

## Plymouth on First Hill: Private Opening Invitation

### Design Notes:

This project should have a formal feel, but not necessarily “exclusive.”

### Invitation:

4” x 6” postcard, printed front and back.

#### **Front:**

Image: Plymouth on First Hill Rendering

Copy: Housing with Healthcare Builds Hope

#### **Back:**

Image: Plymouth resident (Maybe one of the new photos?)

Copy:

In appreciation for your passionate support of Plymouth’s mission to end homelessness, you’re invited to a private tour and celebration of 77 new homes.

Plymouth on First Hill

Thursday, October 19, 2017

4:00 p.m. to 6:00 p.m.

710 Cherry Street, Seattle

Kindly RSVP via email to [sumeda@plymouthhousing.org](mailto:sumeda@plymouthhousing.org) by October 12, 2017

### Insert:

3” x 5” “Reminder” Card

#### **Front:**

Image: Show street layout around Plymouth on First Hill, and a callout box w/ “Plymouth on First Hill, 710 Cherry Street (corner of 7<sup>th</sup> Avenue and Cherry Street)”

Copy:

Plymouth on First Hill

Grand Opening

October 19, 2017

4:00 p.m. to 6:00 p.m.

#### **Back:**

Copy:

## Directions

### Via Public Transit:

Plymouth on First Hill is a 4-block walk from the Pioneer Square Station, which is served by Link Light Rail and multiple bus lines. In addition, routes 3 and 4 stop within a few blocks.

### From the South:

Take I-5 North to exit 164A. Keep left toward 7<sup>th</sup> Avenue, then follow the signs for James Street and merge onto 7<sup>th</sup> Avenue.

### From the North:

Take I-5 South to exit 165A toward James Street. Merge onto 6<sup>th</sup> Avenue, then turn left onto Cherry Street.

### From the East:

Follow I-90 West and merge onto I-5 North. Keep right, follow the signs for James Street and merge onto 7<sup>th</sup> Avenue.

*Street parking is available, as is paid parking at the lot underneath I-5.*

## Exterior Envelope:

Let's pick an envelope color that's compatible with the postcard design. Maybe something dark / royal blue?

### Copy:

A Cordial Invitation...