

Memorandum

TO: Tracy Dalton

FROM: Hallee Hinds

SUBJECT: Client-based document about Freudenberger House Hall Council

DATE: April 7, 2017

I am writing this memo to explain the reasoning behind why I chose my topic. I chose to write a brochure for Freddy House Hall Council in order to recruit new members, and to encourage people to apply for the executive board.

Audience

The audience of Freudenberger House residents will benefit from this brochure because it will give them the opportunity to learn more about on-campus organizations. It will also give them a chance to meet new people through Hall Council.

Design

I chose my graphics because Freudenberger doesn't really have a "logo." For this reason, I chose to use pictures I've taken of different hall council events and meetings to include in my brochure. For my headings, I used the typeface "Impact" so that they look darker than the text and give the brochure some contrast when looking at all of the text. I chose to use High tower text for my body information because it is a font that the Residence Hall Association commonly uses on printed documents and correspondence.

Thank you for taking the time to read this memo and my brochure. If you have any questions, please feel free to contact me via email at hmh522@live.missouristate.edu.