

SANDRA LYNN PATH

TYPE & ILLUSTRATION EXAMPLE

COUPON FRONT:

Illustration:

Drawn and colored with Adobe software using cross-platform tools;

Multiple type faces for a bold, and memorable visual approach;

Use of popular show tune lyric from the song Tomorrow also for the purpose of memorability.

COUPON BACK:

Consistency:

Repeat of main illustration;

Dashed lines for usual coupon style;

Customer information for special offers in the future.

PLEASE SEE DETAILS BELOW

THE
sun
Will
Come
OUT

Madison
Boutique



50% off

All

SUNGLASSES
month of March 2014



Madison Boutique

Name: _____

City: _____

Zip Code: _____

Email: _____

