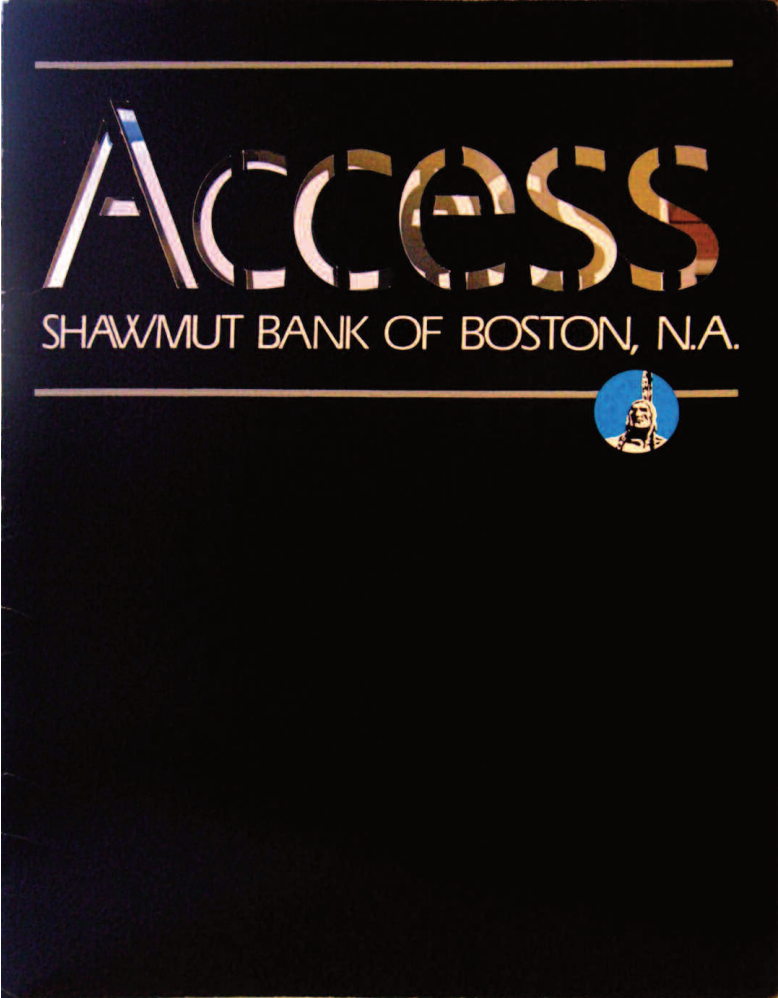


GENERAL PURPOSE PROMOTIONAL BROCHURE



Shawmut Bank of Boston commissioned a general purpose brochure for handing out to potential clients at their various branch offices and also for mailings. The

large quantity required determined that it would be printed as a 3-color job and also include an interesting die cut application.



## GENERAL PURPOSE PROMOTIONAL BROCHURE



Because of the restrictions imposed by the budget the need for black & white photography soon became a simple solution, plus the use of their ubiquitous Indian head logo was also a necessity.



# GENERAL PURPOSE PROMOTIONAL BROCHURE

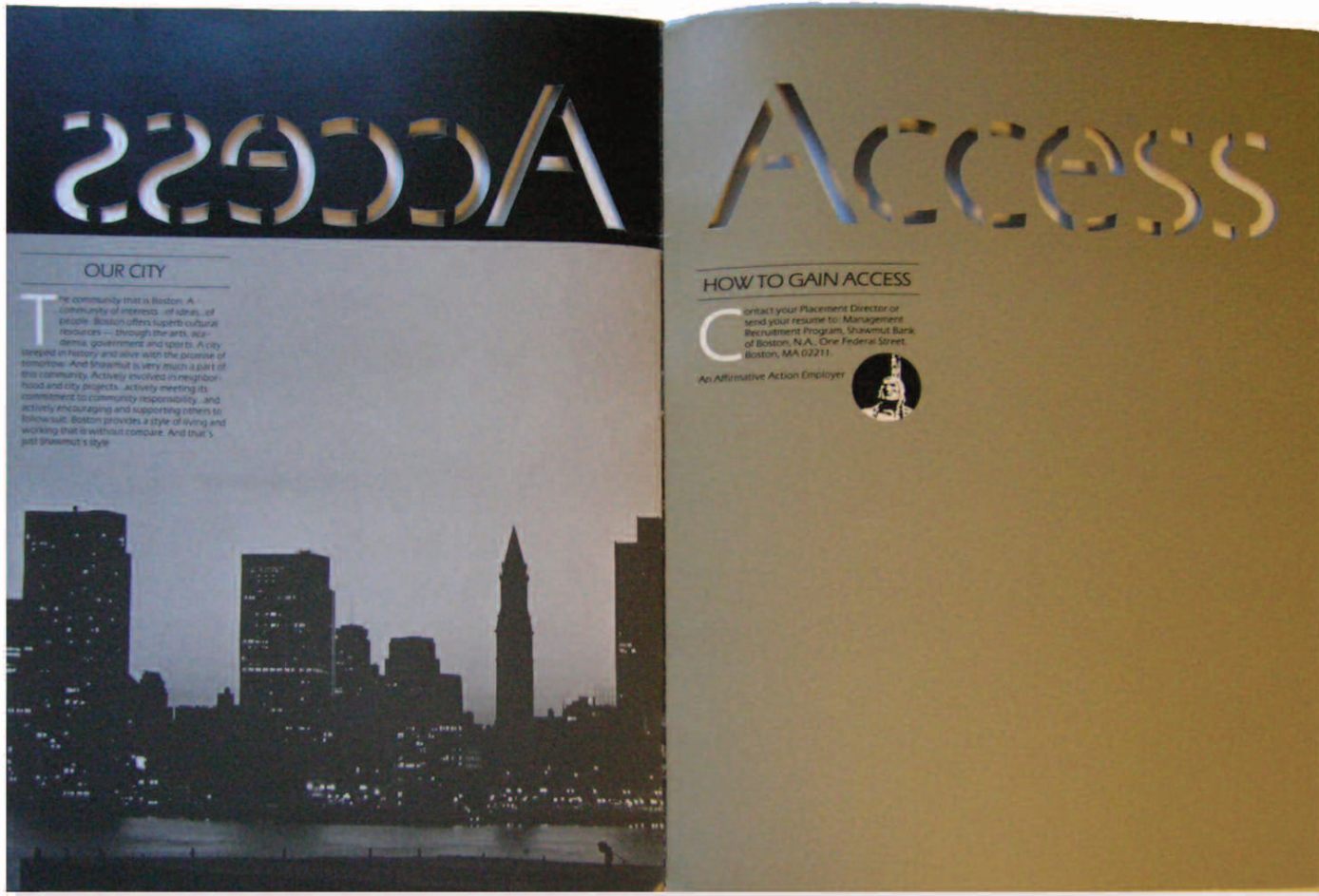


The photography was shot at the Boston headquarters of the Shawmut Bank of Boston which lent itself well to wide shots and interesting cropping of the photography.





# GENERAL PURPOSE PROMOTIONAL BROCHURE



What is essentially a very simple design for the Shawmut Bank of Boston resulted in a very elegant brochure.

