

## **BROCHURE CHANGES**

### **Color – Background, Logo, Name**

The dark background with light text is hard to read and not printer/fax/copy friendly. Let's change it to a light color to complement the Logo color (maybe a beige, khaki color)

Our logo color is officially a maroon shade and we should stick with that color to be consistent throughout the company (i.e. match business cards, letterheads, etc). The official stats for the color are: RGB (71/1/27), CMYK (48/88/63/68), HTML (47011B). To save costs, time, etc we have also been using the generic "burgundy" color that most printshops offer (it's what's on our biz cards and letterhead now). I don't have the numbers for this color, but it is fine with us.

The name "Paladin" and the tagline below it should also be in the logo color.

### **Front Fold – Tagline**

Change "extensive investigations" to "Professional Investigations" (capitalize).

### **Front Fold – Contact info**

Add in a line for our website address: "www.Paladin-Intl.com"  
Change P: and F: to Phone: and Fax:. Omit the "E:" before email.

### **Background design behind text**

I think we should get rid of the red/blue/yellow blocks interspersed behind the text. It looks too bold and makes the text hard to read where it overlaps. Also it looks like a MS Publisher ready-made template. If it looks good with the shapes behind it, maybe instead have them turned to light colors that complement the background color instead.

### **Bottom Graphics**

Nice concept, but a little busy and offset strangely. For the maps, let's delete the UK & England ones and just use the World and US ones. On one side let's use the US in the middle panel with the world on the 2 outer panels and on the other side do the opposite. Let's get the yellow and red squares lightened up to the same opacity as the blue though (right now they clash).

### **Text Changes**

Inside Fold: Left Page: Line 5: Change "creative" to "create"

Inside Fold: Center Page: Lines 2-3: Change "legal and business communities" to "legal, financial, and business communities".

Outside Fold: Left Page (service list): Take off "Patent & Trademark Violations" & "Industrial Accident Investigations".

Move "Due Diligence Investigations" to the top of the list.

Move "Financial & Asset Investigations" to the 3<sup>rd</sup> on the list.

Move "Surveillance" to the bottom of the list.

Change "Security Consulting" to "Investigative Consulting"