

Treat

NAIL LOUNGE



2118 Central Street
Evanston, IL 60201
847.866.1305

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Hands & Feet

A **Treat** Hands & Feet services include:

- Soak • Clean • Trim • Exfoliate•
- Masque • Moisturize • Polish•

We offer three baths for you to soak in:

- Flower Petals • Sliced Cucumber • Lemon & Lime

Simple **Treats**

Soak your Hands/Feet in essential oils and your choice of bath. We exfoliate with an organic scrub and wrap in a natural mask. Finishing with a relaxing massage using organic creams.

Hands	\$15
Feet.....	\$35

Signature Treats

In addition to our standard baths, add a luxurious element:

- Warm Milk • Green Tea•

We then follow up with a warm paraffin treatment to nourish and condition.

Hands	\$25
Feet.....	\$45

Treat Princesses

Perfect for anyone 12 and under.

Hands	\$10
Feet.....	\$18

Extra **Treats**

Polish Change	\$10
French Manicure or Pedicure, add	\$5

Waxing

Waxing **Treatments**

Eyebrows	\$12
Lip	\$8
Chin	\$10
Full Leg	\$45
Half Leg	\$30
Full Arm	\$35
Half Arm	\$25
Bikini	\$25
Brazilian * <i>Partial</i>	\$35
Brazilian * <i>Full</i>	\$45
Full Back	\$75
Half Back.....	\$45

A decorative arch of red dots frames the text. It consists of three concentric dotted lines forming a semi-circle that opens at the bottom.

HOURS

Monday - Friday
9am - 7pm

Saturday
9am - 6pm

Sunday
Closed

A Gift For You

A Gift to _____

From _____

Treat
NAIL LOUNGE

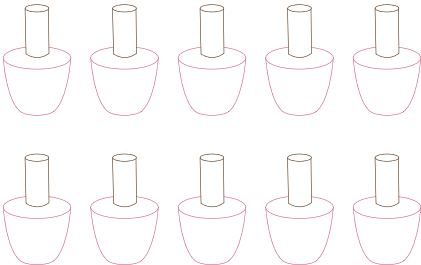
\$ _____

2118 Central Street • Evanston, IL 60201 • 847.866.1305

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NAIL LOUNGE

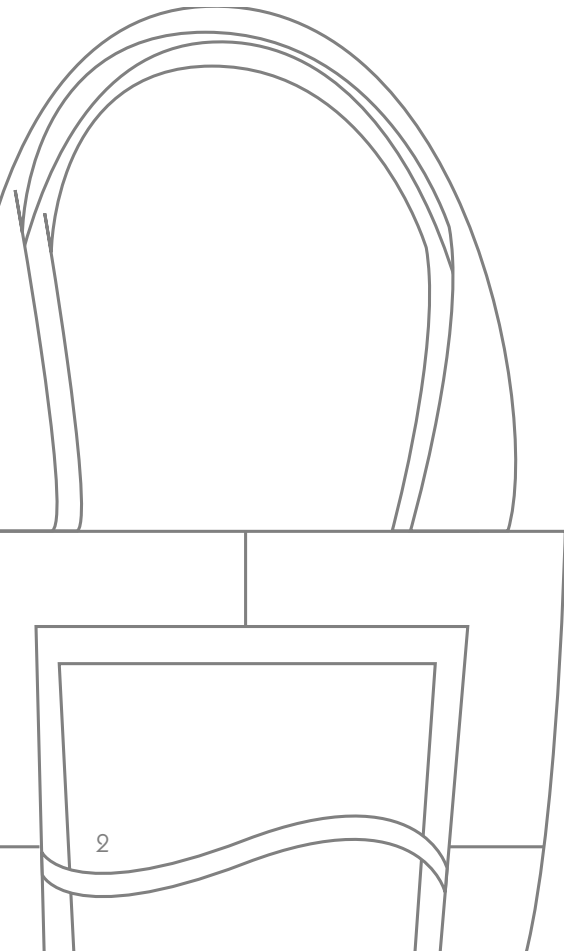
Purchase 10
services, let
us **Treat** you
to a free
manicure



Our Brand Position

- It is an extension of my individuality.
- Drea Designs is committed to delivering the best product I want to the fullest of my satisfaction.
- I have confidence that my bag will be unique and durable.

Together, these concepts establish the spirit of our brand- that dynamic meaningful presence that customers will come to know and expect.



Key Words

Stylish

A Drea Designs product will always carry a classic and contemporary design. All products will be made in a fashion forward practicality. Our products are made to be contemporary as well as stand the test of time.

Original

Drea Designs strives to be an innovator in our field. We are constantly looking at what is on the market and strive to go beyond

Quality

Drea Designs delivers a quality product that will always lives up to it's description and then some.

Dependable

Although our focus is on a quality product, dependability is also a key factor, especially to customers buying in bulk. We at Drea Design value the customer and all their needs, including time restraints or other elements. We want our customers to always feel that they can discuss with us any issue that may come up, and know that we will do our best to honor it.

Stylish

Original

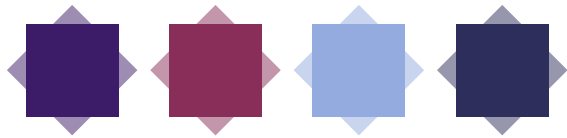
Quality

Dependable

Logotype



Color



Typography



Imagery



Key Elements

These key elements are the basis for creating a strong identity for Drea Design communications. They serve as a first impression that is memorable and recognizable over time.

There are aspects of these elements that are controlled but it is important to note that there are also situations that will require flexible interpretation. Detailed explanations regarding the use and application of each element are found on the following pages.

Logotype

Our logotype is a valuable and highly visible asset. It is essential that it be preserved and protected. Do not try to recreate the logotype yourself. There is no need to redraw it or change it in any way, the spacing and position of elements in the logotype are fixed and may not be modified for any reason. Simply use the electronic or hard-copy artwork provided by Mayra Media. If you need any electronic files please E-mail.

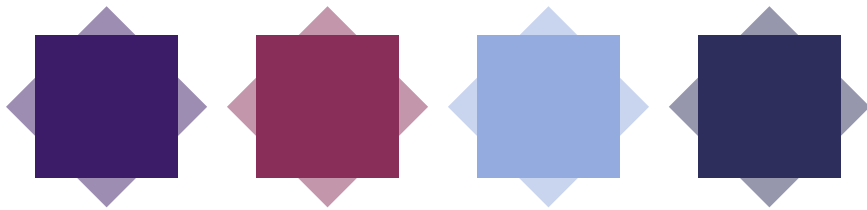
Never associate a tag line of a department, or product name with the Drea Design.

Logotype Color and Positioning will always be used together as shown. Any special requests to use the logotype alone must be approved.



Color Palette

The color palette is a guide to keeping a “Drea Design look”, when using spot colors. Four color process inks may be used for images along with spot colors. The basic concept is to use fashion colors, or denim related colors for the stylish look and feel of the brand. The full color images produced in CMYK are a reflection of the modern attitude.



PMS 2695M

PMS 229M

PMS 543M

PMS 2767M

Typography

There are 2 type families used in the Drea Design communication pieces: Kabel and Centaur. Kabel is used primarily in print pieces such as brochures, annual reports, etc.. Centaur will be used for packaging. The examples below use the recommended type fonts and serve as a guide for print, packaging and web use.

Kabel

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Centaur

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Stationary

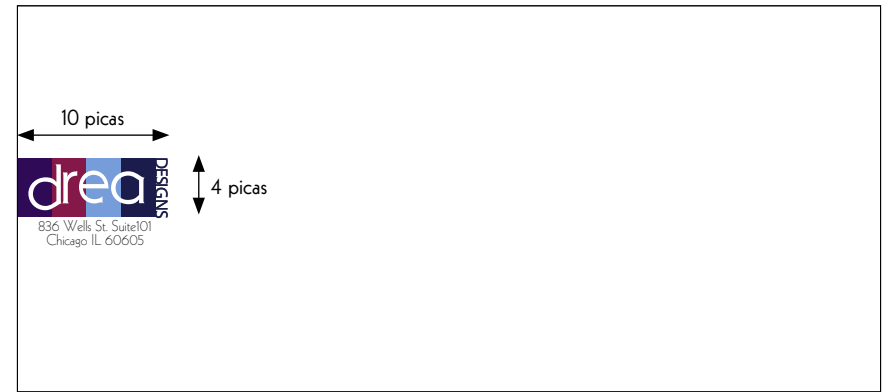
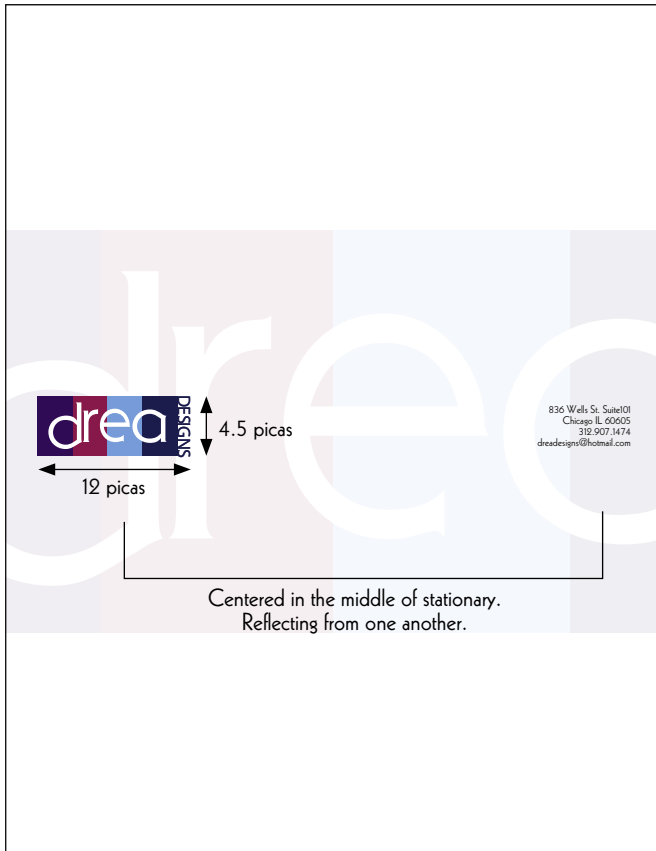
Follow the guidelines shown below for final production of the letter head, envelope and business cards. Address and information copy will be set all caps in the fonts and sizes specified below.

Centered



The logo should be .875" from the left edge and in the middle from top to bottom. The copy should be .875" from the right edge, as well as centered with the logo.

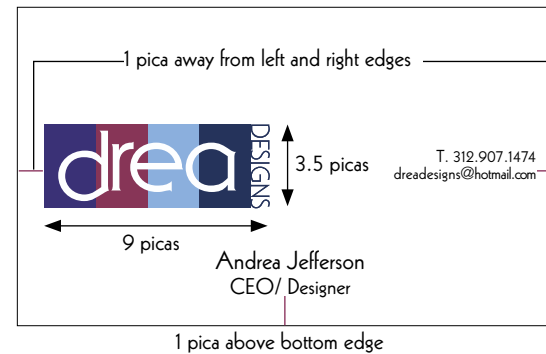
Kabel should be used in 10 pt. All copy should be centered with the logo.



Envelope

The logo should be flushed to the left edge and in the middle from top to bottom. The copy should be right underneath the logo.

Kabel should be used in 12 pt. All copy should be centered.



Business Card

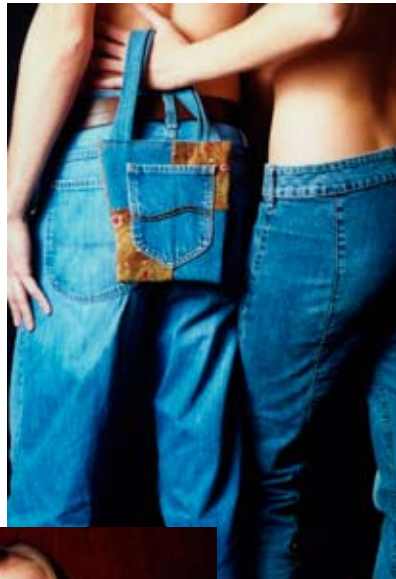
The logo should be 1/8" from the left edge and in the middle from top to bottom. The copy should be 1/8" from the right edge, as well as centered with the logo.

Kabel should be used in 8 pt. All copy should be centered with the logo. With the name of employee in 11 pt and job title in 10 pt.

Imagery

Images can be a powerful identity tool. Using the right images helps Drea Design express its unique personality and positioning. Fashion images reflect the spirit of the brand position. Images should always be created with the key words listed on page 4 in mind.

Chose photographs that are best suited to the market segment. Make sure the selected images uniquely represent the products being offered. They should be strait forward and original in subject matter, cropping, and graphic technique.



Shopping Bag

In order to keep a strong visual presence, we need to make sure to keep continuity in every aspect. Including when the clients purchase our products, we need to use that aspect as free advertisement by making a visual impact. Translucent plastic should be used.



Brochure

In our print media we need to keep this visual continuity. Especially when there is no representative or product and the brochure must serve as the first impression. It is important for us to integrate good design with good imagery for people who will not see the product first.



Order Forms

It is important that we continue to use continuity throughout every piece used to promote and accelerate us. We need to send a clear message

that we are one company with a united brand. We are able to do this with our order forms that the clients use to purchase multiple bags.

206 W. Hill Suite #6
Chicago IL 60610
312.907.1474
dreadesigns@hotmail.com

Date _____	Invoice # _____
Name _____	
Address _____	
Shipping Yes No Charge\$ _____	
Phone Number _____	
E-mail _____	
Item _____	Charge\$ _____
Description _____	
Specifications _____	
Need By _____	
Total Amount _____	
Paid _____	



BEAVERS REAL ESTATE MANAGEMENT



Jennifer E. Harris

JENNIFER HARRIS INTERIORS

Designer • Principle

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1500 Asbury Avenue, Evanston, IL 60201

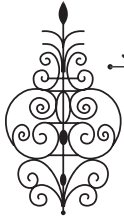
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www.JenniferHarrisInteriors.com



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CREATIVE SOLUTIONS FOR YOUR HOME



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