



JP MARKETING & COMMUNICATIONS

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## Interlocken Corporate Communications Update

### PROJECT

Corporate Brochure

### CLIENT

Interlocken Business Park , Managing Director

### TARGET AUDIENCE

Tenants of Property, Potential Corporate Real Estate Buyers and Facility Planning Executives.

### SITUATION

The Interlocken business park was using a 50 page corporate brochure for five years previously designed by our team. After signing Sun Microsystems as a major tenant, Interlocken felt that they did not need as much information in their brochure. It needed to portray an upscale corporate image with visual appeal to established the international "advanced technology environment" appearance.

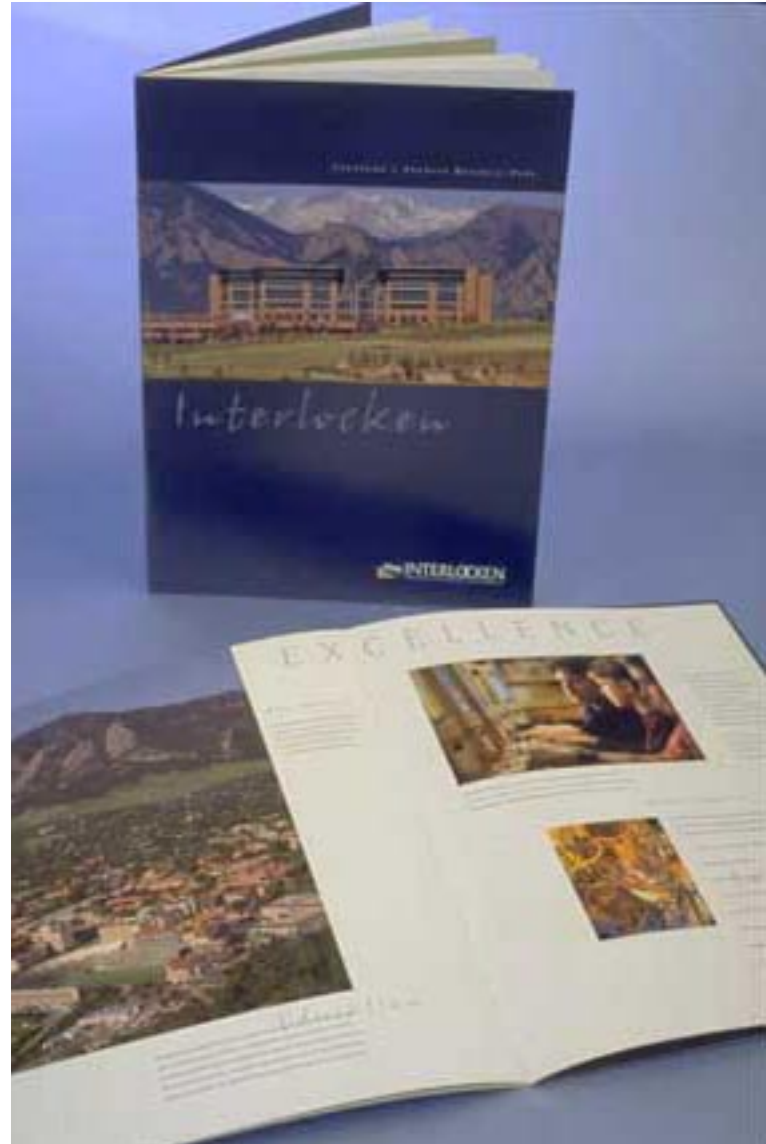
### SOLUTION

Designed a 24-page, plus cover brochure using short paragraphs and bullets with ghosted handwritten text in the background, giving a simple, clean, contemporary and elegant look.

A 9 x 12 oversized format utilizing full-color photos was made. Designed as a six-color project (full color plus spot color, plus varnish) using a metallic ink throughout. The cover utilized large handwriting text for easy identification. Their premiere building (Corporate Express) was art directed and photographed in early morning to get deep colors in the sky. Photography was obtained as needed from Chambers of Commerce, Economic Development Associations, DIA, Architects and stock photo houses.

### DESIGNER'S ROLE

My team and I were responsible for conceptual design, all aspects of printing, production and press checks.



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