

Hello — and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

**Note that all concepts and initial drawings are owned by MSP Companies. The images in this document are my own and are under copyright to Rich Kurz.**

After the doldrums of the 1980s from the shale oil bust, growth and real estate development began its slow upswing in the 90s. I worked for a developer on a new neighborhood called Huntington Hills, supplying logos, ads, sales materials, and business materials over the course of its construction. The homes were middle to upper middle class budgets, and so it was important to strike an image of quality and quiet taste. For the ads, I produced drawings with black Prismacolor pencil. For the sales inserts, I also produced pen-and-ink artwork of each model of home for each builder. We enjoyed a good working relationship, and I consider it to be one of my best accounts.

The following ads ran in the local newspaper. What is show here are the linotype artwork provided to the paper.

Deliverables: camera-ready art to size, single color except holiday ad, dimensions varied ad to ad

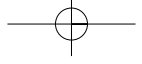
I am available to discuss your design, illustration, marketing, and advertising needs. Let's talk!



Rich Kurz







# Welcome Home to...



## Huntington Hills

Huntington Hills, Fort Collins' most exciting new neighborhood, offers unparalleled choice and quality. Live at Huntington Hills and enjoy a new community lake, mountain views, walking trails, and a clubhouse with pool, tennis court and recreational facilities.

Huntington Hills is located one mile south of Harmony Road on Lemay Avenue.

*Huntington Hills . . . Welcome Home*

### The Vistas

- ◆ Affordable homes from the \$140s
- ◆ Six fine builders
- ◆ Many floor plans to choose from
- ◆ Mountain views, many on greenbelt

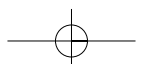


### The Estates

- ◆ Custom Homesites from \$50,000
- ◆ Select from one of our fine builders - or bring your own
- ◆ Spacious walk-out homesites
- ◆ Lakefront lots

*Information center open daily  
Brokers protected*

**(970) 204-4070**





and All of Our Fine Builders Wish You  
A Happy Holiday Season

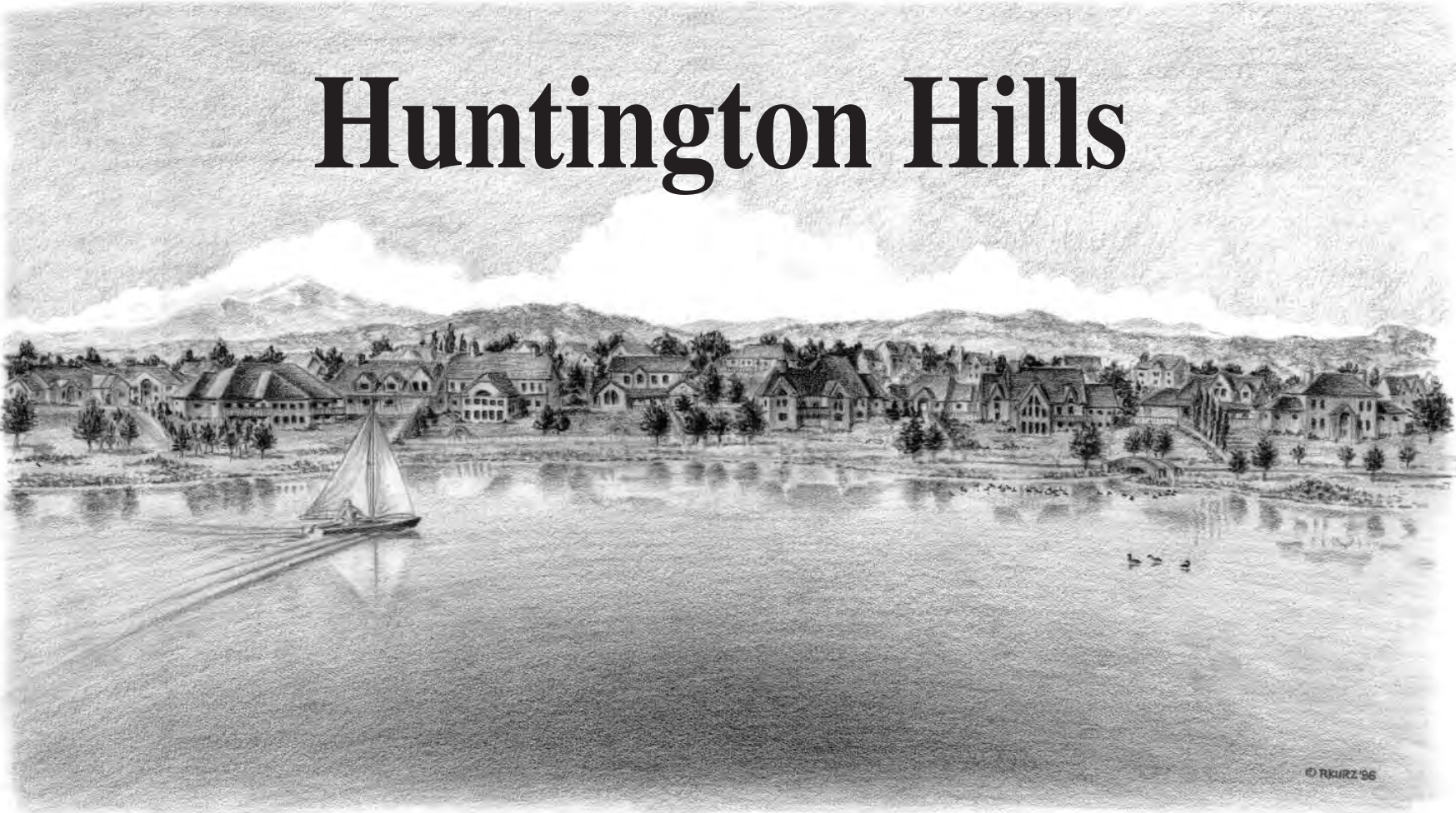
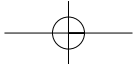
Huntington Hills is located south of Harmony on Lemay Avenue.

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# The Secret Is Out . . .

The next phase of homesites is now available in Huntington Hills, the perfect blend of community, convenience and magnificent mountain views. Variety of spacious homesites: parkside, lakefront, and/or on the greenbelt. Select from our fine builders – or customize it and bring your own. These lots won't last long so stop by Huntington Hills and see what all the excitement is about.

*Huntington Hills . . . The Secret Is Out!*

## The Estates

- ◆ Custom Homesites from \$50,000
- ◆ Spacious Lakefront Lots
- ◆ Walkout basements
- ◆ Select from one of our fine builders – or bring your own



## The Vistas

- ◆ Affordable homes from the \$140s
- ◆ Many exciting home plans to choose from
- ◆ Seven fine builders
- ◆ Mountain views, many on greenbelt

*Information center open daily*

**(970) 204-4070**

*Brokers protected*

Huntington Hills is located on Lemay Avenue one and a half miles south of Harmony Road.

