50



DAL-504  
Pictures: 3|1  
Words: Less than 40



DAL-505  
Pictures: 1|3  
Words: Less than 20



DAL-506  
Pictures: 1|1  
Words: Less than 70



DAL-507  
Pictures: 5|1  
Words: Less than 40



DAL-508  
Pictures: 1|4  
Words: Less than 50



DAL-509  
Pictures: 2|0  
Words: Less than 70



DAL-510  
Pictures: 1|3  
Words: Less than 40

# The Power of Color

## SETTING THE TONE WITH COLOR

Have you ever considered the importance of color in branding? The proper use of color is vital to creating a positive image among consumers. Furthermore, color plays a huge role in memory recall. It stimulates all the senses, instantly conveying a message like no other communication method.

Choosing the right color scheme for your brand is crucial. The color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation, and industry.

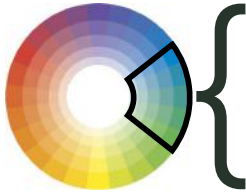
## PICKING YOUR PALETTE

Creating a color scheme is essential to good design.



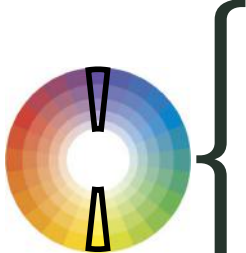
### MONOCHROMATIC COLORS

Monochromatic color schemes are made up of different tones, shades, and tints within a specific hue. These are the simplest color schemes to create, as they're all taken from the same hue, making it harder to create a jarring or ugly scheme (though both are still possible).



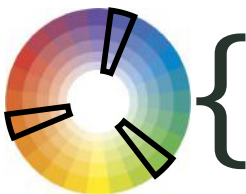
### ANALOGOUS COLORS

Analogous schemes are created by using three colors that are next to each other on the 12-spoke color wheel. Generally, analogous color schemes all have the same chroma level, but by using tones, shades, and tints you can add interest to these schemes and adapt them.



### COMPLEMENTARY COLORS

Complementary schemes are created by combining colors from opposite sides of the color wheel. In their most basic form, these schemes consist of only two colors, but can easily be expanded using tones, tints, and shades. However, using colors that are exact opposites with the same chroma and/or value right next to each other can be very jarring visually (they'll appear to actually vibrate along their border in the most severe uses). This is best avoided (either by leaving white space between them or by adding another, transitional color between them).



### TRIADIC COLORS

Triadic schemes are made up of hues equally spaced around the 12-spoke color wheel. This is one of the more diverse color schemes.

## COLOR TERMS

### HUE

Color (blue, green, red, etc.).

### CHROMA

The purity of a color (a high chroma has no added black, white or gray).

### SATURATION

How strong or weak a color is (high saturation being strong).

### VALUE

How light or dark a color is (light having a high value).

### TONES

Created by adding gray to a color, making it dull.

### SHADES

Created by adding black to a color, making it darker.

### TINTS

Created by adding white to a color, making it light.



## WHITE TONES

White connotes simplicity, cleanliness, sterility, and purity. The human eye views white as a brilliant color, so it immediately catches the eye in signage. Visually, white gives a heightened perception of space. White is often used with infant and health-related products.



## BLACK TONES

Black is serious, bold, powerful, and classic. It creates drama and connotes sophistication. Black works well for expensive products, but can also make a product look heavy.



## RED TONES

Red activates your pituitary gland, increasing your heart rate and causing you to breathe more rapidly. This visceral response makes red aggressive, energetic, provocative, and attention-grabbing. Count on red to evoke a passionate response, albeit not always a favorable one.



## PURPLE TONES

Purple is a color favored by creative types. With its blend of passionate red and tranquil blue, it evokes mystery, whimsy, sophistication, spirituality, and royalty. Lavender evokes nostalgia and sentimentality.



## PINK TONES

Pink's message varies by intensity. Hot pinks convey energy, youthfulness, fun, and excitement and are recommended for less expensive or trendy products for women or girls. Dusty pinks appear sentimental. Lighter pinks are more romantic.



## GREEN TONES

In general, green is the color of money and envy, but it also signifies health, freshness, the environment, and serenity. Deeper greens are associated with wealth or prestige, while light greens are calming. Green is attractive to youth and to those who enjoy life.



## YELLOW TONES

In every society, yellow is associated with the sun. Thus, it communicates optimism, positivism, light, and warmth. Certain shades seem to motivate and stimulate creative thought and energy. However, choosing a wrong tone of yellow in a color scheme can cause fear and anxiety. The eye sees bright yellows before any other color, making them great for point-of-purchase displays.



## BLUE TONES

Cool blue is perceived as trustworthy, dependable, fiscally responsible, and secure. Blue relates to the mind, so consumers associate it with logic and communication. Strongly associated with the sky and sea, blue is serene and universally well-liked. Blue is an especially popular color with financial institutions, as its message of stability inspires trust.



## ORANGE TONES

Cheerful orange evokes exuberance, fun, and vitality. With the drama of red plus the cheer of yellow, orange is viewed as gregarious and often childlike. Research indicates its lighter shades appeal to an upscale market. Peach tones work well with health care, restaurants, and beauty salons.



## BROWN TONES

This earthy color conveys warmth, simplicity, durability, and stability. It can also elicit a negative response from consumers who relate to it as dirty. Certain shades of brown, like terracotta, can convey an upscale look. From a functional perspective, brown tends to hide dirt, making it a logical choice for some trucking and industrial companies.



# Choosing A Font Style

## Find your perfect font pairing!

Because of the overwhelming amount of font choices, and keeping in mind how precious your time is, we've used our creative experience to suggest a few suitable font combinations that will help you choose a look for your brand.

### TYPOGRAPHY GLOSSARY

#### serif

This typeface has “feet” that project out at the end of its stroke. It's often considered to be traditional.

#### *Script*

A linked typeface that is best to used as an elegant element in headers. Mostly related to decorative handwritten fonts.

#### sans serif

A typeface that does not have any stroke embellishments.

#### slab serif

This is mostly a thick block-like serif.

#### TRADITIONAL

Classic, Sophisticated, Informative

**PERFECT FOR:** Legal, Medical, Fashion, or Classic Brands

---

### Heading One

*heading two*

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

#### LUXURY

Formal, Chic, High-end

**PERFECT FOR:** Jewelers, Real Estate, Financial, or General Business.

---

### Heading One

*heading two*

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

#### MODERN

Edgy, Crisp, Mindful, Industrial, Elite

**PERFECT FOR:** Technology, Contractors, Medical, or Professionals

---

### HEADING ONE

heading two

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

#### ACTIVE

Impactful, Masculine, Bold

**PERFECT FOR:** Sports, Outdoors, Automotive or Manufacturing

---

### HEADING ONE

heading two

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

## COMMON STYLES



### MENU

Simple, Functional, Readable

**PERFECT FOR:** Food and Beverage, Health Care, or Retail Brands

---

## Heading One

*heading two*

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

### HEADLINE

Editorial, News, Important, Strong

**PERFECT FOR:** Exhibitions, Art, Schools, Medical, or Media

---

## HEADING ONE

heading two

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

### LEISURE

Travel, Adventure, Fun

**PERFECT FOR:** Tourism, Retail, Cooking, Hotels, or Home Design

---

## HEADING ONE

HEADING TWO

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

### ELEGANT

Soft, Feminine, Creative

**PERFECT FOR:** Spas, Boutiques, OB/GYN, Beauty, or Lifestyle

---

## *Heading One*

*heading two*

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

### FUN

Youthful, Happy, Friendly

**PERFECT FOR:** Schools, Churches, Child Care, or Activities

---

## HEADING ONE

heading two

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

### CREATIVE

Structured, Balanced, Functional

**PERFECT FOR:** Events, Art, Restaurants, or Businesses

---

## Heading One

heading two

This is an example of the body copy pairing with the heading typeface. You'll be able to see that it is easily readable in a paragraph setting.

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