

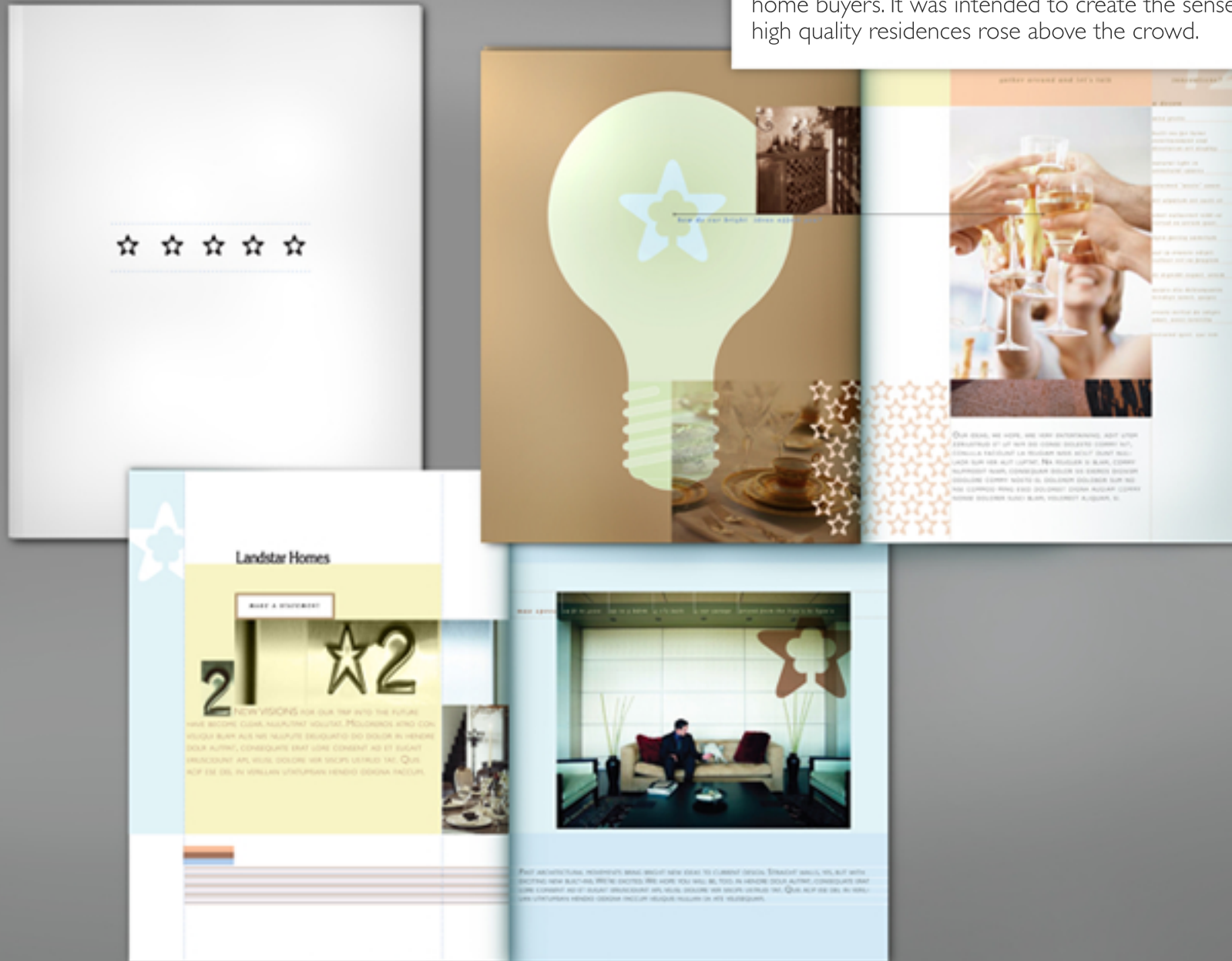


I've worked at small agencies and big ones. I approach big projects or small with the same zeal. Please take a few minutes and look at these pages. My web address is: chrishooverdesign.com. If you think I can help, give me a call.

972.955.7622



LANDSTAR HOMES | This large format consumer brochure was used as a sales tool in model homes and mailed to potential home buyers. It was intended to create the sense that Landstar's high quality residences rose above the crowd.





LANDSTAR HOMES | The idea behind this series of magazine ads was that people enjoy their home so much that they might skip going out.

being in has its' advantages

DANCE UNDER THE STARS
TICKET GOOD ONE NIGHT ONLY
RESERVED TABLE
DAL/TR
7:00
11:00
-PM.
Adult one person per ticket. Table reservations required. Limited refund available prior to event date. Must be 21 or over to attend.
Adult one person per ticket. Limited refund available prior to event date. Must be 21 or over to attend.

Landstar Homes

Cobblestone Trail Richardson \$180s to \$300s 972.783.7027	Tails of West Ficus Frisco \$180s to \$300s 972.335.2114	Castle Hills Lewisville \$290s to \$370s 972.899.4800	Chapel Hill Highland Village 972.907.1226	Bridewood Flower Mound \$250s to \$350s 972.355.4945	Custer Hill Estates Allen \$150s to \$190s 972.396.8056	Baker's Branch Flower Mound \$220s to \$300s 214.728.9020	Westington Flower Mound 972.907.1226	The Preserves Corinth 972.907.1226	Saddlebrook Richardson 972.907.1226
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LANDSTAR HOMES | The idea behind this series of magazine ads was that people enjoy their home so much that they might skip going out.



Landstar Homes

Chattanooga Richardson \$190k to \$200k 972.760.7127	Doyle of West Peters \$190k to \$220k 972.332.2714	Greenville Lambert \$200k to \$275k 972.488.4880	Highland Hightower Village \$175 to \$125k 972.867.1226	Midwest Power Mount \$175k to \$200k 972.388.4848	North Hill Estates \$175k to \$190k 972.388.8228	South Hill Estates \$200k to \$250k 214.728.8828	Wilmington Power Mount \$175 to \$125k 972.867.1226	Wynnton Power Mount \$175 to \$125k 972.867.1226	York Richardson \$175 to \$125k 972.867.1226
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LANDSTAR HOMES | The website was redesigned to match their new campaign. I built this all flash site.

Landstar Homes

MAKE A STATEMENT



dallas home



homes communities home search townhomes

design studio

LMX mortgage

customer service

Landstar brought their heritage of excellence to Texas in 1994, when they opened their first community in the Dallas metroplex. Since then they have consistently ranked in the Top 25 Builders locally, The Top 10 for Customer Satisfaction locally, and were named Builder of the Year in 2000 by the Greater Dallas Homebuilders Association.





ARBY'S | The Art Director gave me the freedom to illustrate this on-line Honky Tonk for Arby's however I wanted to. Pencil sketches were presented to the client to save time and then the bar, bull, stage, and prize room interactive elements were created.





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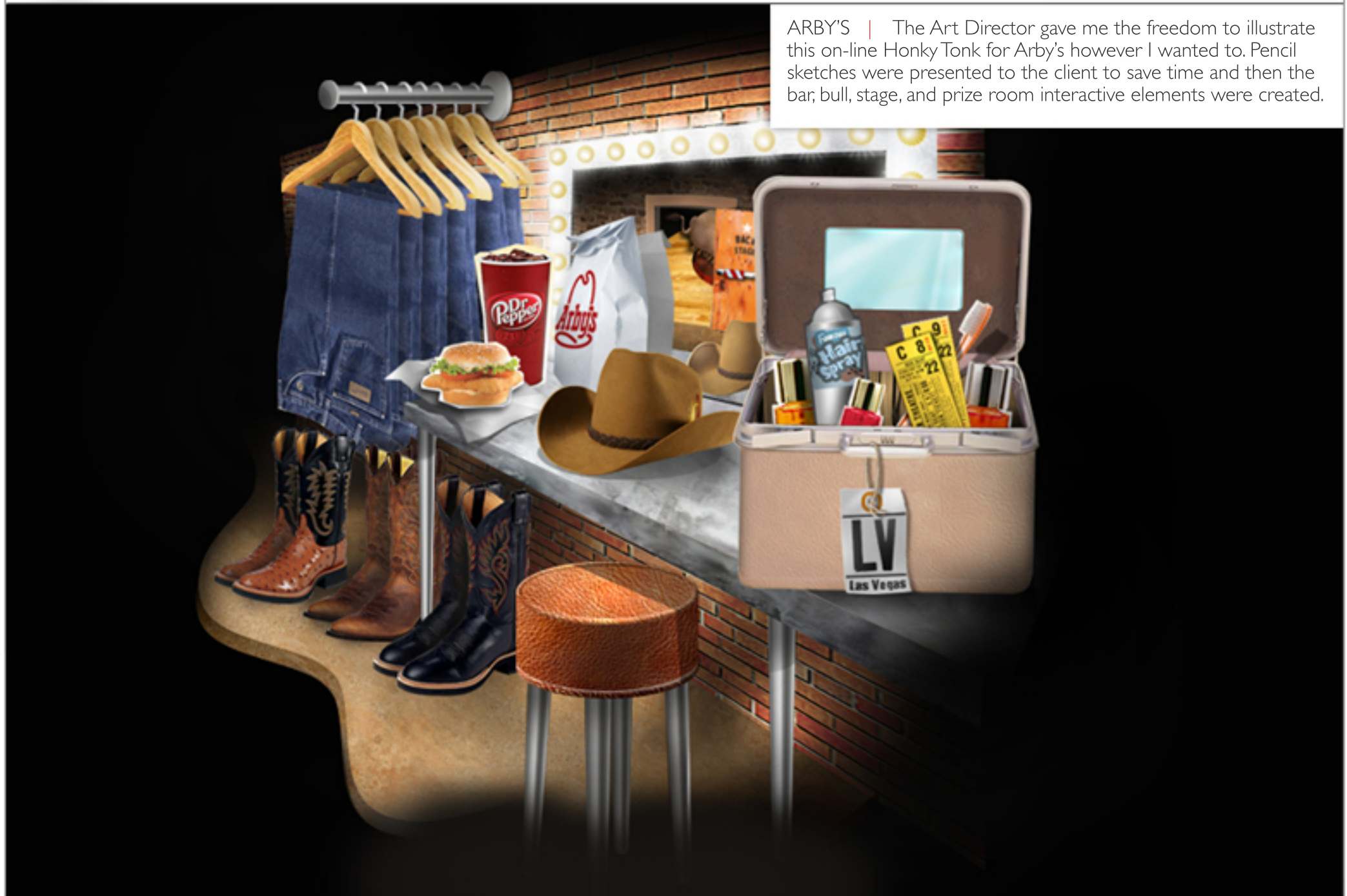


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THE RANCH AT DOVETREE | Sepia tone images were provided by the client and the logo had been recently designed. As long as certain navigation guidelines were followed I was given free reign to design this website.



PROGRAM OVERVIEW

SERVICES

TAKE A TOUR

SELF ASSESSMENT

ADMISSION

CONTACT US

PROGRAM OVERVIEW



CALL US TODAY
806.746.6777

CHANGING
THE FACE OF
RECOVERY



Our mission is to provide a comprehensive continuum of chemical dependency treatment services in a nurturing, supportive environment that facilitates the healing process for chemically dependent people and their families by addressing their physical, psychological, emotional and spiritual needs.



If you suspect that you, your child, a significant other, or loved one has an addiction problem, please view the [Warning Signs](#). If you or a loved one needs help, [contact us](#) today. Dove Tree Ranch is here for you – we offer a complete range of treatment services at competitive rates. Our staff will assist in all arrangements for [admission](#).



1406 County Road 5800
Lubbock, TX 79403
Tel: (806) 746-6777
Fax: (806) 746-6770
Email: staff@dovetree ranch.com

 [Request Brochure & Warning Signs](#)

 [Tell a Friend About this Site](#)



HEADSTART DRUMCAMP | Logo, stationery and t-shirt graphics for a high school summer drum camp offered in Austin, Texas. The flaming hand logo was also stencilled on drumheads.





ad giants

SOLUTIONS PRODUCTS RESOURCES ABOUT

ADGIANTS | This introductory flash video (central image) was designed to add more interest and intended to educate viewers visiting adgiants newly designed website.

ASK A GIANT
You select the questions, we'll provide the answers.

LIVECHAT
Sorry. Live Chat is currently unavailable.

SCHEDULE JUNE >

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

WEBINAR TRAINING ARCHIVE



ONE SYSTEM

For marketing brand management. The ONE System helps you easily organize, manage, and distribute pre-approved, customized marketing materials to every level of your organization.

FIND OUT MORE

SILO

For file management. Use SILO as a repository for storing and sharing formatted files.

FIND OUT MORE

INTERACTIVEDEMO

Want to take a peek? For a brief demonstration of the ONE System, including a look at its user-friendly graphic design and the variety of tasks it can perform, simply click here.

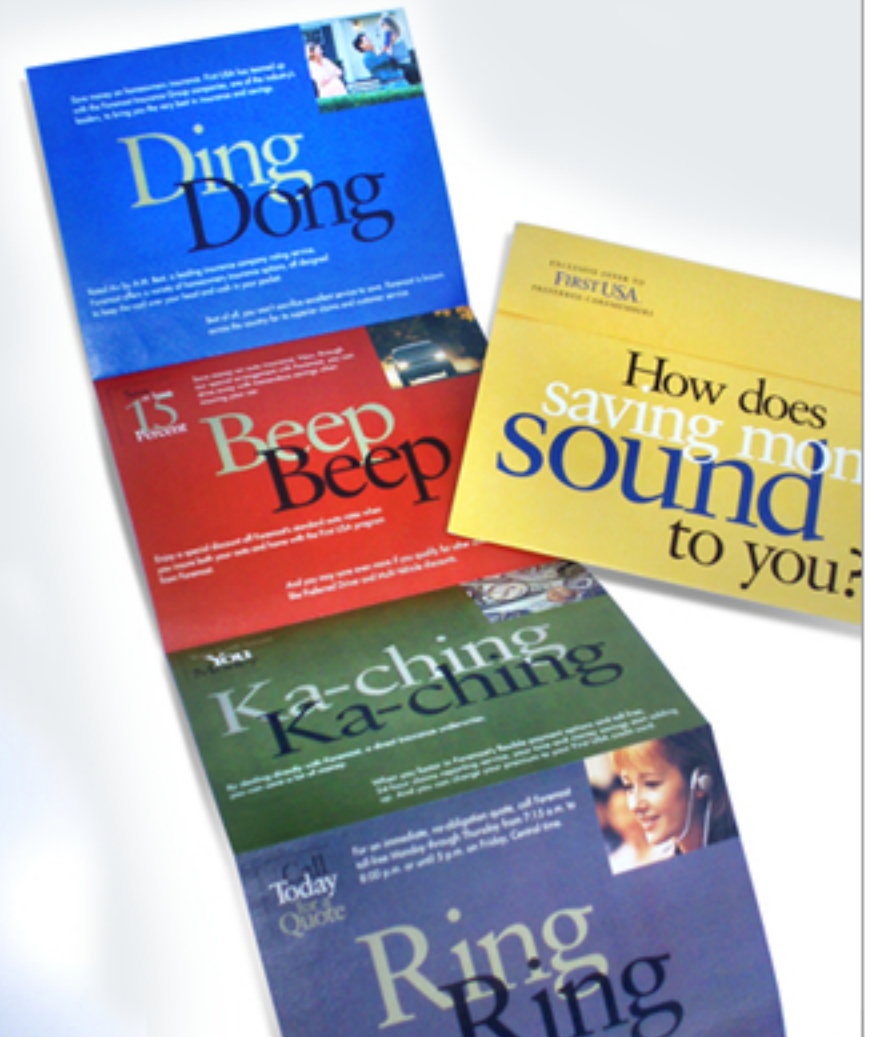


chrisshooverdesign

portfolio



DIRECT MAIL | Credit cards, home equity loans, grand openings, seasonal promotions are some of the categories of direct to consumer mail projects I've designed.



CENTEX INTRANET | Here are three of the six posters I designed to create interest in TeamCentex, Centex Corporation's internal employee website. The images were metaphors for the type of info available on the site.





chris Hoover design

portfolio

CENTEX VOLUNTEERS | Centex has many philanthropic efforts and I was asked to design this logo as a way to identify volunteers as they donated their time.





MOUNTAIN DEW / TACO BELL | Working closely with the Art Director, I made pencil sketches of El Presidente's office and elevator that was the entry to this officescape. Then I built the psd below. There was a screening and prize room, also.

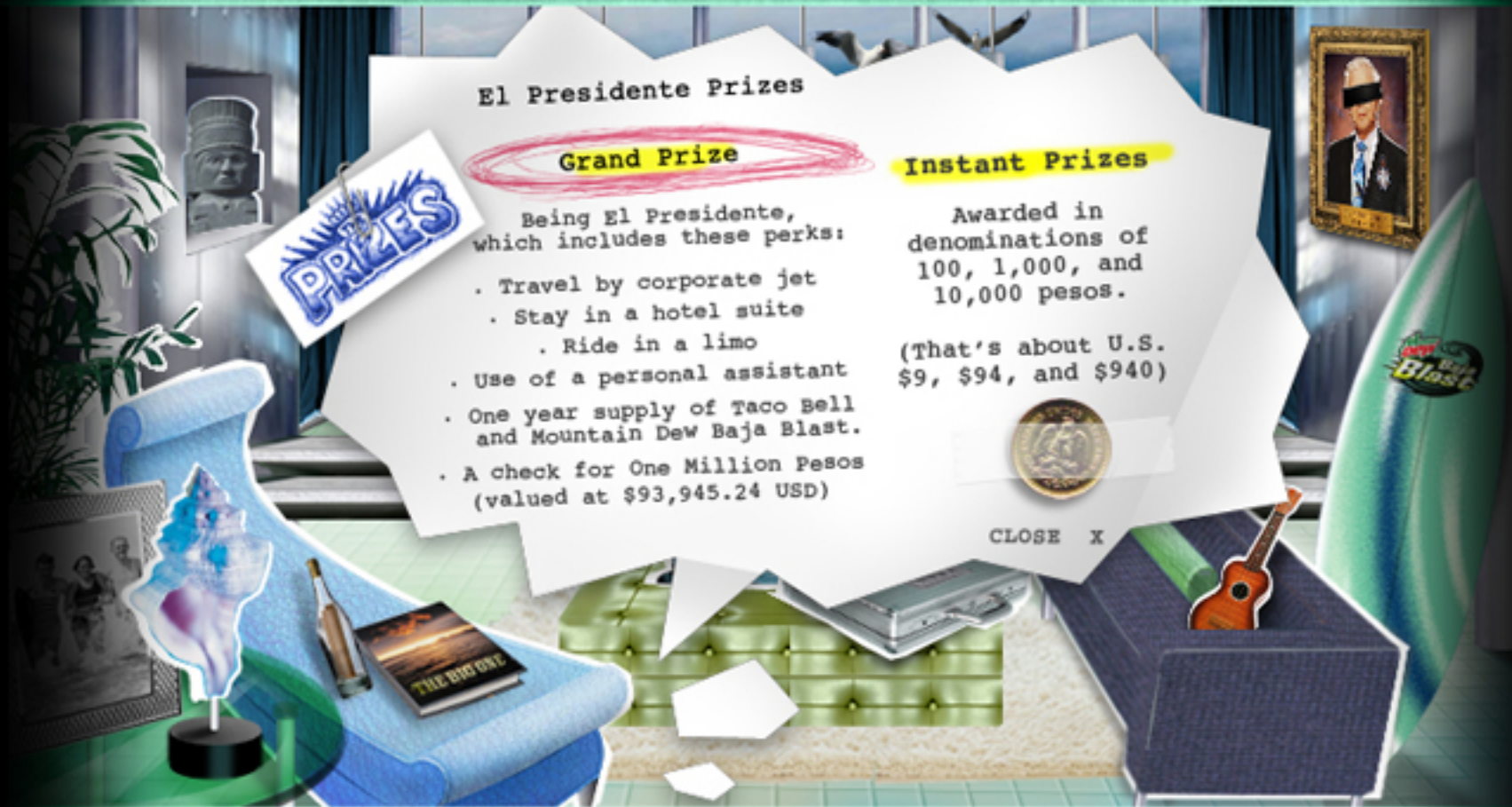


BUILD YOUR OWN WAVE WATCH SURFIN' 101 BE EL PREZ WHAT'S THE BLAST? FIND THE BREAK

PRIZES | RULES | FAQs



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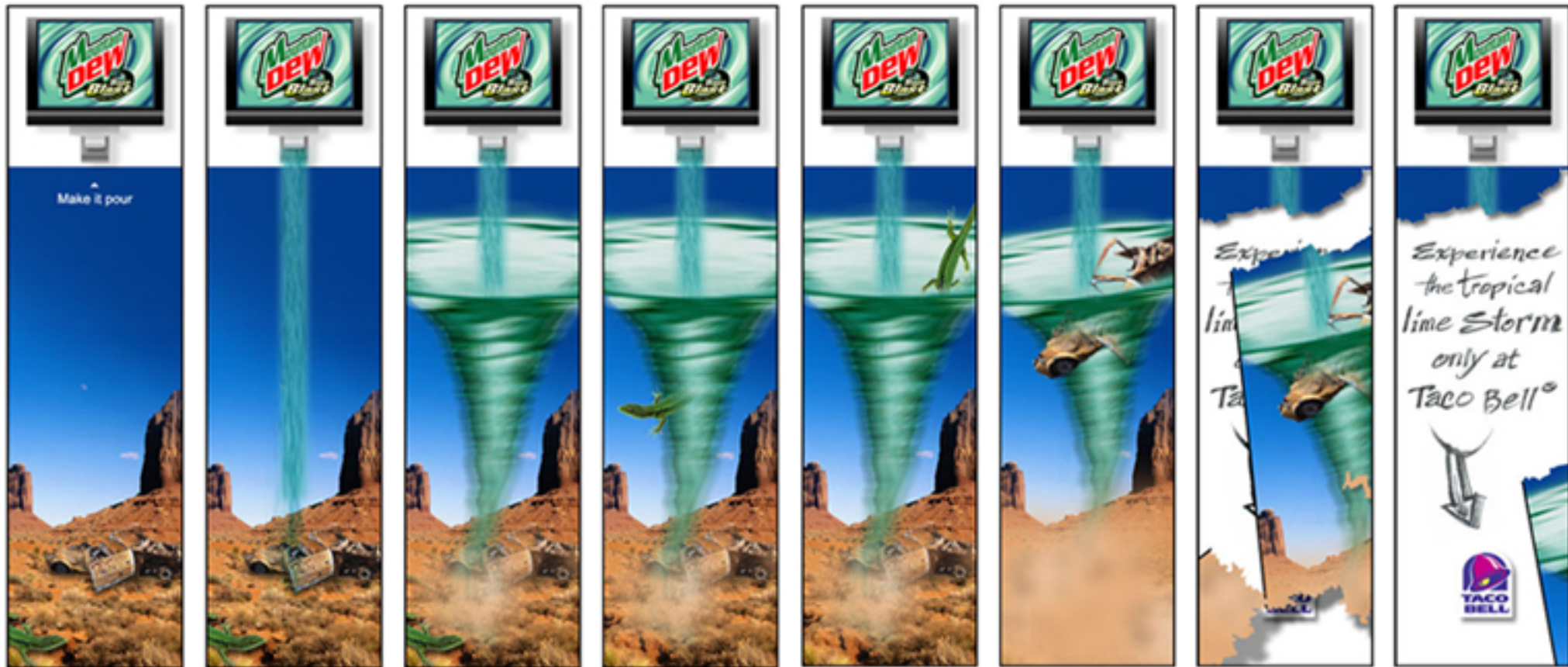


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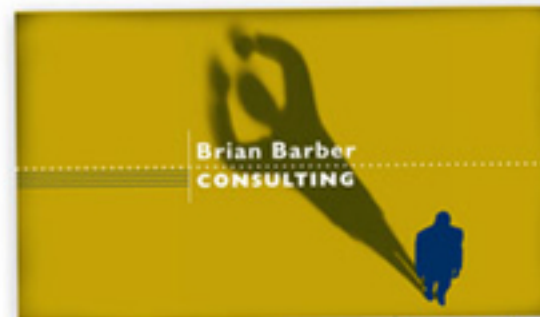


MOUNTAIN DEW / TACO BELL | Pure production work here. The Art Director told me what he wanted in an animated banner and I found photos and illustrated type etc. to give him what he was looking for.





BRIAN BARBER CONSULTING | Psychology is such an internal thing. I wanted to show an inner change for the outer person for this logo, stationery, web design package.





BRIAN BARBER CONSULTING | Psychology is such an internal thing. I wanted to show an inner change for the outer person for this logo, stationery, web design package.

**Brian Barber
SEMINARS**

- Home
- Seminars
- My History

DO YOUR EMPLOYEES HAVE THE TRAINING TO OVERCOME PROBLEMS?

Get ready to learn valuable life and business skills in an interesting and entertaining format. Imagine how powerful it would be to have your key people; customer care, sales, management, equipped to handle day-to-day problems with confidence and professional skill. No more "mole hills turned into mountains."

WHO HAVE WE HELPED? >>>

Brian Barber Seminars gives your employees the vital professional skills they need to handle tough business situations effectively.

CONTACT | OFFICE/FAX 512.371.0348 | MOBILE 512.626.6505 | barberseminars1@netzero.net

GET IN TOUCH - EMAIL

SEE BRIAN IN ACTION PLAY

As a licensed professional counselor Barber understands the complexities of human behavior and relationships. The video above was made during a recent seminar. It lasts about 60 seconds and shows the interactive training format that makes these presentations so valuable and entertaining.



VMC LANDSCAPE | This email newsletter is one of six I designed that were produced along with direct mail. I wrote headlines to fit my concept of the "Gardener". My intent was that the gardener idea create trust and confidence.



LANDSCAPE SERVICES

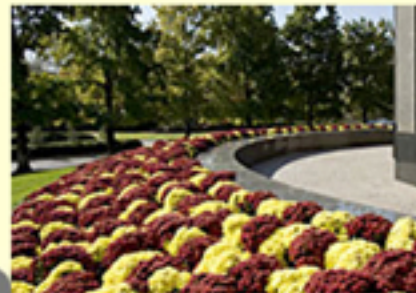
[view in browser](#)

march 07

We know Flora almost better than our own wives. Which is good for business, but no end of trouble when we get home.



At VMC we are gardeners at heart. That's why we're dedicated to producing happy, healthy plants. It's what makes us smile. As Dallas' only landscape company with 30 years of growing relationships under our belt, we know how to make your landscape experience a happy one. When you have questions about what's next, horticulture-wise, we're the go-to source. Call us with confidence.



upcoming

Blights | Bugs | Breathing
This time of year as we begin to enjoy the beauty of spring there are a few things to prepare for:



CALL VMC | 972.445.5654



LANDSCAPE SERVICES

[view in browser](#) | [unsubscribe](#)

march 07

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We have over 200 properties in the North Texas area that use our services. Each has some customized needs on their landscape list. You can contact one of our representatives for more information today!

upcoming

Blights | Bugs | Breathing
This time of year as we begin to enjoy the beauty of spring there are a few things to prepare for:

LEAF WOUNDS
Care must be taken to protect plants from common fungus and molds which appear as brown, tan and spring rains make their growth possible.

WHEEDS & BEETLES
There are good bugs then there are the bad boys of blights. We watch for these guys and carefully administer their last rights.

LAWN AERATION
You know how it is. You've become settled and a bit stale after a long cold spell. But now the fresh spring air invites you to take time to breath deeply. Grass is the same way. We help by aerating the entire lawn which promotes faster, deeper, root growth.

FOOD FOR THOUGHT | We're not a drop-and-clip shop.

Some services view lawn maintenance like a fast food restaurant: the customer places their order and then you get them through the line as fast as possible. Think of us more like a fine dining experience. We take the time to work out a perfect recipe for your palate, extend a big helping of personalized service and leave you with a satisfying final result.

Our crews are constantly being trained in new ways to nurture nature. Our foremen oversee the work and a field manager will assess the job on-site - walking and driving the property to assure that you get exactly what you ordered.

The bottom line is, we're here to serve you. So, if you're looking for a change, let us work up a menu for you that will ensure a smooth transition.

If you feel that you have received this email in error click the unsubscribe link above.



We specialize in making beds so inviting that we're a little surprised we don't find folks rolling around in them more often.



TURNING POTENTIAL INTO CURB APPEAL.

We're visionaries here at VMC Landscape Services. We can see what an average, run-of-the-mill property could be before we sow a single seed.

And now, so can you, with our computer-generated design plan. It's a great tool for you, your boss or your tenants to visualize what could be—now or five years from now—before committing to a specific landscaping plan.

Plus, we've got the customized spreadsheets, budget proposals

LONG-ITUDE



We've got it! And it's not how tall we grow the trees but how long we've been in there.



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And now, so can you, with our computer-generated design plan. It's a great tool for you, your boss or your tenants to visualize what could be—now or five years from now—before committing to a specific landscaping plan.

Plus, we've got the customized spreadsheets, budget proposals and calendar action plan to make the process of beautifying your property well beautiful.

If only everything in life was that predictable.

We've got it! And it's not how tall we grow the trees but how long we've been in these parts. And that's over 30 years.



PARK PLACE | DALLAS

CALL AND YOU'LL FIND OUT WHY.

www.vmclandscape.com

Whether big or small, VMC can care for it all. Call today and let us show you what we can do for your view.

VMC LANDSCAPE | This is one of six postcards designed for direct mail. I wrote headlines to fit my concept of the "Gardener". My intent was that the gardener idea create trust and confidence.

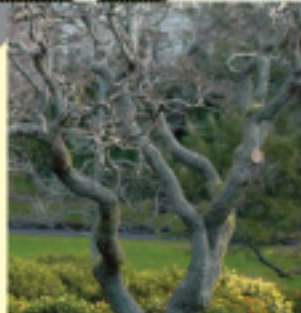


Contrary to common belief,
we gardeners do not go
dormant through the winter.



SAY HI TO RYE AND BYE TO BROWN.

Winter's chill can be a downer. Trees go bare. Flowers lose their power. And summer's lush Bermuda goes on a retreat. It's enough to make any property look downright depressing. But the cold doesn't have to freeze your lawn's luster—let the specialists at VMC Landscape Services spring some life into winter's brown ground with its Wintergreens Landscape Program.



VMC LANDSCAPE | Another in the series of postcards designed for direct mail. Each was season appropriate. This one was intended to help generate calls in the winter months by explaining why cold weather gardening is needed.



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dormant through the winter.



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In September, these innovative agriculturalists plant winter-ready Ryegrass seeds to keep properties looking lush and lively through March. Then, VMC makes the seasonal switch back to summer-lover Bermuda.

This winter, don't get left out in the cold when it comes to curb appeal. Call VMC today and get noticed.

Fight the potential dreariness of winter with rye in lush green.



Whether big or small, VMC can care for it all. Call today and let us show you what we can do for your view.



metro 972.445.5854 • 972.000.1018



ARBY'S | I designed this promotional website for a sweepstakes intended to increase interest from a younger audience than would typically stop at Arby's.

i'M THINKING MUSIC

YOU COULD WIN

A TRIP ON THE ROCKBOAT WITH COLLECTIVE SOUL

ENTER HERE

THINKING MUSIC? GOT A CODE FROM ARBY'S? THOUGHT SO. JUST CLICK ENTER AND SEE IF YOU'RE A WINNER.

(If you need a code, get to Arby's and get a thirst-quenching, specially marked 44 oz. cup of Pepsi.)

RULES PRIZES **PEPSI** **Y! MUSIC** **HOW TO PLAY CONTACT US**

I'm thinking Arby's.



AA / ROYAL CARIBBEAN | These boards were created in Illustrator from my rough pencils. When I finished the vector art, I then imported it into photoshop for use in a AA's co-op promo site.



AA / ROYAL CARIBBEAN | This page was in progress when I started working on it. The client wanted changes so I added the floral bordered text box modified the page layout, color and added the surfboards.

Prizes

Grand Prize
Six lucky winners will be hangin' ten during a 7-night Caribbean cruise for two onboard Royal Caribbean's newest ship, *Freedom of the Seas*SM. Prize includes transportation on American Airlines to the cruise departure port.

First Prize
It's bon voyage for three winners who will set sail on a 4-night Royal Caribbean cruise for two. Prize includes transportation on American Airlines to the cruise departure port.

Second Prize
Surf's up, dude! Win an AA.com customized surfboard as well as round trip airfare on American Airlines for two to your favorite US surfing destination.

<Back



CONTEMPLATIONS | Logo design for a counseling center in Austin, Texas. Birds in flight were used to form a tree representing the complex, transient ever changing process of thought.

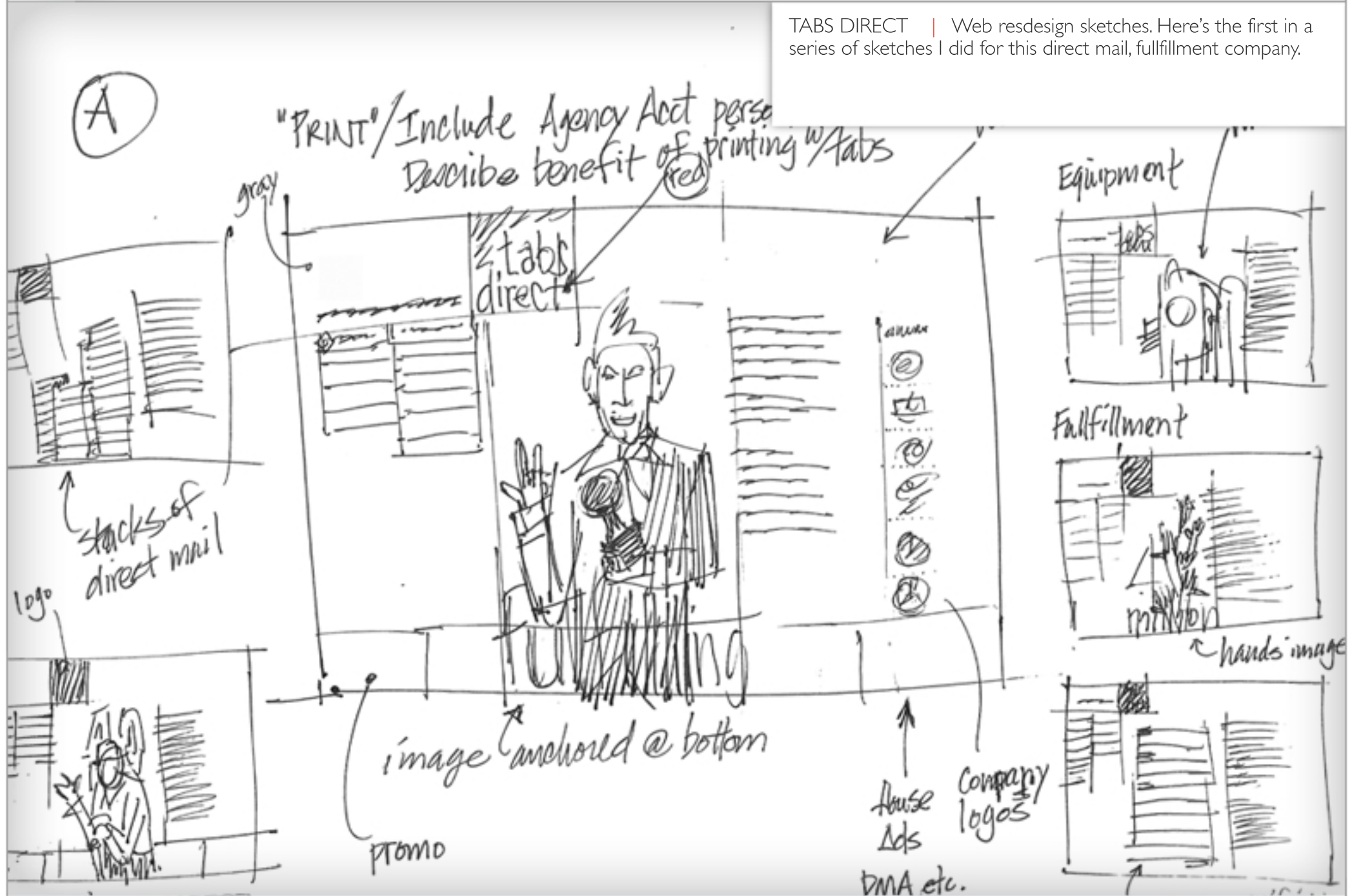


CONTEMPLATIONS

The Center for Existential Psychotherapy



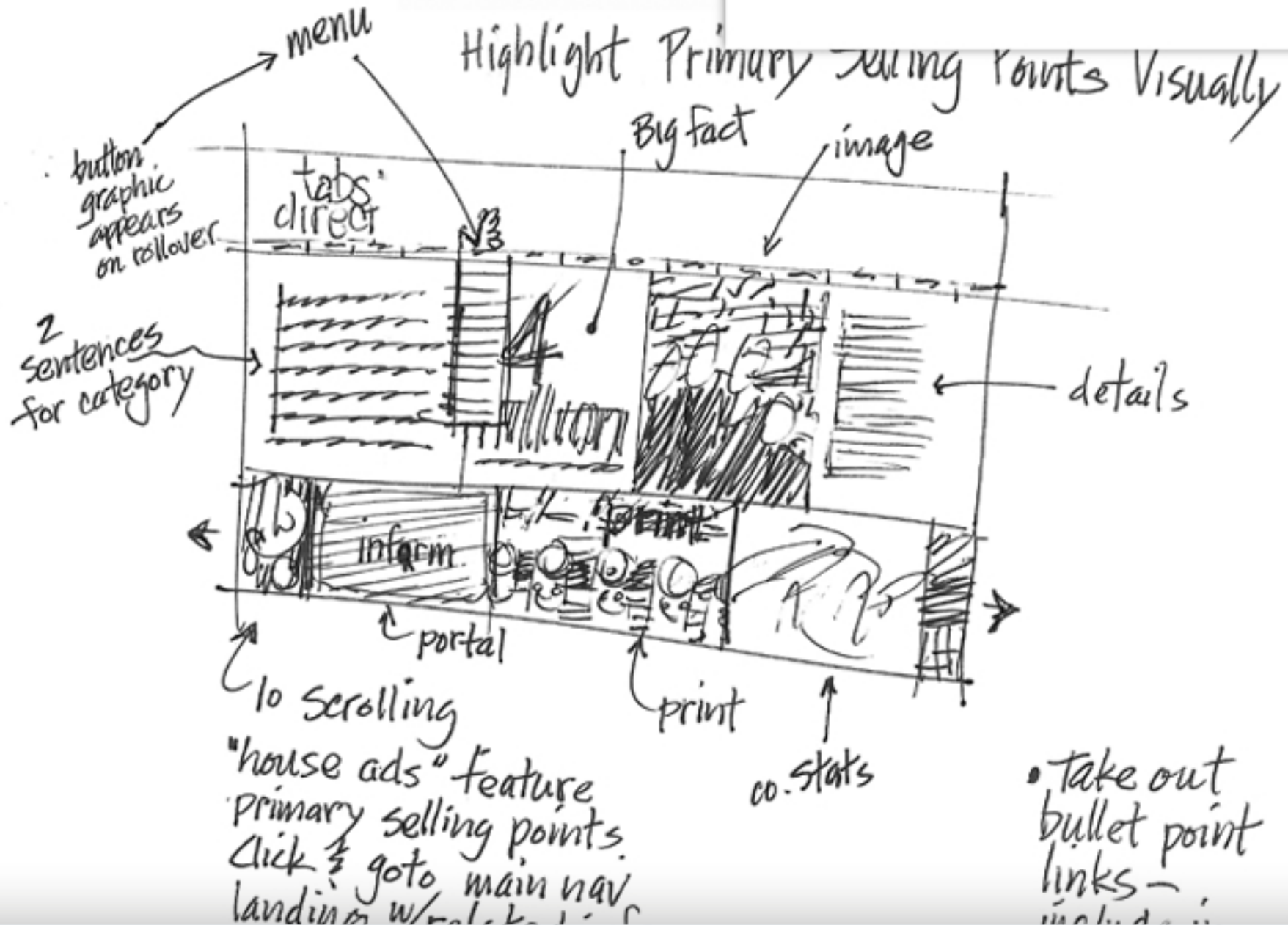
TABS DIRECT | Web redesign sketches. Here's the first in a series of sketches I did for this direct mail, fulfillment company.





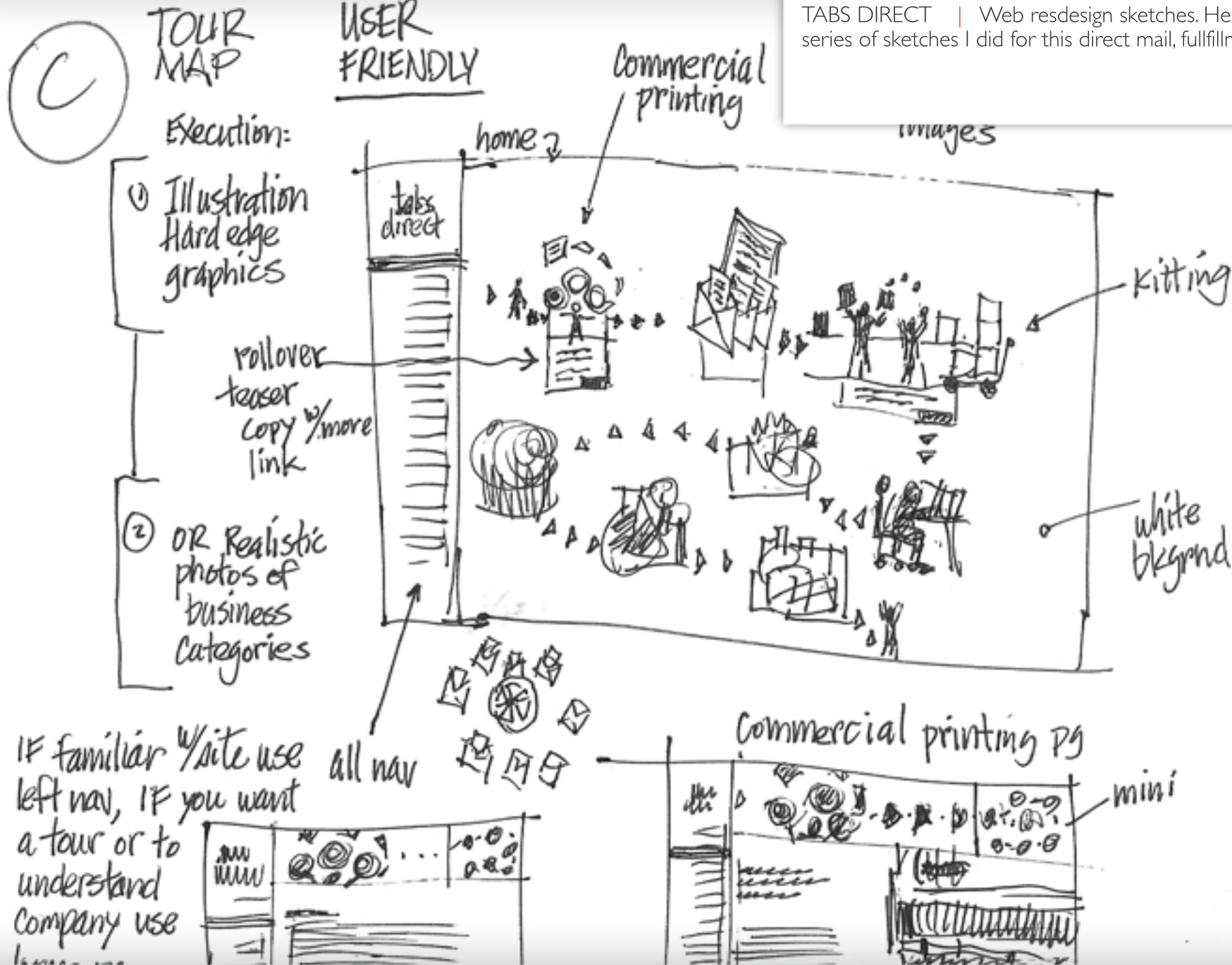
TABS DIRECT | Web redesign sketches. Here's the second in a series of sketches I did for this direct mail, fulfillment company.

(B)





TABS DIRECT | Web redesign sketches. Here's the third in a series of sketches I did for this direct mail, fulfillment company.



IF familiar w/ site use left nav, IF you want a tour or to understand company use





INFORM | A news and capabilities oriented web design for a printer's client portal. I designed the company logo, too.



[contact us](#) | [request a quote](#) | [news releases](#) |



NEWS OCTOBER 25TH 2008

OVER 1 MILLION DIRECT MAIL PIECES
Hit the streets in November for our largest Holiday product launch ever. [FIND OUT HOW >](#)

05.12.08 / Lorem ipsum dolor sit amet, consectetur.

06.03.08 / Metus lobortis condimentum. Donec eros!

07.19.08 / Aliquam erat volutpat. euismod erat.

08.22.08 / Interdum nec, aliquet eget, mattis eget.

09.11.08 / Nam sollicitudin enim non ferm lobortis.

JOB TRACK #4

Follow your jobs from press to mail box with a few clicks.



Looking for a safe place to stack your digital goods?

[more info >](#)

CONTROL IS KEY TO INCREASED RESPONSE

[FEEDBACK >](#)

ADDRESSING SECURITY

why you don't need to worry

[LEARN MORE >](#)

-/+X=?

WALK THROUGH OUR SIMPLE QUOTE PROCESS

[LEARN MORE >](#)

WONDERING WHAT STAGE YOUR FULLFILLMENT PROCESS IS AT? RAISE YOUR HAND...

Locate the Job Track link above and Lorem ipsum dolor sit amet, consectetur metus lobortis condimentum. Donec eros elit, pellentesque ut, pede. Aliquam erat volutpat. euismod erat. Sed eget odio sit amet purus metus, interdum nec, aliquet eget, mattis eget, Proin fermentum nisl ac velit. Nam sollicitudin enim non fermentum lobortis, arcu mi porta elit, sagittis felis. Nullamdin eros. [LEARN MORE >](#)

TRIAL OFFER:

TRY INFORM'S POWERFUL NEW FEATURES & ...

Knock 10% off that first quote just for trying consectuer metus lobortis condimentum. Donec eros elit, pellentesque ut, pede. Aliquam erat volutpat. euismod erat. Sed eget odio sit amet purus metus, interdum nec, aliq eget. [LEARN MORE >](#)



OUR NEW COLLATOR HAS GOT IT TOGETHER

- WT. 40,000 LBS -

CHECK OUT THE NEWEST ADDITION TO OUR FAMILY [▶](#)



chris Hoover design

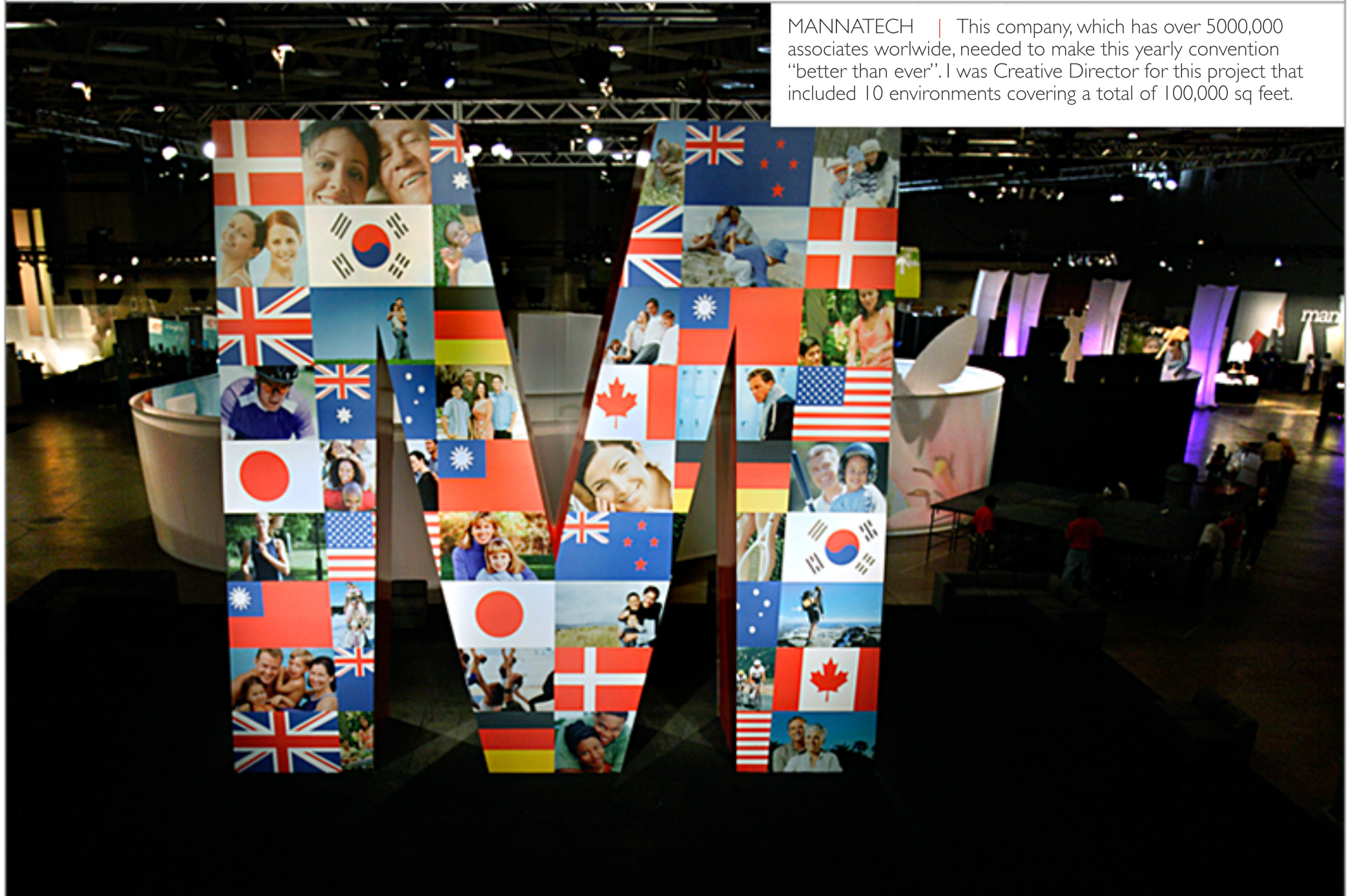
portfolio

MANNATECH | A capacity pouch held a workbook, corporate information booklet and DVD's to teach the sales system used by this health and wellness company to new recruits.





MANNATECH | This company, which has over 5000,000 associates worldwide, needed to make this yearly convention "better than ever". I was Creative Director for this project that included 10 environments covering a total of 100,000 sq feet.





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chris Hoover design

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The End