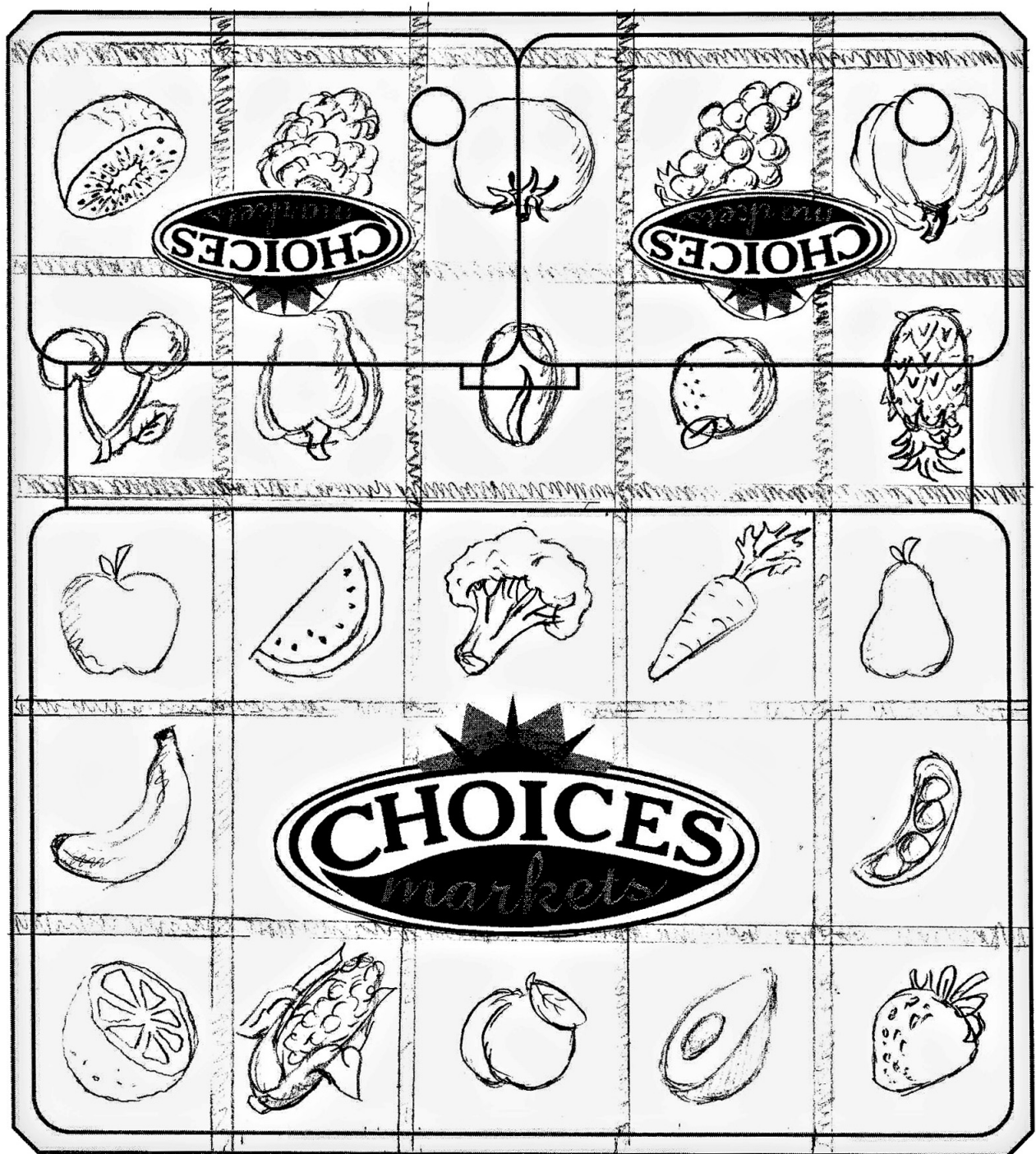


## THIS DESIGN

- Clean, simple, organized
- A fresh selection of fruit and vegetables evenly spread across a picnic blanket
- Showcases the various fresh produce items available at Choices Markets
- Checkered background represents a picnic blanket pattern. Each square contains a single item, giving the design an even, balanced feel
- CMYK design - Two tone blanket to contrast the vibrant items in foreground
- Full-colour Choices logo and "Preferred Customer Card" text front and centre, symmetrically positioned.
- Design theme continues onto keytags seamlessly.

## ENHANCE IT

- Add a texture to give the blanket a warm and fuzzy feeling.
- Add fruit-scented scratch-and-sniff!



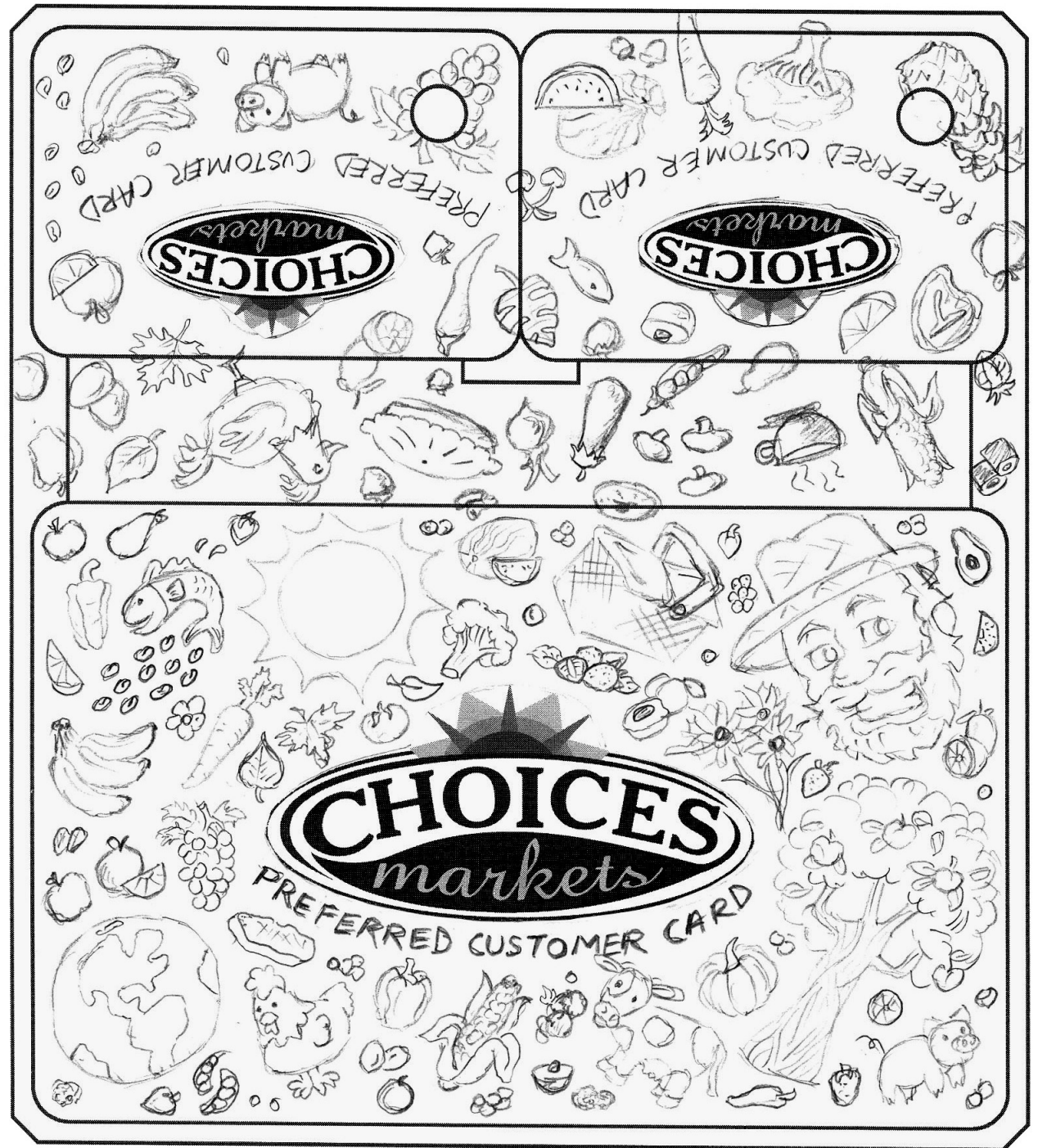


**THIS DESIGN**

- Dramatic, fun, colourful
- Engaging mosaic bringing the Choices Markets experience to life
- Multi-product design combines a variety of fresh food items with local and organic motifs
- Interactive, social images make this an "experience" piece
- CMYK design - single tone background to contrast with the vibrantly-coloured collage items
- Full-colour Choices logo front and centre with the "Preferred Customer Card" text beneath
- Design theme continues onto keytags seamlessly

**ENHANCE IT**

- Add raised UV gloss to icons for textural interest





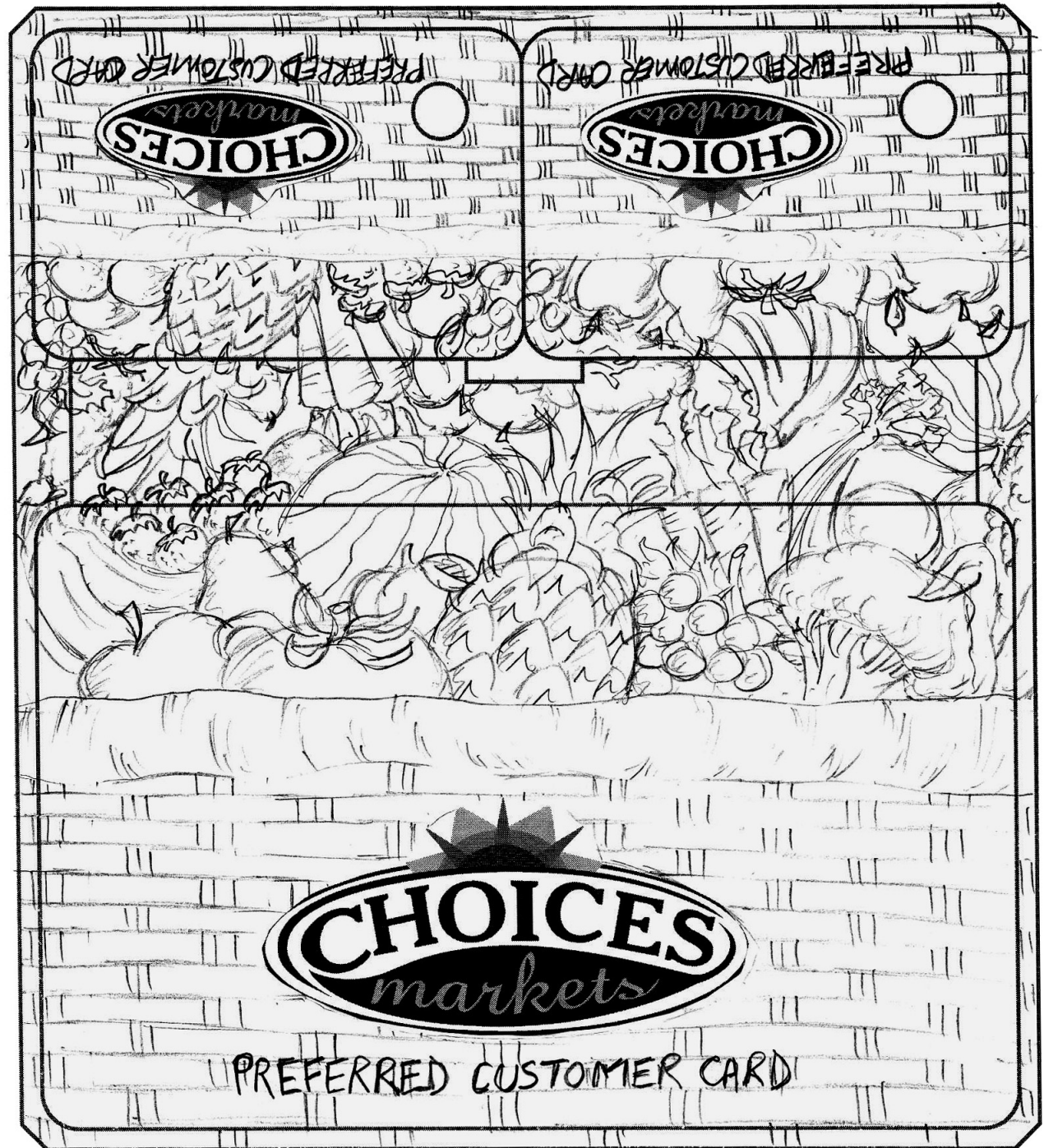


## THIS DESIGN

- Fresh, relevant, warm
- A fresh selection of fruits and vegetables available at Choices Markets fill up a traditional picnic basket
- Inspires warm feeling and sense of togetherness that comes with having a picnic
- Showcases variety of items available at Choices Markets
- CMYK design - the simple tones of the basket contrast with the vibrancy of the fresh fruit and vegetables
- Choices logo and "Preferred Customer Card" text prominently placed on front of the picnic basket
- Card and keytags merged in a single, unbroken graphic design

## ENHANCE IT

- Add a post-laminated texture to give the picnic basket weave a tactile feel
- Raised post-laminated treatment on Choices logo for an engraved feel



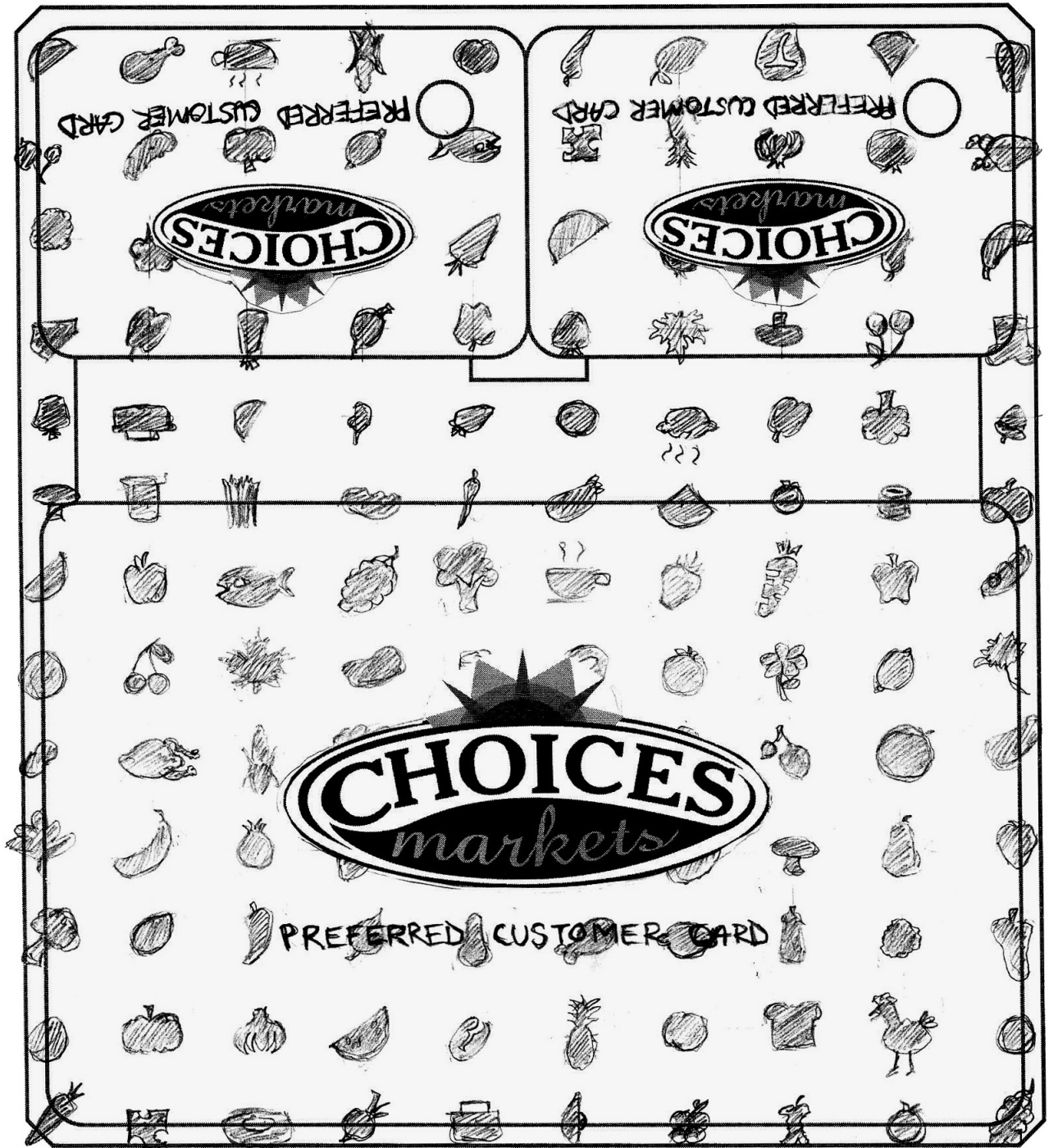


**THIS DESIGN**

- *Classy, uncluttered, modern*
- *Background pattern of simple silhouettes of fresh market items*
- *Showcases the wide variety of items available at Choices Markets*
- *Two colour options: Spot colour with silhouettes in a screened, tone-on-tone design or CMYK design with silhouettes in bright, representative colours*
- *Features either single-colour or reversed-out white version of Choices logo*
- *Design theme continues onto keytags seamlessly.*

**ENHANCE IT**

- *Give the card a matte finish with a gloss spot varnish over silhouettes for a clean, upscale design*



## THIS DESIGN

- Simple, seasonal, outdoorsy
- Utilizes 'leaves' theme from outdoor ads for brand consistency
- Gives the fresh and comforting feel of many Canadians' favourite season
- CMYK design - Same colour palette as outdoor ads
- Solid area features full-colour Choices logo and text on a solid field.
- Design theme replicated onto keytags.

## ENHANCE IT

- Add a spot varnish to the leaves or print some leaves in metallic gold for added richness
- This design would work well on a pearlescent background

