



## *Park Avenue Florist*

*Flowers For Every Occasion*

- Weddings, Parties & All Occasions
- Sympathy Arrangements
- Gourmet & Fruit Baskets
- Orchids & Other Beautiful Plants
- An array of Plushies & Balloons

222 North Blvd. 12345 Anytown, USA  
Phone: 123-444-4567

*Free Local Delivery with orders over \$100*

**Graphic dominant**

## *Creative Memo*

*Park Avenue Florist*, a fictional company, needed sell sheets for a general product and service promotion.

My objective with this flyer was to:

1. Present copy in two formats that has a gentle, elegant style by still easy to read and complements the graphic.
2. Have copy that includes a company name, tagline, products and services, contact info, and promoted deal.
3. Use a given tulip photo. It has a balance of a graceful and casual nature, thus informing the font choice.
4. Color was pulled from the photo. A peach color from the base of the flowers avoids favoring the pink or the green too much.
5. In one version, the flower calls the viewer. The other frames and pulls the text forward.



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