

metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO

printed collateral materials
brochures, flyers,
sell-sheets and newsletters



GRAPHIC DESIGN & CONTENT: 2008
CLIENTS: North Texas Keller Williams
Real Estate Agents printed collateral
materials - cards, brochures, newslet-
ters, notecards, etc



GRAPHIC DESIGN & CONTENT: 2008
CLIENT: Centurion American Develop-
ers - 20-page trade publication for 22
North Texas developments and subdivi-
sions.



GRAPHIC DESIGN & CONTENT: 2008
CLIENT: Jackson-Littrell Interior Design -
website, cards, brochures, post-cards,
mailers, and print ads.

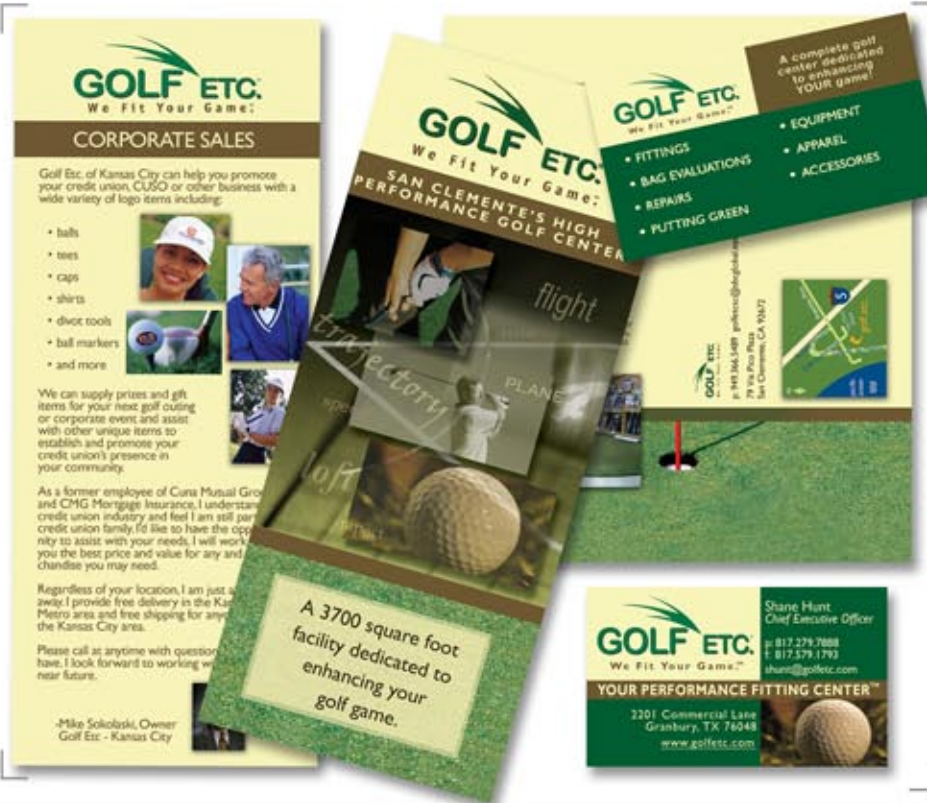
metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO

printed collateral materials:
brochures, flyers,
sell-sheets and newsletters

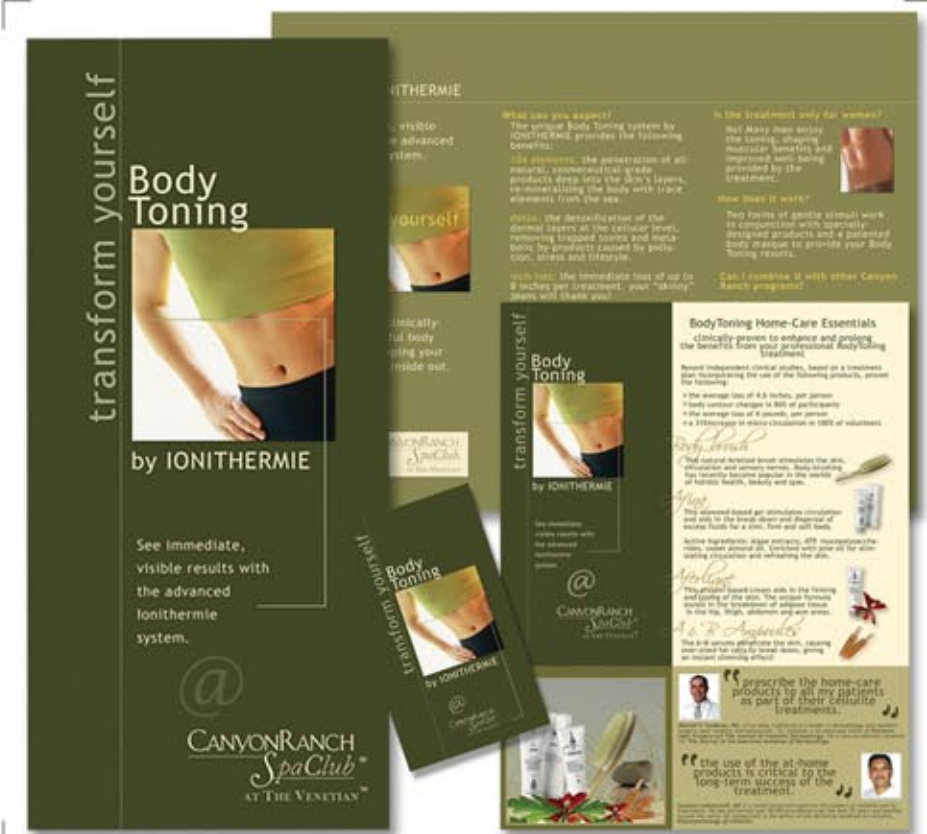


GRAPHIC DESIGN & CONTENT: 2007
CLIENT: GOLF ETC CORPORATION

This Texas-based national chain of golf-oriented retail and service centers required printed materials for their 78 locations, as well as printed materials for use in the corporate offices.

Printed collateral materials include:

- product brochures
- sell sheets
- service brochures
- POS materials
- direct mail postcards
- business cards
- door-hangers
- rack and insert cards
- printed bags
- signage



GRAPHIC DESIGN & CONTENT: 2007
CLIENT: CANYON RANCH SPA CLUB

This nationally-renowned Las Vegas Spa needed a complete series of printed collateral materials for a new range of treatments and products for use in direct-mail and on-site client sales.

The following printed materials were designed and implemented:

- brochures
- rack cards
- cards for products and services
- appointment reminder cards
- sell-sheet for products
- posters and POS materials

metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO

printed collateral materials
brochures, flyers,
sell-sheets and newsletters



PRINTED MATERIALS: 2003 - 2005
CITY OF MCKINNEY &
CHAMBER OF COMMERCE

This project included collateral materials in the form of brochures, visitors guides, maps, a website, regional, and national advertising and large-format outdoor advertising.



Several of my projects won awards from the Texas Association of Convention and Visitors Bureaus. These were:

- hotel marketing research
- printed newsletter



PRINTED MATERIALS: 2004 - 2005
MCKINNEY CHAMBER OF COMMERCE

These are just a few of the hundreds of pieces I designed and produced while I was Director of Marketing at the McKinney Chamber of Commerce. Projects included

- invitations and collateral for events
- monthly 16 pg roto gravure newsletter
- membership collateral
- print and outdoor advertising
- letterhead, cards, envelopes
- monthly postcards
- monthly electronic newsletter
- website design

metro-grafix
972.877.7325
laura@metro-grafix.com

PORTFOLIO

printed collateral materials
brochures, flyers,
sell-sheets and newsletters



GRAPHIC DESIGN & CONTENT: 2007
CLIENT: HAWK CONSTRUCTION /
VERTI-CRETE

This Princeton-based manufacturer of concrete walls needed a custom direct-mail piece that would stand out and speak to their target audience - engineers, developers, and municipalities. They also wanted the piece to function as a leave-behind piece for sales calls, and hand-out materials for trade shows and client meetings.

We created an outer slip-case with a blue-print motif containing individual sell-sheets inside (which can be tailored to the client's needs).

The concept was built around an imaginary "job site" conveying the look and feel of a work-in-progress complete with paint chips, snapshots, and site plans.

GRAPHIC DESIGN & CONTENT: 2007
CLIENT: SkinSpaMED

This Dallas Medical Spa needed a complete series of printed collateral materials for direct-mail and on-site client sales.

The following printed materials were designed and implemented:

- brochures
- business cards
- rack cards
- letterhead
- envelopes
- direct-mail postcards
- menu of services
- appointment reminder cards
- printed and electronic newsletters



metro-grafix
 972.877.7325
 laura@metro-grafix.com

PORTFOLIO BUSINESS CARDS 1

recently completed projects

RESIDENTIAL & COMMERCIAL | BUSINESS
 organizing | systems | staging | time management | filing | decor | events | errands



CLUTTER CURES
 life-changing solutions

IOALIA EDMISTON
 817.944.4886
 iedmiston@cluttercures.com
 cluttercures.com

skin-care
 body-care
 wellness

www.moorspa.com

100% natural source



Guy Herning
 Director of Sales, USA
 guy@moorspa.com
 p: 800-MOOR-987
 f: 604-279-5541
 4809 Beltline Rd., #158
 Mesquite, TX 75150




AmericanDirect
 we make your company's website creation process easy and affordable.
 design, hosting, maintenance, optimization & marketing, serving the southeast.

Jessica Ann McManus
 Web Associate Manager
 706.366.2182
 jessica@americandirectwebsites.com



Aimee barnes
 Executive Regional Vice President
 Independent Consultant

410.785.3831 (office)
 410.608.3183 (cell)
 aimeest@verizon.net


"Whether you think you can or think you can't ... you're right!"

ARBONNE INTERNATIONAL
 www.aimeebarnes.myarbonne.com

bridget o'brien-mcclure
Aesthetician
 bridgetobrienmcclure@yahoo.com
 972.841.7624



interior design,
 hand-made
 custom accessories and
 window treatments



Donna Jackson-Littrell
 214.578.4937
 donna.jackson.design@yahoo.com
 www.jackson-littrell.com



SPA OPTIONS
by Christina
 serving the aesthetic industry

Tina Voss
 Owner / Licensed Aesthetician

Office / Fax 727.392.5570
 Cell 727.519.3991
 tinavoss@verizon.net
 www.spaoptionsbychristina.com



LAKEVIEW



James Michaels
 VP, Sales
 972.877.7325
 jmh@lvfoods.com
 333 Earhardt Ave
 Rockwall, TX 75087

purveyors of premium-quality foods



KEVIN DECKER
 CEO

214.317.0426
 kdecke@ddcservices.com

Historic home restoration
 remodeling
 new construction

BUILDING WITH INTEGRITY
 www.ddcservices.com

Beautify & Celebrate!

SKINSPA MED
 medical spa & laser clinic

p: 972.392.3095 | f: 972.392.2182
 5330 Alpha Road, Suite 100
 Dallas, TX 75240
 www.skinspamed.com

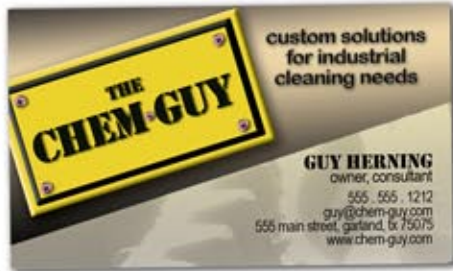
Dr. Kevin Light
 Cosmetic Surgeon & Medical Director
 KDLight9@yahoo.com



metro-grafix
 972.877.7325
 laura@metro-grafix.com

PORTFOLIO BUSINESS CARDS 2

recently completed projects



THE CHEM-GUY
 custom solutions for industrial cleaning needs

GUY HERNING
 owner, consultant
 555.555.1212
 guy@chem-guy.com
 555 main street, garland, tx 75075
 www.chem-guy.com



GOLF ETC.
 a golf store for women & men

Elaine Cash
 Owner
 p: 817.416.5886
 c: 469.231.3432
 f: 817.416.5965
 elaine@gesouthlake.com

FASHIONABLE APPAREL, EQUIPMENT & ACCESSORIES

480 West Southlake Blvd.
 Suite 111
 Southlake, TX 76092
 www.gesouthlake.com



Ea Wendy Laufer
 licensed clinical aesthetician
 spa consultant / educator
 wendy@wendylaufer.com
 cell: 727.455.4634 / ph: 727.393.6062

Evolved Aesthetics LLC
 ...taking beauty to the next layer
 www.wendylaufer.com



ENLIGHTEN
 enlightenguide.com

a printed & online resource for
 wellness, healing, and well-being

caroline jenkins
 owner / founder
 469.223.1349
 caroline@enlightenguide.com



LeahFields
 Executive Regional Vice President
 Independent Consultant

ARBONNE INTERNATIONAL
 phone: 405.818.9247
 fax: 405.348.4536
 LeahFields@myarbonne.com
 www.HealthyBeautyConcepts.myarbonne.com
The major key to a better future is you!




the ESTHETICS CONNECTION
 private label | advanced education | consulting:
 skin-care & cosmetics
 mineral make-up
 equipment

Natalie L. Garrett
 Owner / Esthetician

tel: 713.526.8380 866.748.4076
 natalie@estheticsconnection.com
 3100 richmond ave, #310 houston, tx 77098




McKINNEY CHAMBER
 Unique by nature.

Terri Ricketts
 President

p: 972.542.0163
 f: 972.548.0876
 tricketts@mckinneytx.org

1650 West Virginia Street
 Suite 110
 McKinney, Texas 75069
 www.mckinneytx.org

Empowering our members to
 achieve ecostlative success...



the luna company
 products for reflective living

www.thelunacompany.com

nancy terry
 903.624.9648
 nancy@thelunacompany.com



Heart of Hope Ministries

reaching hearts + redeeming souls + restoring lives

Rhonda Head
 executive director
 p: 214.726.2490
 rhonda@heart-of-hope.com
 www.heart-of-hope.com
 5100 Eldorado Pkwy
 Ste. 102, PMB #606,
 McKinney, TX 75070



goldman & associates
 professional food sales & service

trade shows
 special projects
 product launches
 operator sales calls
 brand representation
 key account management

Harry M. Goldman
 Owner
 469.853.8333
 goldman.harry@gmail.com
 hgoldman.com

metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO LOGOS 1

recently completed projects



CLIENT: the Pete Willis Group, a Dallas-based real estate firm.

PROJECT: This client wanted an eye-catching, upscale logo, with a modern, cutting-edge feeling.



CLIENT: Bridget O'Brien-McClure, licensed aesthetician.

PROJECT: This Dallas-based aesthetician wanted a logo that was "sophisticated, yet fun and trendy". After exploring several options, this was the final



CLIENT: Clutter Cures, a company specializing in commercial and residential organization systems.

PROJECT: To create a logo that signifies "organization" in a simple graphic. The positioning of the transparent spheres in the white box symbolizes "containment" and "order".



CLIENT: Jackson-Littrell Interior Design

PROJECT: This Texas-based designer needed a logo that was simple and straight-forward, with classic colors and an elegant, traditional feeling.



CLIENT: Chem-Guy, a chemical supply company

PROJECT: This Texas-based supplier of chemicals needed a logo that had an "industrial" feeling. Black and yellow are eye-catching, and the stencil type-face and "bolted-on" look of the logo work well convey an industrial look the client sought.



CLIENT: Goldman & Associates

PROJECT: This client is a food sales consultant who needed a logo that immediately identified what he does. This logo - literally a gold man increasing sales - visually conveys this concept.

metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO

LOGOS 2

recently completed projects



CLIENT: Spa Options by Christina, a Florida-based consultant serving the spa and aesthetic-supply industry

PROJECT: The client requested a logo that conveys the peaceful feeling of the spa and beauty industry.



CLIENT: Lakeview, a Texas-based food distributor

PROJECT: This client wanted a logo conveying the history of family-based business. Inspiration was taken from the "Lakeview" name, resulting in a literal view of a lake, with a fun "vacation lodge" vibe.



CLIENT: The Luna Company

PROJECT: This eco-conscious spiritual jewelry manufacturer wanted a logo that played on the word "reflection".



CLIENT: D & D Construction, a Texas-based company

PROJECT: This start-up Texas-based construction company wanted a logo that conveys the "essence of construction projects". Inspiration for the colors came from wood and blueprints, used as a design element in the background.



CLIENT: Studio Body Logic, Alexandria, Va

PROJECT: This 10 year old Pilates and yoga studio needed an logo update. The central figure, designed to look like something Michelangelo or DaVinci would have sketched out prior to carving a marble sculpture, is a play on the "art of control" tagline, and the sculpting that body-work provides.

metro-grafix
 972.877.7325
 laura@metro-grafix.com

PORTFOLIO

WEB DESIGN & ELECTRONIC
 COMMUNICATION



metro-grafix

972.877.7325

laura@metro-grafix.com

PORTFOLIO

ADVERTISING:
announcements & promos



COMING TO YOUR STORE
the one and only
FRANCO PIANEGONDA

Spread the word.

It's holiday gift shopping –
ITALIAN STYLE

Hottest gifts from Pianegonda:

- Hoop earrings ... you can't have too many! From \$90 to \$195.
- Make a statement with a stone cocktail ring in blue topaz, smoky quartz or green gold quartz.
- Looking for that conversation piece this season? Look no further ... NM has an exclusive diamond-cut cuff that is sure to turn heads.
- Adorn that special someone with a stunning silver and gold drape chain necklace.

CLIENT: *Pianegonda U.S. / Neiman Marcus*
PROJECT: Trunk Show / Personal Appearance announcement



Welcome Home!
a \$50 gift card for YOU!

• Target • Best Buy • Home Depot •

Receive a complimentary \$50 gift card ... call 972.821.1704 today for more info!

Offer good for one visit to four communities. Management reserves all rights.

SENDERA RANCH
THE VILLAGES OF WOODLAND SPRINGS
CREEKSIDE of Candy

CLIENT: Centurion American Development Group
PROJECT: Direct mail promotion for 3 new housing developments



PIANEGONDA

“Jewels are pieces of the earth's heart, given to us for our enjoyment ... art for a lifestyle of natural luxury.”

FRANCO PIANEGONDA: WEST COAST P.A.S

FOR MOTHERS' DAY, GIVE THE GIFT OF NATURAL LUXURY: PIANEGONDA

NATURE'S ELEMENTS AND MATERIALS
metal | silver | gold | gems | space | air | fire | water | earth

CALL YOUR CLIENTELE!
EXCITING GIFT WITH \$500 PURCHASE:


a sterling silver "connection" bangle - hand-engraved by Franco!

incentives:

- > Top-selling associates win a "Grave Card" in their choice of Pianegonda jewelry.
- > Names of associates selling \$10,000 will be entered into a drawing for a bangle bracelet.
- > 3.8 year goal is met, manager receives a "Grave Card" in choice of Pianegonda jewelry.
- > Sell any piece of Pianegonda jewelry under \$100 and win \$10 towards Pianegonda merchandise.
- > Sell any piece of Pianegonda jewelry over \$100 and win \$20 towards Pianegonda merchandise.

**NM-FI: 5/3
NM-LV: 5/6
NM-AM: 5/8
NM-SF: 5/9**

CLIENT: *Pianegonda U.S. / Neiman Marcus*
PROJECT: Trunk Show / Personal Appearance announcement