

# POSTCARD COPY - DESIGNER READY VERSION

**For:** Richard Riviera, Centre 4 Arts

**Client:** Chocolat on James (Dan Edwards)

**Quantity:** 250 Corporate + 250 Retail = 500 total

**Size:** Traditional postcard OR longer format (Dan's preference)

**Finish:** Glossy (discussed)

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## POSTCARD #1: CORPORATE GIFTING

### FRONT SIDE

**HEADLINE (Large, Bold):**

Elevate Your Corporate Gifting

**SUBHEADLINE (Medium weight):**

Artisan Chocolate. Hamilton Crafted. Thoughtfully Delivered.

**IMAGE AREA:**

[Elegant gift basket with neutral ribbon, professional corporate presentation]

**LOGO:**

Chocolat on James | Hamilton's Chocolate

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### BACK SIDE - LAYOUT SUGGESTION

[TOP SECTION - Logo & Tagline]

**CHOCOLAT ON JAMES**

Hamilton's Chocolate

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[MAIN BODY - Two Column Layout]

**LEFT COLUMN:**

For over a decade, we've handcrafted premium chocolates in the heart of James Street North. Now under new ownership, we're bringing that same artisan quality to your corporate gifting needs.

**Perfect for:** • Client appreciation

- Employee recognition
  - Holiday gifting
  - Corporate events
  - Closing gifts
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**RIGHT COLUMN:**

**Why Choose Us:**

Handcrafted Quality  
Small-batch, artisan chocolates made in-house

Hamilton Local  
Proudly supporting our community

Custom Options  
Build your own gift baskets and boxes

Giving Back  
5% of orders over \$500 donated to charity on your behalf\*

**Three Gift Tiers:**  
Classic | Premium | Executive

*For non-profit organizations, we donate 10% back to you*

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**[BOTTOM SECTION - Contact Info Block]**

[Address] James Street North, Hamilton, ON  
[Phone] | chocolatonjames@gmail.com  
chocolatonjames.com | @chocolatonjames

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**[FOOTER BAR]**

Hamilton, Ontario • Est. 2015

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**[CALL TO ACTION - Prominent]**

**Contact us today to discuss your corporate gifting needs.**  
Custom quotes available for orders over \$500

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**POSTCARD #2: GENERAL STORE / RETAIL**

**FRONT SIDE**

**HEADLINE (Large, Bold):**  
Hamilton's Chocolate

**SUBHEADLINE (Medium weight):**  
Handcrafted Artisan Chocolates on James Street North

**IMAGE AREA:**  
[Beautiful chocolate display, truffles close-up, or Dan making chocolate in-store]

**LOGO:**  
Chocolat on James

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## BACK SIDE - LAYOUT SUGGESTION

[TOP SECTION - Logo & Tagline]

### CHOCOLAT ON JAMES

Hamilton's Chocolate • Est. 2015

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[INTRO PARAGRAPH]

For over a decade, Chocolat on James has been Hamilton's destination for handcrafted artisan chocolates. Under new ownership, we're continuing the tradition of small-batch excellence—made with care right here on James Street North.

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[MAIN BODY - Product Categories - Could be grid or list]

#### ARTISAN CHOCOLATES

Signature truffles, caramels, toffee, and our famous chocolate sponge. Premium Belgian chocolate in milk, dark, white, and vegan options.

#### CHOCOLATE-COVERED DELIGHTS

Oreos, pretzels, sour keys, chips, and more—elevated with artisan chocolate.

#### HOUSE-MADE ICE CREAM

Rotating flavors, soft-serve, and specialty treats like our affogato.

#### SPECIALTY COFFEE

Full espresso bar featuring local roasters. The perfect pairing.

#### CUSTOM GIFT BASKETS

For any occasion—birthdays, anniversaries, celebrations, or “just because.”

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[SIDEBAR OR BOX - Visit Us Info]

#### VISIT US:

[Address] James Street North, Hamilton

[Phone]

chocolatonjames.com

@chocolatonjames

#### Hours:

Mon-Sat: 10am-6pm

Sun: 11am-5pm

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[FOOTER]

Hamilton, Ontario • Est. 2015  
Proudly serving Hamilton for over 10 years

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## [CALL TO ACTION]

**Visit us on James Street North and taste the difference.**  
Follow @chocolatonjames for new flavors and seasonal specials

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## DESIGN SPECIFICATIONS

### COLOR PALETTE

**Primary:** Deep brown, charcoal/black  
**Secondary:** Warm beige, cream, taupe  
**Accent:** Gold (use sparingly for elegance)  
**Background:** White or cream (plenty of breathing room)

### TYPOGRAPHY STYLE

- **Headlines:** Bold, sophisticated serif OR clean modern sans-serif
- **Body copy:** Readable serif or sans-serif (minimum 9-10pt)
- **Elegant, NOT playful or fun**
- **Professional but approachable**

### VISUAL ELEMENTS

- Clean, minimal design
- Plenty of white/negative space
- No busy patterns or backgrounds
- Icons can be simple line-style (not colorful cartoons)
- Photography should feel high-end, editorial

### PHOTOGRAPHY DIRECTION

- **Lighting:** Natural, soft, professional
- **Backgrounds:** Neutral (white, cream, wood tones)
- **Style:** Clean, uncluttered, magazine-quality
- **Focus:** Show elegance that matches \$2.60/truffle pricing
- NO colorful props or “fun” styling

### SPECIFIC REQUESTS FROM CLIENT

Glossy finish (not matte)  
Elegant, neutral tones (brown, beige, black)

High-end positioning  
Clean, sophisticated aesthetic  
NOT colorful or playful  
Professional quality throughout

## **ACCESSIBILITY (AODA)**

- Consider adding small QR code (links to text-based version of postcard content)
  - Ensure readable font sizes
  - Good contrast ratios
  - Optional, but recommended
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## **CRITICAL INFORMATION TO VERIFY WITH DAN**

### **BEFORE PRINTING 500 POSTCARDS:**

1. Phone number (previous cards had WRONG number)
2. Postal code (previous cards had WRONG postal code)
3. Email: dan@chocolatonjames.com (confirm this is active)
4. Website URL: chocolatonjames.com (confirm correct)
5. Instagram: @chocolatonjames (confirm handle)
6. Address complete and accurate
7. Store hours current
8. “Est. 2015” correct? (meeting said 11 years, which would be 2014)

**Ask Dan to approve mockups BEFORE printing all 500.**

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## **ALTERNATIVE SHORTER COPY (If space is tight)**

### **CORPORATE - CONDENSED**

#### **FRONT:**

**Corporate Gifting, Elevated.**

Artisan chocolates handcrafted in Hamilton

#### **BACK:**

Custom gift baskets for client appreciation, employee recognition, and corporate events. Three tiers available. 5% donated to charity on orders \$500+.

[Contact info]

Hamilton, Ontario • Est. 2015

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### **RETAIL - CONDENSED**

#### **FRONT:**

**Hamilton's Chocolate**

Handcrafted on James Street North

**BACK:**

Artisan chocolates | Chocolate-covered treats | House-made ice cream | Specialty coffee | Custom gift baskets

Visit us at [Address], James Street North

Mon-Sat 10-6 • Sun 11-5

[Contact info]

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**PRINT SPECIFICATIONS**

**Postcard Size Options:** - Standard: 4" x 6" or 5" x 7" - Longer format: 4" x 9" (if preferred)

**Paper Stock:** - Heavy cardstock (14-16pt) - Glossy finish (as discussed) - High-quality, premium feel

**Printing:** - Full color both sides - Professional quality - 250 corporate + 250 retail = 500 total

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**DELIVERY TO CENTRE 4 ARTS**

**Contact:** Richard Riviera (Graphic Designer)

**Organization:** Centre 4 Arts

**Location:** 126 James Street North (across from Chocolat)

**Process:** 1. Richard creates design mockups based on this copy 2. Dan reviews and approves (or requests revisions) 3. Final approval given 4. Print 250 of each version 5. Deliver to Dan at Chocolat on James

**Timeline:** URGENT - Dan needs these ASAP ("like tomorrow")

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**Prepared by:** Greg Kowalczyk, GearTOP Inc.

**Date:** October 21, 2025

**Client:** Dan Edwards, Chocolat on James

**Designer:** Richard Riviera, Centre 4 Arts