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**JOHN STAPLE**

CREATIVE PORTFOLIO

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ORIGINAL



ICONS



UPDATED







**A brighter, whiter smile in under an hour!**

**SmileXpress**  
Teeth Whitening Spas

**Are you ready to smile?**

- Largest teeth whitening spa in Florida
- All dentists on staff are state licensed
- Interest-free financing is available

**The ultimate teeth whitening experience.**

Staffed by state-licensed dentists, we understand the importance of a dazzling white smile. Our specialists stay on the cutting-edge of the latest technology and solutions, so that you benefit from the most gentle, safe and effective whitening methods available. Our teeth whitening spas offer a relaxing and truly unique experience, where you may enjoy concierge comforts during your procedure.

**99.7% of people agree that a great smile is an important social asset.\***

\*According to an American Academy of Cosmetic Dentistry survey.

confident.

...asion, a job interview or simply your desire  
...ress is the whitening solution for you. We  
...l spa in Florida, offering men and women  
...perience.

...ilities, we provide advanced whitening  
...er friendly staff will fully explain the  
...y questions you may have along the way.



**SmileXpress** Home Our Teeth Whitening Book an Appointment Home Care



**Get a brighter whiter smile in under an hour!**

**877.457.3030**

**Find Your SmileXpress**



**Deals to Make You Smile**

Sign up to get our exclusive email offers and promotions.

your email address

**What Makes Us Fabulous**



- Professional Dental Staff
- Lush Spa Atmosphere
- Easy Financing Available

**The Ultimate Teeth Whitening Experience**

Whether it's for a special occasion, a job interview or simply your desire for a beautiful smile, SmileXpress is the whitening solution for you. SmileXpress offers convenient, comfortable, and affordable teeth whitening performed by licensed dentists.

**Making Headlines**

- ▶ SmileXpress owner gives sports program more than a million reasons to smile
- ▶ FAU Athletics Receives Corporate Commitment from SmileXpress
- ▶ FAU football stadium gets \$500,000 boost

**SmileXpress**

**Are you ready to smile?**

SmileXpress teeth whitening spas give you a brighter, whiter smile in under an hour. Our soothing environments combine modern technology with a proven approach to teeth whitening.

- Friendly, professional dental staff
- Spa atmosphere, concierge comforts
- Go home with a dazzling, white smile!

[www.SmileXpressFl.com](http://www.SmileXpressFl.com)

**A brighter, whiter smile in under an hour!**

**Call to schedule your appointment:**

**877.548.9772**

Coming Soon to Three Convenient Locations  
Boca Raton • Fort Lauderdale • Wellington



**Galaxy Aviation Logo Variations | Spot Reference (PANTONE®/PMS color)**

**Description**

Pantone/PMS inks ensure color accuracy but are often slightly more costly to print. The logos on this page should be used on professionally printed marketing pieces whenever spot Pantone colors are available.

Logo	File Name	Color	Usage and Applications
		PMS 320	Professionally printed pieces

**Boca Aviation Logo Variations | Monochrome Reference (B/W or grayscale)**

**Description**

The logos on this page should be used on any marketing materials that will not be produced in color or that will be produced using a single color.

Logo	File Name	Color	Usage and Applications
		White	Simple, one color applications

**Supporting Elements | Typesetting & Color Reference (All types of copy)**

**Description**

The fonts and colors on this page should be used on any marketing materials that are used either in-house or for the general public. Adherence to use of these supporting elements will ensure maximum brand consistency.

Font	File Name	Color	Usage and Applications
Gill Sans Light	GILR35W.ttf (True Type)	Black, White	Text where font needs to be large but not overly heavy (i.e. outquotes)
Gill Sans (Regular)	GILR45W.ttf (True Type)	Black, White	Text for main body content and overall general usage
<b>Gill Sans (Bold)</b>	GILR65W.ttf (True Type)	Black, White	Text for section headers and minor headlines or general bolding
<b>Arial Black</b>	ARIBLK.ttf (True Type)	Black, White	Alternate text for block numbers where Gill Sans looks awkward
<i>Bickley Script</i>	BicklySc.ttf (True Type)	Black, White, Orange C=0 M=40 Y=100 K=0 R=250 G=166 B=26	Text for headlines or areas of special significance should use this font with a small stroke/border to add weight

Demonstrated above are the approved font and color combinations for the Boca Aviation and Galaxy Aviation. **No other fonts or colors may be used.** For questions, please contact 304 Media at 561.417.4304, or email john@304media.com.





What does the 3 stand for?



**Sand. Sea. And Coral.**  
Coral HUMMER. Grand Prize Sponsor of the Gauntlet.

**CORAL** *Cadillac*  
**HUMMER** THE DEALER IS IN.  
**HUMMER** LIKE NOTHING ELSE.

5111 North Federal Highway – Pompano Beach  
954-426-1800 ▶ [coralhummer.com](http://coralhummer.com)  
**CORAL HUMMER** LIKE NO PLACE ELSE.

new year's resolution:  
indulge yourself

nourish your **body**  
nurture your **soul**



pure new zealand bodycare

Linden Leaves bath and body products combine the purest ingredients with exacting science to create balanced skin care that nourishes your skin while nurturing your soul. In today's busy world, time spent bathing is one of the few moments of peace and tranquility. Celebrate this ritual. Indulge yourself with aromatherapy products made in the spectacularly beautiful island of New Zealand. Nourish your body. Nurture your soul.

Bring this ad to Best Wishes of West Boca and receive a free gift with any \$15 purchase.

Offer valid through January 31, 2007  
www.LindenLeavesUSA.com | 800.546.3364

LINDEN LEAVES

Looking for the PERFECT GIFT?

nourish your body

nurture your soul

We have 100 GIFT IDEAS under \$30!

Best ingredients with exacting science to create products that nurture your soul. Imported from the most beautiful islands of New Zealand, our products are sure to tantalize the senses at many fine salons, spas and retailers.

10% discount off your entire purchase.

LINDEN LEAVES

Ingredients with exacting science to create products that nurture your soul. Start the new year off right. Discover the most beautiful islands of New Zealand.

With your Linden Leaves purchase of \$15 or more.

Le Boe European Day Spa  
Coral Springs

LINDEN LEAVES



Touching down with Galaxy Aviation feels like coming home.



### Welcome Home

Touching down with *Galaxy Aviation* feels like coming home. Our award-winning service and facilities combined with unsurpassed safety programs are the hallmarks our guests have come to expect and enjoy.

At Galaxy Aviation, our dedication to *excellence* is apparent in every facet of our organization. From service to safety and everything in between, our aviation professionals are fully trained to ensure your travel experience with us is pleasant and hassle-free.

WE ARE GALAXY.



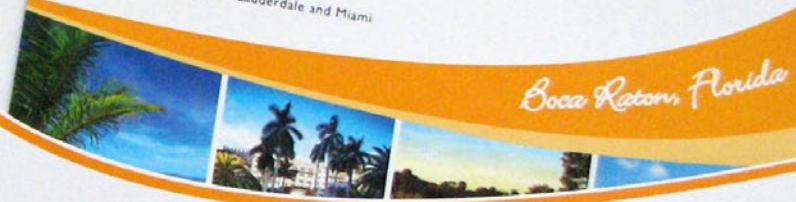
### BOCA AVIATION

For more than 20 years, Boca Aviation has been the FBO of choice for those traveling to Boca Raton. Not only are we the largest FBO at the Boca Raton Airport, but we also feature superior services and amenities. From our courteous aviation professionals to our comfortable interiors, touching down with Boca Aviation feels like coming home. The next time you travel to Boca Raton, you won't want to land anywhere else.

BCT | PBI | SUA | MCO | SG

- 24-Hour Service Available
- Largest FBO at the Boca Raton Airport
- Close to Palm Beach, Ft. Lauderdale and Miami

*Boca Raton, Florida*







**SEDUCTIVE STYLES**

Customize the look of your new estate home with the architectural style of your choice: Classic Palm Beach, Contemporary, British West Indies, or any style you wish.

**FABULOUS FLOORPLANS**

Choose from 8 floorplans ranging from 4,200 to 15,000 sq. ft. under air. One and two story layouts are available with fantastic outdoor pool areas for South Florida living.



**CALL TODAY FOR A PRIVATE CONSULTATION**

**561.368.2755**  
[www.HARBORBUILDERS.COM](http://www.HARBORBUILDERS.COM)

**HARBOR BUILDERS OF FLORIDA, INC.**  
121 PALM BEACH SOUTH, SUITE 202 • BOCA RATON, FLORIDA 33432

PREQUALIFIED BUYERS ONLY  
PAID BY CREDIT OR MONEY ORDER

\*Price range from \$1.1M to \$12.1M for homes built on your lot.  
Land acquisition assistance is also available.

## contents

Linden Leaves products are suitable for all skin types



**bath time**

A spirited range of bodycare products with unique fruit and plant derived fragrances to care for the skin and delight the soul.

Page | 5-7



**herbalist**

Natural balanced skincare formulated with pure ingredients which combine the benefits of nature and science to nourish the skin and nurture the soul.

Page | 8-9



**aromatherapy synergy**

A fusion of color and fragrance of four different moods to delight your spirit and care for your skin.

Page | 10-11



**footcare**

Developed to care for your feet with the benefits of essential oils, plant derived exfoliants and natural moisturisers, and infused with an invigorating blend of cucumber, sage and lemongrass to inhibit bacteria, refresh and revive.

Page | 12



**home**

Delighting in simple pleasures... a range of beautiful home and body products to lighten the spirit through a little bit of deserved daily indulgence.

Page | 13



**gold**

A symbol of sophistication and luxury, ancient rituals have attributed healing properties to it. Inspired by age-old wisdom, Linden Leaves GOLD is a fragrance

## aromatherapy synergy |

**absolute dreams**



A mellow blend of lavender, sandalwood, cedarwood and orange to create uplifting emotions, calm and relax.

absolute dreams | 1,999  
in love again | 1,799  
memories | 1,799  
pick me up | 1,799

**in love again**



A sensual blend of neroli, vanilla and sandalwood to promote a feeling of bliss and contentment.

**memories**



A luxurious blend of rose, geranium and ylang ylang to enhance emotional well-being.

**pick me up**



A rejuvenating blend of mandarin, bergamot, rosemary and lavender to restore wellbeing and promote happiness.

**bubble bath**



A refreshing, aromatic bath liquid to create a relaxing atmosphere. Long lasting bubbles. Several applications of Bubble Bath liquid will be sufficient to reinvigorate yourself in bubbly fragrant bliss.

270ml / 9.1 fl. oz.

absolute dreams | 1,799  
in love again | 1,599  
memories | 1,799  
pick me up | 1,799

**flowing soap**



A fresh, clean liquid hand and body cleanser with a pump dispenser, ideal for bathroom and kitchen sinks. Apply to hands, wash with water, lather, rinse and enjoy.

270ml / 9.1 fl. oz.

absolute dreams | 1,799  
in love again | 1,599  
memories | 1,799  
pick me up | 1,799

**travel pack**



A set of two lotions and one gel, perfectly packed for a weekend away. Ideal as a treat for yourself or a friend.

2 x 30ml tube, 1 x 1.5 oz. pouch.

absolute dreams | 1,999  
in love again | 1,799  
pick me up | 1,799

**foaming shower gel**



A gentle cleansing gel which restores mood enhancing aromas on the warmth of the shower. Apply while lathering onto a washcloth, body buffer or directly into the palm of your hand, and massage into skin before rinsing clean.

Regular size: 200ml / 7.1 fl. oz.  
Travel size: 50ml / 1.7 fl. oz.

regular size	absolute dreams	1,799	1,499
in love again	1,599	1,399	
memories	1,799	1,499	
pick me up	1,599	1,399	

**moisturising lotion**



An easily absorbed lotion formulated with sweet almond oil for pure skin hydration, ideal for daily use. Apply to dry skin or clean or treated skin particularly during periods when skin is exposed to harsh, drying weather conditions or an exfoliating scrub.

Regular size: 200ml / 7.1 fl. oz.  
Travel size: 50ml / 1.7 fl. oz.

regular size	absolute dreams	1,799	1,499
in love again	1,599	1,399	
memories	1,799	1,499	
pick me up	1,599	1,399	

**body oil trio**



members | absolute dreams | pick me up

A moisture rich blend of pure fruit oils to massage into warm skin after bathing, or apply with organic E-10 essential dry skin.

Members | 2.6 fl. oz. each.

body oil trio | 1,999

**body oil**



A moisture rich blend of pure fruit oils to massage into warm skin after bathing, or apply with organic E-10 essential dry skin and promote healthy cell renewal.

Large size: 270ml / 9.1 fl. oz.  
Travel size: 70ml / 2.4 fl. oz.

regular size	absolute dreams	1,799	1,499
in love again	1,599	1,399	
memories	1,799	1,499	
pick me up	1,599	1,399	

**little indulgence box**



The three essential options here, you can either add a few drops or oil to fragrance your bath-water and create mood, or use on the skin and parts of the day or you can add a portion of each into your bath to soothe the water and directly soothe you. Then after soaking apply a liberal amount of body oil to the skin while skin is still warm and moist.

Small oil & bath salts, 70ml / 2.4 fl. oz. & 10g / .35 oz. each.

absolute dreams   1,999	members   1,799
in love again   1,599	pick me up   1,599



**LINDEN LEAVES**  
PURE NEW ZEALAND BODYCARE  
[www.LindenLeavesUSA.com](http://www.LindenLeavesUSA.com)

JOHN STAPLE

PRINT WORK










SAVE THE DAY.

PROTECT YOUR CUSTOMERS BY BEING FASTER THAN A SPEEDING BULLET.

Super hero-like service.



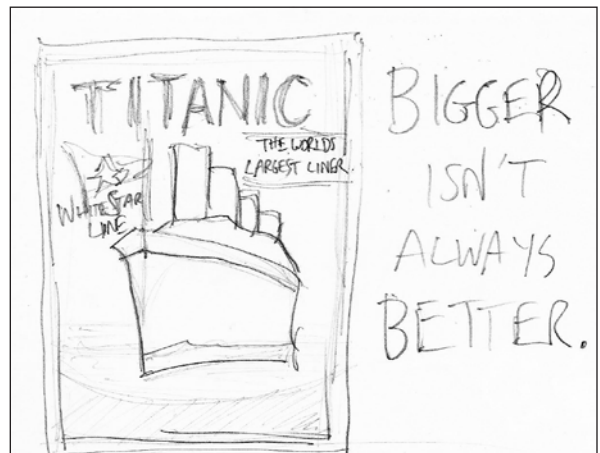

MEET THE NEWEST MEMBER OF YOUR TEAM



QUICK.

What we are so that your customers aren't hopping mad.

Fast and agile.



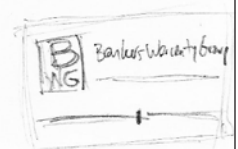
TITANIC THE WORLD'S LARGEST LINER.

WHITE STAR LINE

BIGGER ISN'T ALWAYS BETTER.

Is YOUR Warranty Company Nimble Enough to Avoid Disaster?

We are.



The screenshot shows the SUM Advertising website homepage. At the top, the SUM logo (a green plus sign followed by 'sum' in blue) is on the left, and navigation links for 'about', 'services', 'work', 'blog', and 'contact' are on the right. Below the navigation is a teal banner with the text 'The services that lead to value.' and an image of a hand drawing a green plus sign on a leaf. The main content area is divided into two columns. The left column features a 'sum services' section with a paragraph about being a value-driven agency, followed by links for Branding, Print, Web, Media Buying, Radio, and Television. Below this is a section titled 'our services in action'. The right column features a 'summary' section with a paragraph about being a full-service agency and another paragraph about experience in various industries. At the bottom, there is a 'company' section with links for home, about, blog, and contact; a 'creative' section with links for branding, print, web, media buying, radio, television, and client list; and a call to action to call 561.417.3725. A small copyright notice is at the bottom right.

**sum** [about](#) [services](#) [work](#) [blog](#) [contact](#)

The services that lead to **value.**

### sum services

We are a value-driven advertising agency. That means we focus on ideas and creative executions that add value to your business.

[Branding](#) [Media Buying](#)  
[Print](#) [Radio](#)  
[Web](#) [Television](#)

### our services in action

### summary

As a full-service advertising agency we are able to add expertise and creative energy to every original marketing communications campaign we develop.

Our experience in a wide range of industries shortens our learning curve and allows us to become contributors at a much earlier phase in our client relationships. We understand that your time has value, just like ours.

**company** **creative**

[home](#) [branding](#) [radio](#)  
[about](#) [print](#) [television](#)  
[blog](#) [web](#) [client list](#)  
[contact](#) [media buying](#)

Call **561.417.3725** for a valuable chat.

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sumadvertising.com



# THE SHANE REPORT

PRESENTED BY  
Charles Shane, SCLS  
Bryason Realty Corp.

(561) 123-4567

HOME ABOUT CONTACT **FIND-AN-OFFICE** February 6, 2010

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### THE SHANE REPORT

Welcome to *The Shane Report*, a discussion about commercial office space in Boca Raton.

With over XX years experience in commercial real estate, I am confident that I can the perfect office for you in Boca Raton.

[About Charles Shane](#)



– SUBSCRIBE –

Get a **FREE** subscription delivered to your inbox.

  
  
 Subscribe to Newsletter

**SIGN ME UP**

---

**Great Location: 595 S. Federal Highway** [Comment Now](#)



This Class A building has an amazing East Boca Raton location near Mizner Park. Amenities include covered parking, valet parking and on-site property management.

[View Property Information](#)

Related Topics: [East Boca Raton](#), [Class A Office Space](#), [Available Properties](#)

– Categories –

- [Videos](#)
- [Office Space](#)
- [News](#)
- [Awards](#)
- [Category](#)

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**THE SHANE REPORT: March 2010** [22 Comments](#)

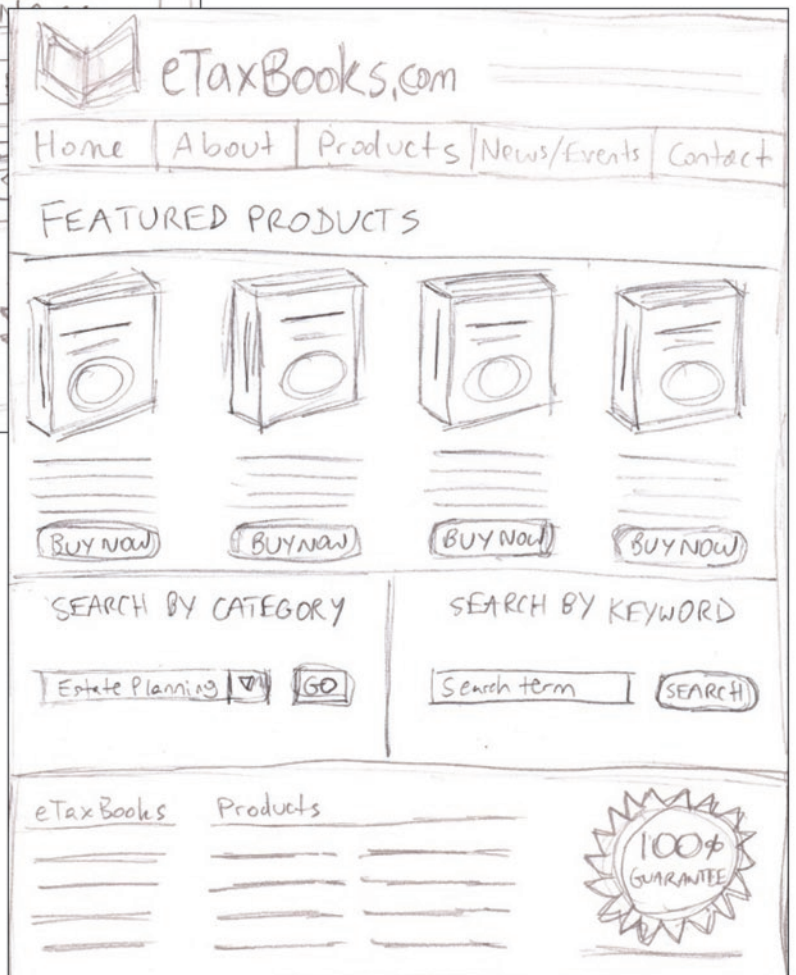
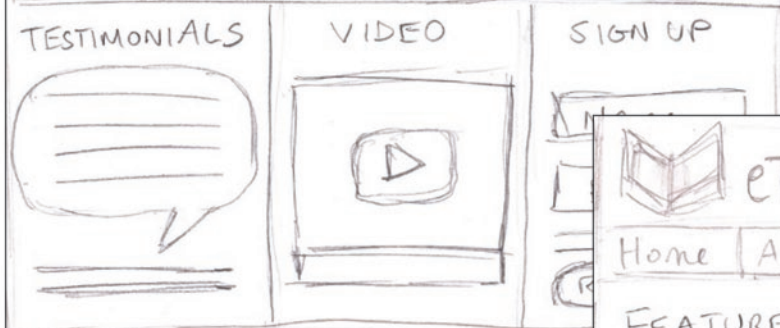
Welcome to the March 2010 edition of *The Shane Report*, designed to assist



– Hot Topics –

[Available Properties](#)  
Class A Office Space

theshanereport.com







Take pride in your office. [Call \(800\) 822-8300](tel:8008228300) [Contact Us](#)

[Home](#) [About](#) [Solutions](#) [Offices](#) [Virtual Offices](#) [Meeting Rooms](#)


### Offices without Overhead

Tired of trying to maintain a professional image from home? Get a premium office address, receptionist and much more for less than you think.


[LEARN MORE](#)



#### PHOTO GALLERIES



[Common Areas](#)



[Office Spaces](#)



[Meeting Rooms](#)

#### SOLUTION MATCH

Select one option

#### QUICK QUOTE

How can we help you?

Tell us what your office requirements are

[GET A QUOTE](#)

### The premier place in Boca Raton to do business

Whether you are looking for a [private office](#), a [virtual office](#) or a [meeting room](#) to conduct business in Boca Raton, there is no better place than the Boca Office Center. Our brand new, state-of-the-art, luxury facilities are unmatched in terms of features, amenities and services – all at a surprisingly affordable price. Once you see what we have to offer, you won't want to work anywhere else.

Call us today, move in tomorrow! **(800) 822-8300**

#### WORLD CLASS FEATURES

Offices	Technology	Services
• First floor entrance	• Hurricane resistant	• Monitored security
• 11-foot ceilings	• Classic decorating	• 24/7 secure access
• Luxury furnishings	• Cable-ready hookups	

<p><b>Boca Office Center</b></p> <ul style="list-style-type: none"> <li>• About Us</li> <li>• Contact Us</li> <li>• Photo Galleries</li> <li>• Site Map</li> </ul>	<p><b>Business Solutions</b></p> <ul style="list-style-type: none"> <li>• Home Office</li> <li>• Startup</li> <li>• Small Business</li> <li>• Midsize Company</li> <li>• Corporation</li> </ul>	<p><b>Professional Solutions</b></p> <ul style="list-style-type: none"> <li>• Financial</li> <li>• Legal</li> <li>• Real Estate</li> <li>• Sales</li> <li>• Marketing</li> <li>• Technology</li> </ul>	<p><b>Private Offices</b></p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Features</li> <li>• Options</li> <li>• Benefits</li> </ul>	<p><b>Virtual Offices</b></p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Features</li> <li>• Options</li> <li>• Benefits</li> </ul>	<p><b>Meeting Rooms</b></p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Features</li> <li>• Options</li> <li>• Benefits</li> </ul>
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© Copyright 2011 Boca Office Center LCC - Executive Suites, Office Space, Virtual Offices and Meeting Rooms

bocaofficecenter.com

JOHN STAPLE

INTERACTIVE WORK

The screenshot shows the TestTools website with a navigation bar at the top containing links for CAHSEE, FCAT, iTunes, and Contact Us. The main content area features a header for 'iTunes Products: iPod, iPhone, iPad' and a sub-header for 'CAHSEE & FCAT Apps on iTunes'. A central image shows a smartphone displaying a graph of California's population growth from 1940 to 2000, with a 'FREE Download' badge. Below this are three columns for 'CAHSEE Tutor English', 'CAHSEE Tutor Math', and 'FCAT Tutor Science', each with a testimonial and a 'Download from iTunes' button. The footer contains a grid of links for 'About TestTools', 'CAHSEE Products', 'FCAT Products', 'Student Access', and 'Educator Access'.

**TestTools**  
Helping Students Succeed

CAHSEE FCAT iTunes Contact Us

### iTunes Products: iPod, iPhone, iPad

Learn More About iTunes Testing Solutions ▶ [CAHSEE English](#) [CAHSEE Math](#) [FCAT Science](#)

## CAHSEE & FCAT Apps on iTunes

The CAHSEE and FCAT Tutor apps for the iPod, iPad and iPhone are mini-versions of our Computer Based Testing products, designed to help students prepare for the actual tests in a new and fun way.

**CAHSEE Tutor English**

"A great way to study the CAHSEE English test and have fun. The graphics and sounds are interactive and I love how the stories are under the questions."  
MathGenius - Feb 1, 2010

[Download from iTunes](#)

**CAHSEE Tutor Math**

"This app simulates the real CAHSEE"  
Oakland teacher - Jan 1, 2010

"Excellent Tool!"  
Eagle1974 - Dec 26, 2009

[Download from iTunes](#)

**FCAT Tutor Science**

"What a great app for my students. With the integrated convenience of a portable device and valuable learning resource, this app demonstrated its value right away."  
profecygirl - Apr 18, 2010

[Download from iTunes](#)

100% Aligned to California and Florida State Standards Copyright © 2010 TestTools, Inc.

<b>About TestTools</b> Overview TestTools Advantage Success Stories Support	<b>CAHSEE Products</b> California Testing Solutions CAHSEE Online Demo CAHSEE Pricing CAHSEE FAQ	<b>FCAT Products</b> Florida Testing Solutions FCAT Online Demo FCAT Pricing FCAT FAQ	<b>Student Access</b> FCAT Online CAHSEE Online	<b>Educator Access</b> FCAT Online Admin CAHSEE Online Admin
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testtools.com



shorttruncards.com









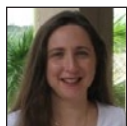




## SUPERVISOR

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John is a fantastic art director! His creativity, passion and attention to detail are unmatched. He has mastered many levels of design while continuing to stay on top of new trends and technologies. This is evident in the valuable contributions he makes and the quality of the work he produces.



**Jocelyn Silverman**  
*Creative Director, 304 Media*

## COLLEAGUE

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John is one of the most interesting marketing professionals I have had the pleasure to work with. Not only is he talented at creating engaging and professional quality materials, but he is equally gifted at crafting strategy and speaking the language of business and sales. His multi-faceted abilities make him a true asset to any organization and its bottom line.



**Michael Silverstein**  
*Vice President of Sales, CareersUSA*

## CLIENT

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Working with John and 304 Media is always a pleasure. Our firm does search engine marketing and John has done work for several clients we have brought their way. When they demand the project be “done yesterday”, John remains calm, gets it done to spec and never delivers an unfinished product. A recent last-minute push out for MSC Cruises was a big success.



**Jason Ibarra**  
*Director of Business Development, Search Engine Operator*

## FRIEND

---

I’ve known John Staple for almost 20 years now and can honestly say he is one of the most creative people I’ve ever met. He is also brilliant, funny and resourceful, with a boundless imagination. Yet he is also remarkably down to earth and reasonable, adept at seeing things dispassionately and logically, a trait that has served him well in navigating both artistic and business settings. John is also self-deprecating, witty and well versed in a myriad of topics, which I always assumed came from a background in espionage; it turns out he’s just really smart and soaks up information like a sponge. I’m confident he would make valuable contributions to any organization he joins, and I cannot speak of him more highly.



**Jeremy Murphy**  
*Vice President of Communications, CBS Television*