

# CASE STUDY

## Avanti Apartments • Peak Management

### TO START

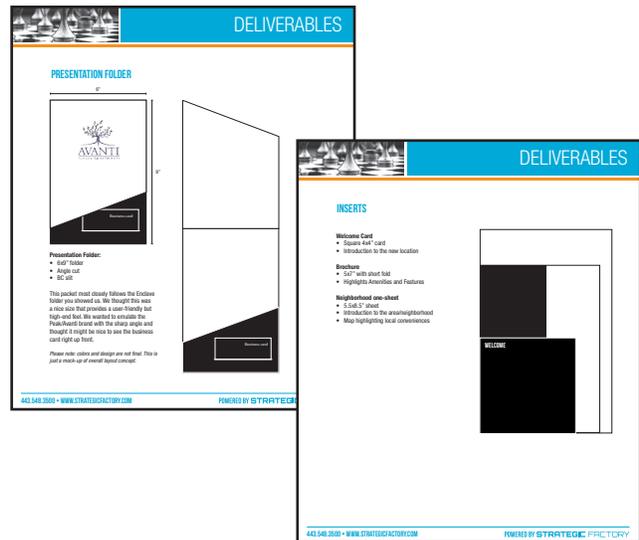
Overall the client wanted a unique brochure with a classy finish and unique fold that would represent their new luxury apartment building. We met with the client and reviewed various selections from their competitors and established layout styles they liked.



### DEVELOPMENT

After research and development we presented a proposal with several ideas. The proposal included, among other details, a unique folder with stepped inserts, an iron cross fold and a square brochure with an angle fold.

The design and content would be clean and modern with a focus on summarizing the high-end features of their new apartments.



### FINISHED PRODUCT

The customer selected the square brochure with the angle fold. The unique angle on the inside allowed for a structure that truly invites the user to explore the brochure. It is a simple touch but it provides a very custom look and feel.

The design is modern and the panels were used to highlight the four main categories that supported their theme of luxury living (distinctive, comfortable, convenient and efficient).

The brochure has been an excellent selling point for the client and successfully achieves a high-end look to promote their luxury apartments.

