

PROBFOO

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<http://www.aronwillenbrink.com>



• MARY FRANCES • HOBO • PERLINA • WHITING & DAVIS •

TYLER CANDLE • TEA FORTE

divas!

Handbags & Accessories

2400 Lime Kiln Lane • 502.426.3355

Handbags • Jewelry • Accessories • Gifts

Glenview Point Shopping Center next to McAlister's Deli

HYPE STRYPE • LOLLY LU

• TUMMY TUCK JEANS • SOPHIA FORERO • RJ GRAZIANO •

20% off one item!

Exp. 12/31/06 and cannot be combined with any other offer.

Injury

Treatment and Rehabilitation Services

- We treat only injured patients, motor vehicle accidents, worker's comp, sports, etc.
- Most insurances accepted
- Massage Therapy Services Available
- All Staff CPR certified
- Board Certified Physician

Rick Rowe, MD

310 Kings Daughters Drive, Suite 1
Frankfort, KY 40601 • (502) 223-3747

— Call for appointment —

Moore jewelry

4940 US Highway 42 • Louisville, Kentucky 40222

Adjacent to Starbucks

www.moorejewelry.com • 502.426.8972

A TIP FOR THE HOLIDAYS

Samuels has something for everyone on your Christmas list!

"A Winter Wonderland of Diamonds and Precious Gemstones"

SAMUELS

Across from Wal-Mart, Frankfort • 502-875-7204

Here are examples of various newspaper ads I designed while with Landmark Community Newspapers. For these ads, typically all text content was provided and occasionally an image was also supplied (as was the case for Moore Jewelry). The Samuels ad was such a success with the customer that he ordered a bigger size - a rare feat in the newspaper ad business! I enjoyed the challenge of designing the best ad possible out of what was, in some cases, just a box of text.

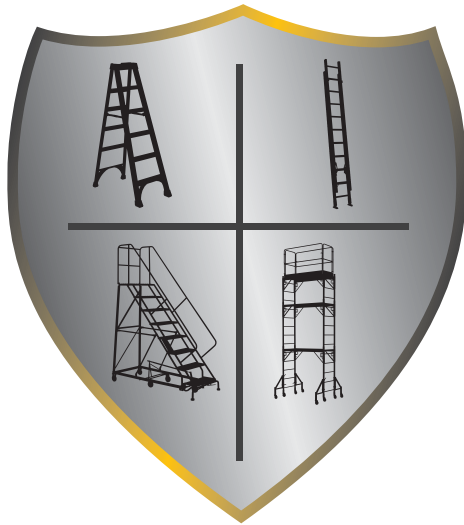


Created for an entrepreneur starting a financial consulting firm. I made a simple mark to express the idea of improving performance with a professional looking serif font.



Created for a freelance photographer who focuses mainly on weddings, I tied together elegance with a clean modern look. The "SDI" part of logo is also used as a watermark for photos.

SHELLY DAWN IMAGES



C.L.I.M.B. ACADEMY

This logo represents a series of videos and a booklet on safety when it comes to using various climbing products. The shield mark doubles as a representation of safety and academic seal. The yellow color was added to represent construction/industrial/caution tape, etc. and accented the gray perfectly.

This logo was created for a partnership between Louisville Ladder and the Susan G. Komen for the Cure foundation. The idea being you “step up” for a great cause such as the fight to cure breast cancer. This incorporated shades of pink to make it identifiable with Komen for the Cure. The ribbon is actually the “L” turned approximately 90° clockwise from what was then the Louisville Ladder logo. This logo is used on any marketing piece promoting Louisville Ladder’s exclusive pink step stool created for the partnership.



Hope • Believe • Cure™



Inspired by a local city poster campaign, I created this as a “generic” advertisement for the Louisville Ladder brand. This ad was so well-received, it was decided that this color on grayscale with vertical logo theme would be the driving force behind our future promotional marketing pieces.

FS1403HD

375 lbs. TYPE IAA
load capacity*
*Always use proper use instructions



BRUTES

- ProTop™ - versatile and durable**
- Da Boot™ Patent #7,000,731 B2**
- Inside spreader braces**
- Riveted step construction with gussets**
- Wide back braces**

LADDER SIZE	STEP SIZE	BOTTOM WIDTH	APPROX. SPREAD	APPROX. WT. (LBS)	APPROX. CUBES
3'	3"	18"	23"	11	2.0'

LOUISVILLE™
TRUSTED BY THE PROS FOR OVER 60 YEARS

FS1408HD

1-(800)-666-2811 • WWW.LOUISVILLELADDER.COM

FLYER

This is one of my favorite flyers I have ever created for Louisville Ladder. This is because the layering of imagery and logos works so well giving it a dynamic feel without cluttering necessary information.

**WIN A TRIP TO THE
SUPER BOWL**



Place an order between November 1 and December 10, 2010
of **\$5,000** or more and you could
win a trip for two
to the 2011 **SUPER BOWL**
in Dallas, TX! (includes tickets to the game, air fare, and hotel)
WWW.LOUISVILLELADDER.COM • 1-(800)-666-2811

LOUISVILLE™
LADDERS TRUSTED BY THE PROS FOR OVER 60 YEARS

The inspiration for this flyer came from the fact that I was given a small amount of verbiage and had to fill an entire page. I varied the text size based on what I wanted the eye to initially be drawn to. I then dropped the text out of white boxes to give the flyer more depth. This theme was carried out to the next flyer as well to maintain a consistent theme.



STAFDA REWARDS

Place an order @ STAFDA between November 7 and 12, 2010
and it could be a REWARDing experience!



REWARD BREAKDOWN

*Orders must be placed during the STAFDA Show, November 7-12th, 2010. This offer is for any type of ladder / material. Multiple orders cannot be combined. Actual reward models / colors may vary. **Your choice of ONE REWARD per price level ONLY!

\$ ORDER*	REWARD EARNED (CHOOSE** ONE OF THE FOLLOWING)
\$12,500	\$450 Best Buy Gift Card Apple iPad with Wi-Fi - 16GB
\$8,000	\$300 Best Buy Gift Card Sony Playstation 3
\$5,000	\$150 Best Buy Gift Card Kindle Wi-Fi + Amazon Book Card
\$3,500	\$100 Best Buy Gift Card Apple iPod Nano 8GB MP3 Player (6th generation - latest model)

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LOUISVILLE™
LADDERS TRUSTED BY THE PROS FOR OVER 60 YEARS

FLYER

This along with the previous flyer were both created for the Specialty Tools & Fasteners Distributors Association show. It is the biggest annual industrial show Louisville Ladder attends. Therefore to get existing customers as well as potential new ones excited about Louisville Ladder, they reveal some excellent giveaways and special deals on orders.

WWW.LOUISVILLELADDER.COM

1-(800)-666-2811

LOUISVILLE[™]
TRUSTED BY THE PROS FOR OVER 60 YEARS

This ad was created as a general promotion meaning no specific product was being promoted. This “let the images do the talking” theme worked quite well. The color product on an otherwise grayscale image is a great way to highlight them without cluttering the ad with other elements.

PRO TOP

ProTop™ (prō tǎp) | noun
Multifunctional top for extension ladders and stepladders designed to make the work easier for electrical, utility, heavy construction and residential jobs.

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LADDERS TRUSTED BY THE PROS FOR OVER 60 YEARS

These are a part of a series of 5 different sized ads promoting Louisville Ladder's ProTop™ which is a ladder top designed to make jobs easier by providing slots for various tools and hardware. I thought of this "dictionary style" ad as a creative way to convey what the ProTop™ is as opposed to a bulleted list. The torn page effect added another visual dimension to the ad. I also thought it was a subtle way to suggest that this is not a temporary product or experiment as if the word ProTop™ itself already has a permanent place in the dictionary.

THANKS!

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ARON WILLENBRINK
WW
GRAPHIC DESIGN