

FIRST CLASS



SOLEIL DESIGN

# PORTFOLIO OF WORK



*making you look brilliant — in print & online*



**SOLEIL DESIGN**

*making you look brilliant — in print & online*

#### DESIGNED TO GET RESULTS:

- Corporate identity
- Logo design
- Marketing collateral
- Brochures & catalogs
- Books & magazines
- Invitations & flyers
- Print ads
- Direct mail & email
- Annual reports
- Newsletters
- Package design
- Presentations
- Trade show art
- Banners
- Web design
- Etcetera

#### WHAT CAN WE DO FOR YOU?

- Use our combined 40 years of experience in all aspects of design and printing to plan and execute your project successfully.
- Give you a full-service, off-site art department.
- Ensure you work directly with designers for efficient communication, quicker turn-around times & personal attention.
- Eliminate the guess work in preparing art so the files submitted are ready for print.
- Employ our fierce attention to detail so your projects come off without a hitch, every time.
- Apply our unique brand of creativity to all kinds of communication and business challenges.
- Infuse your brand & materials with the highest quality and the spirit of your organization—all at a very smart price.
- **Make you look good!**

#### CONTACT US:

You can call Tom or Sheri. Tom will ask you how your day is and shoot the breeze with you, before getting down to business. Sheri will ask you questions about your organization and your target market. In either case, the wheels will start turning and we'll propose how to get the most out of your budget, no matter how large or small.

**(972) 392-4719**

[sher@soleildesign.com](mailto:sher@soleildesign.com)

[tom@soleildesign.com](mailto:tom@soleildesign.com)

[www.soleildesign.com](http://www.soleildesign.com)

**Call us today to get started on your next brilliant project!**



Various companies and organizations:  
Logo Design





Technology services firm:

## Business Package

Logo design and 2-color business package including a business card, letterhead, envelope, and shell for folder inserts. Logo consists of a bold stylized capital D with a type treatment.

Law firm:

## Business Package

Logo design and 2-color business package including 2-sided business card, letterhead and envelope. Clean and classic look with logo based on an abstract star shape that doubles as an arrow pointing to the name.



Heating & A/C services firm:

# Business Package

Logo design and 4-color business package including a 2-sided business card, letterhead, and envelope. Logo consists of a warm-colored sun icon inset with a cool blue snowflake and a graduated blue to navy type treatment surrounding the mark. Materials employ an outline version of the logo as an accent graphic.



Law firm:

# Business Package

Logo design and 2-color business package including 2-sided business card, letterhead and envelope with one metallic color and an emboss on the star; a strong, clean, slightly western logo mark and color scheme





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Apartment homes:

## Business Card & Brochure

A California vineyard theme influenced the design for these materials: ① a 2-sided 4-color business card and ② a 4-color 9" square, 16-page brochure outlining amenities, floor plans and location info





Townhomes:

## Brochure, Ad, Sign

Reflecting a rustic upscale Hill Country Tuscan theme, these materials include: ❶ a 7"x12" 4-color 16-page brochure, ❷ a half-page 4-color magazine ad, and ❸ a series of 48"x48" signs for the leasing office, each highlighting one floor plan



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Before & After:

# Annual Report

**Original piece** was 8.5"x11" with embossed cover and 2-color inside with grayscale photography and 3-column layout. **Updated version** is 11"x7.5" horizontal with 4-color throughout and much more flexible 5-column layout, contemporary photography and upscale yet friendly layout and typography.



Before

After

**Engage the Mind. Feed the Soul. Discover Greenhill After Dark.**



**GREENHILL AFTER DARK**

Greenhill School's popular program for adult learners is back for 2009, with a full slate of courses to challenge and captivate, enlighten and inspire.



**For dates, times and registration info, please visit [greenhillafterdark.com](http://greenhillafterdark.com)**

Registration is open to members of the general public — no Greenhill connection required! Greenhill After Dark is sponsored by the Greenhill School Alumni Association. Proceeds support financial aid funding at Greenhill School.

For questions, contact Christine Eastus at [afterdark@greenhill.org](mailto:afterdark@greenhill.org), or by phone at (972) 628-5441.

**REGISTER TODAY! SPACE IS LIMITED**

"This course opened new ideas to me" "Better than reality TV" "Exceptional teaching!" "Great teacher—very patient and positive" "Great, great program!" "12 — on a scale of 1 to 10!"

1

**Engage the Mind. Feed the Soul. Discover Greenhill After Dark.**



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**For dates, times & registration info, visit [greenhillafterdark.com](http://greenhillafterdark.com)**



**REGISTER TODAY! SPACE IS LIMITED**

2

Greenhill After Dark Classes for Adults 2007–08 : Greenhill School

[http://web2.greenhill.org/greenhillafterdark/web\\_glass.html](http://web2.greenhill.org/greenhillafterdark/web_glass.html)

Engage the Mind. Feed the Soul. Discover Greenhill After Dark.

**2009**

**GREENHILL AFTER DARK**

Home Winter/Spring Courses Instructions Register Contact Us

**The Art of Glass Working with Tony Schraufnagel**

We will explore the use of glass as a primary form of artistic expression. We will learn basic glass slumping and fusing techniques, as well as mixed media assemblage. All materials and supplies are provided.

**Sessions:** Four, 120-minute sessions  
**When:** Tuesdays, January 27; February 3, 10, 17 & 24; March 3  
**Times:** 7:00–9:00pm  
**Tuition:** \$360, if postmarked by 12/12/08; \$390, if postmarked by 1/19/09  
**Limits:** 6 participants

**Tony Schraufnagel** received his M.F.A. in sculpture from the University of North Texas in 1996. He has exhibited both locally and nationally; recent exhibitions include the peacock for the 2007 Greenhill School Parents Association Gala, The Addison Conference Center Outdoor Sculpture Garden in Addison, Texas, and The Navy Pier in Chicago. Tony has held teaching positions at Texas Tech University, The University of North Texas and Texas Woman's University. He has taught sculpture and ceramics at Greenhill School for the past nine years, and he recently completed the construction of

**Winter/Spring 2009:**

- Taijiquan as Qigong
- Spanish 2
- Good Book/Good Stories
- Short Stories of Our Times
- Viewing Statistics Critically
- Cooking with Jack
- Open Clay Studio
- Art of Glass Working
- Bangles & Beads
- Photshop
- Improv—Let Go & Grow
- Parenting

3

Adult education program:

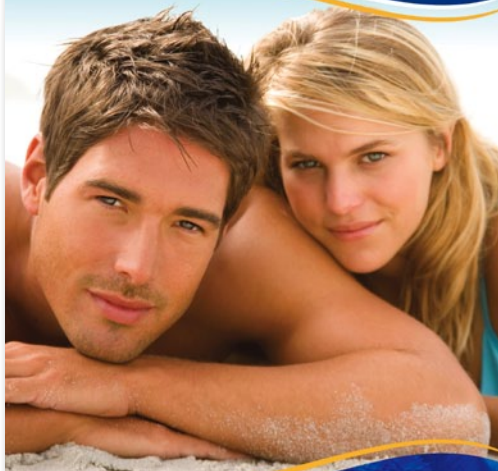
## Ad, Post Card, Web Site

A series of classes publicized to the immediate community with ① a full-page 4-color magazine ad,

② an oversized 9"x6" 4-color post card, and ③ a web site with complete course info



**2 Premier Memberships \$19<sup>95</sup> EA.**



**PALM BEACH TAN®**  
The Tanning Experts™

**Swedish Beauty** **Australian Gold®**

**SILVER LEVEL. SEE INSIDE FOR DETAILS.**

**2 Premier Memberships \$19<sup>95</sup> EA.**



**PALM BEACH TAN®**

**SE Corner of Greenville & Southwestern • www.PalmBeachTan.com**

**GRAND OPENING**

**FREE WEEK of Tanning**  
And **FREE Lotion Packet**  
Details On Back!



**Life Needs COLOR**  
All Year Long™

**PALM BEACH TAN®**  
The Tanning Experts™

**www.PalmBeachTan.com 1-888-Palm-Tan**

**GRAND OPENING**

**Life Needs COLOR**  
All Year Long™

**PALM BEACH TAN®**  
The Tanning Experts™

**FREE WEEK of Tanning and FREE Lotion Packet**

**NEW LOCATION**

**Swedish Beauty** **Australian Gold®**

**Buy Any Full Sized Lotion**  
At Regular Price  
**Get A Premium Kit!**



**Only \$24<sup>95</sup>**

**PALM BEACH TAN®**  
The Tanning Experts™

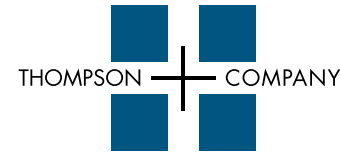
Kit includes:  
Forever After 2 oz.  
Body Kisses 2 oz.  
Crystal 11 oz.  
Pavilion 1 oz.  
Face Melts  
Lip Balm  
Eyecandy tanning goggles  
All in a Handy Tote Bag

Tanning salon:

Banner, Billboard, Door Hanger, POP

Monthly campaign special using consistent corporate colors and photography including ① a 28"x59" banner, ② a 40'x10' outdoor billboard, ③ a 5.5"x17" door hanger, and ④ 8.5"x11" point-of-purchase counter sign

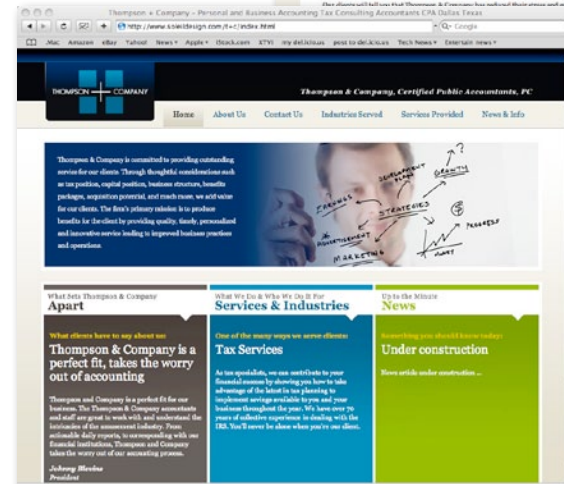




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Accounting firm:

Logo, Brochure, Web Site

Series of branding and marketing pieces employing a consistent color scheme, photography style, and look & feel including:

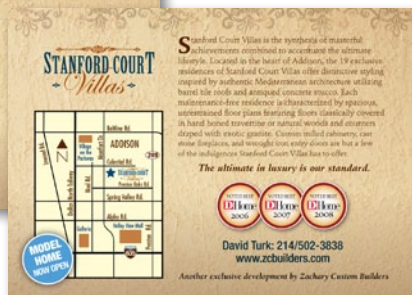
① logo design, ② 4-color tri-fold brochure, and ③ web site





# STANFORD COURT Villas

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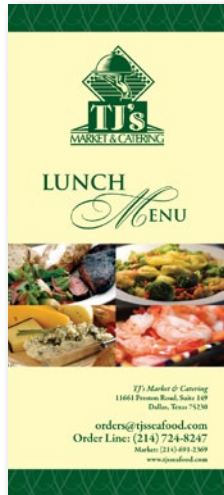
Luxury villas:

## Logo, Post Card, Brochure, Ad

Series of branding and marketing pieces employing a rustic, upscale Italian look & feel: ① logo design, ② 2-sided 4-color 6"x4" post card, ③ 8.5"x11" folded brochure showing floor plans and property layout, and ④ 5.5"x10.5" black & white newspaper ad



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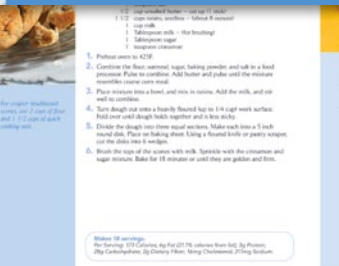
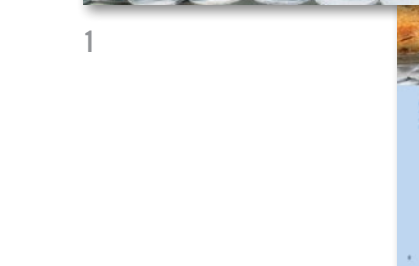
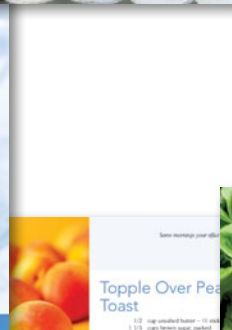
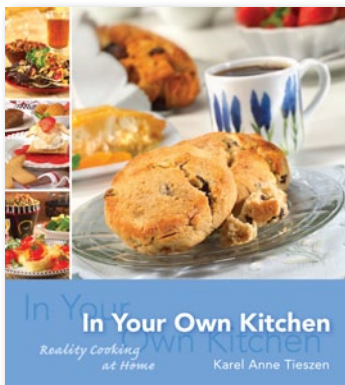
Seafood market:

## Menu Brochure, Ad, Signage

Series of branding and marketing pieces employing a consistent color scheme, photography style, and look & feel including:

① a 4-color tri-fold menu brochure, ② a 7.5"x4.5" 4-color local magazine ad, ③ a pair of 20"x16" signs highlighting the brand and the menu





2

2

Chef & owner of a cooking school:

## Cook Book and Post Cards

- 1 200-page, 8"x9" 4-color cook book with each chapter designed in a different color scheme and a color photo on every page
- 2 a pair of 9.5"x5.5" 4-color post cards advertising the book and book signings



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*"Thanks. You do know how to pull the rabbit out the hat."*

*"In all my many (many, many) years on The Hill, I cannot remember EVER seeing a cooler invitation than the Dick Hall Night invite. How wonderful!"*

*"Thanks ... another home run ... looks perfect."*

*"Everyone who has seen the cookbook just loves it. It is going to be a beautiful book."*

*"GREAT pictures!!! No changes. Also, no changes on the map. EXCELLENT JOB!"*

*"Thanks! You are a life saver!"*

*"Thank you so much. I know I put you in a time crunch! I appreciate you very much."*

*"LOVE the bottom option! ... Wow that's fantastic, you are soooo good."*

*"Btw, the video was a HUGE hit at the party. Thanks again!"*

*"Client loves it! No changes."*

*"WOWEEEEKAAAZOWWW-WEEEEEE!!!! AWESOME!"*

Comments from clients