



Pinnacle
STREET OF DREAMS John L. Scott Real Estate

The Pinnacle coat-of-arms was the pride of the team. It told the story of what Taurus Homes is all about. It was created from the bottom up to be as accurate as possible, relying on ancient family heraldry guides for all design aspects. The finished design was used to fully define the 2007 Street of Dreams home in all marketing materials.

The Coat-of-Arms ended up in artisan wood carvings, cast bronze plaques, embroidered textiles, pool and poker table felts, a variety of signs and sculptured relief panels. It was also used for a hot wax embossing seal and many other objects. The end result being that one could not escape the Pinnacle name or Coat-of-Arms heraldry while in the show home. This design permeated all visual elements.

From the 2007 Street of Dreams project:

- A - Logo and Outline
- B - Poker chip set
- C - Kiosk and Ticket/Pass
- D - Card & Carton
- E - Playing cards (multiple)
- F - Info sheets



(A)



(B)



(C)



(D)



(E)



(F)



NOTE: This project sample sheet is provided for reference only. Artwork, logo, theme of design and layouts are owned by the client (Taurus Homes Inc) Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com