

A temple deep in the jungles of Peru. An oasis in the Sahara Desert. The fabled city of Atlantis.

You and your adventure guide Phineas J. Penguin embark on a search for adventure and renown. You face unscrupulous traitors, perilous terrain, wild animals and death at every turn. You need quick wits to avoid the chaos and dangers of the jungle, desert and deep sea.

Will you go down in history as one of the greatest explorers of all time or vanish into thin air during your search?



We love to tell stories, let us tell yours.

*Penguin* suits

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

830.816.8238 | 830.249.2777 f

100 W. Hosack St. | Suite 102  
Boerne, TX 78006

YOUR OWN  
CHOOSE ADVENTURE

With Phineas J. Penguin



by Penguin Suits, Inc.



“Good Morning and welcome to Igloo International Departure Terminal where all great adventures begin. Will the party of Phineas Penguin please meet him at the Little Eskimo Coffee Shoppe. Phineas Penguin is waiting for his party at the Eskimo Coffee Shoppe which is directly past security to the left. Thank you and have a wonderful adventure today.”

You hear the announcement and quickly make your way through security to the busy coffee house. You slide your heavy backpack to the floor, sigh and look around. The terminal is very busy this morning. You know many of the other travellers so you spend time waving and saying hi when all you really want to do is find the trusty guide who will take you on *The Adventure of a Lifetime*.

Suddenly you feel a tug on your trousers and look down into the sweet face of a penguin wearing a little aviator’s hat.

“Good morning,” he chirps. “Are you looking for an adventure?”

You are fairly certain he is smiling, or would be if his anatomy allowed for it, so you smile back. “Yes I am,” you declare. “Are you Phineas?”

“Your trusty guide, Phineas J. Penguin, at your service. Please, don’t ask about the J. Are you ready?”

“It’s an adventure; can you ever really be ready for what you face on an adventure?”

“I like your attitude! I love adventure. The lure of unexpected discoveries and dangers always gets my adrenalin and feet going. Sometimes it is nice to have someone who can steer you around the truly dangerous stuff, though,” his little body shivers and you wonder if stories around the campfire will include his own harrowing experiences.

“I truly appreciate being able to travel with you,” you agree.

“Well, pick up your bag and let’s get going.”

Phineas leads you through the throng of people, down a few unexpected corridors that make you think he has clearance you never dreamed of, and to a set of three unique and colourful doors.

“All right,” he squeaks in excitement then looks a little embarrassed at the visible sign of his emotions but forges ahead, “Here is your first choice. Which door should we take?”

You notice that beside each door is a hat of sorts. You move in to take a closer look. The first door is a deep jungle green, richly carved with trees, vines and jungle animals. It is oval shaped and the frame is also carved with a tangle of vines. Beside the door is a leather fedora.

The next door appears to be made of sandstone block etched with the images of palm trees that almost seem to sway in a refreshing breeze. You almost stumble on a pith helmet that blends in with the sandy color of the door.

Finally you face the last door or, in this case, portal. It is perfectly round and rimmed with heavy metal that appears to be corroding from the salty water you can faintly smell. The handle on this door is more akin to a large rusted metal wheel and beside it sits a deep sea diving helmet. There is little doubt where this door leads.



**What door will you choose, what hat will you pick up?**



If you pick up the fedora **turn the page**.



If you choose to put on a pith helmet **turn to pg 17**.

If you are ready for an underwater adventure **turn to pg 23**.

*Phineas waits impatiently as you make your choice.*

# YOUR OWN CHOOSE ADVENTURE



Logo Looks Generic



Bargain Logo by Partner's Brother's Kid



Logo too Busy



Logo Fad



Multiple Logos



Atlantis  
Brandtopia



With Rhineas J. Penguin

# Brandtopia

Atlantis



Distinctive                      Integrated  
Recognizable                  Interesting  
Targeted                        Memorable  
Clearly Expresses Your Mission

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**Hurray!** You evaded all the hazards of the deep and reached ATLANTIS, BRANDTOPIA! Penguin Suits, Inc. is your guide to avoid dangers in maintaining your brand.

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**WE APPLAUD your fame & renown!**

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Perhaps it is time to start out on your next adventure. Will you search for a **Incan Temple** or explore the **Sahara Desert**? Whatever you decide, you definitely want your guide to be Rhineas J. Penguin of Penguin Suits, Inc.

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# YOUR OWN CHOOSE ADVENTURE



Worthless  
Ad Placement



Cheap Printing  
Poor Quality



Non-Professional Design

No Message  
No Focus



Endless  
Ad Contract



Desert Oasis  
Printopia





With Rhineas J. Penguin

# Printopia

Desert Oasis



Branded  
Targeted  
Call to Action  
Appealing  
Distinctive  
Clear Message

Business Cards  
Brochures  
Advertisements  
Signs  
Postcards  
Door Hangers  
Gift Certificates  
Coupons

**IT E M S**  
A less than exhaustive list!

---

**Well done!** You dodged the dangers of the desert and reached **PRINTOPIA DESERT OASIS!** Penguin Suits, Inc. is your guide to avoid dangers and develop quality print items.

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**RELAX** and enjoy your fame and renown!

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Perhaps it is time to start out on your next adventure. Will you search for a **Incan Temple** or the lost city of **Atlantis**? Whatever you decide, you definitely want your guide to be **Rhineas J. Penguin** of Penguin Suits, Inc.

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# YOUR OWN CHOOSE ADVENTURE



No Focus  
No Message

Site by Owner



Domain Pitfalls



SEO  
Scams



Blog Pitfalls



Incan Temple  
Webtopia





With Rhineas J. Penguin

# Webtopia

Incan Temple



## Website

Distinctive  
Functional  
User Friendly  
Interactive  
Searchable  
Holds Interest  
Current  
Increase Traffic

## E-commerce

Store Never Closes  
Easy to Stock  
Increase Sales

## Social Networking

Facebook  
Twitter...

## Viral Marketing

YouTube

---

# Success!

You navigated the jungle  
pitfalls and reached  
WEBTOPIA INCAN TEMPLE!

Penguin Suits, Inc. is your guide to avoid  
pitfalls and develop a great web presence.

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CONGRATULATIONS on your fame & renown!

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Perhaps it is time to start out on your next  
adventure. Will you go to the **Sahara Desert** or try  
to reach the lost city of **Atlantis**? Whatever you  
decide, you definitely want your guide to be  
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