

Specializing in the sale and
restoration of fine stringed instruments,
utilizing traditional methods and materials
of European craftsmanship.



V.A. Hill Fine Strings Ltd.

www.hillsfinestrings.com

6999 - 11 St. SE, Calgary, AB T2H 2S1
toll free: 888.640.3773 • vahill@shaw.ca

The striking look of black with the simplicity of the image bring a classic look to this ad. I tried to keep the text to minimal and bring out the image as much as possible. not crowding the space lets it breath and gives views the chance to pause for a moment. The muted text at the top also brightens up the image and gives it more a focus.

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Continuing the look using the black, this ad uses the image from the website directly.



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This ad uses the black with the violin at the bottom of the ad placing focus on the logo and website at the top.



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This is similar the ad on page 3 but reversed. The text has been muted out slightly to show/give the stand-out feeling of the logo and website.