

Cover Design

Write the name of your organization here
Creative Brief

Organization's intention here

overview

[Project information, summary of the organization's context; problem statement]

site intention

[what is the goal of the website ...]

brand attributes

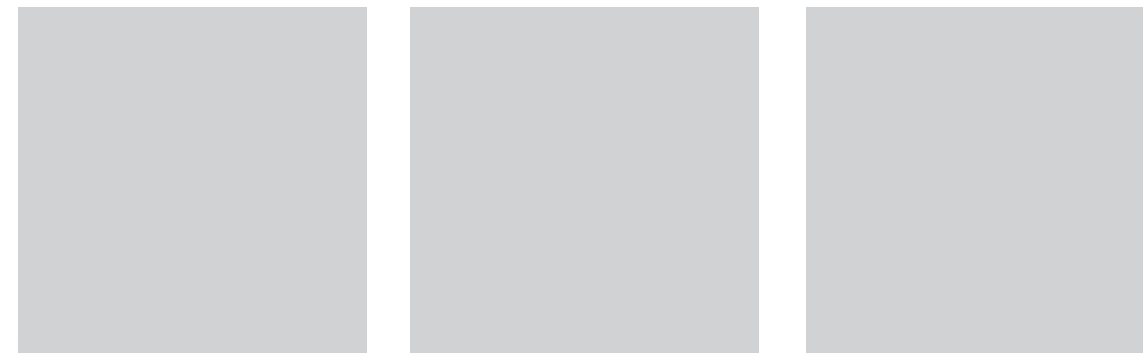
[adjectives that describe the site experience]

brand application

[how will the brand mark apply to the website]

visual references

[web and non-web imagery capturing an aspect of your essence]



[What do you want the audience to think, feel and do after seeing your communication]

tone and image

[What style do you require – informal, warm, humorous, direct, functional, ...]

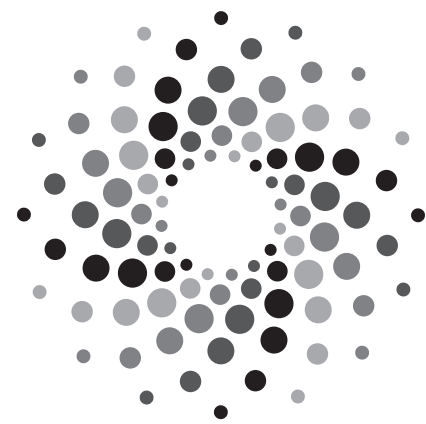
messages

[The single most important message you want the target market to take from the activity –the one sentence that summarises your unique selling point. What are the features, benefits and value, prioritise the top 5 features and/or facts about the program/service and its value to the target audience]

who are your competitors

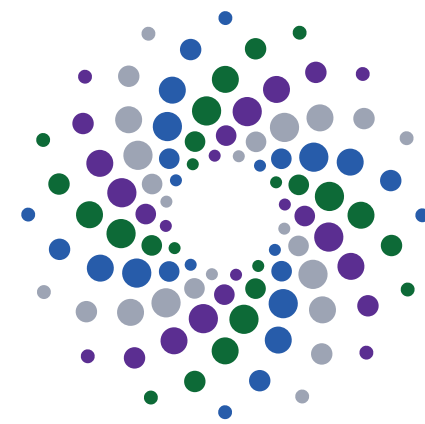
[Other non-profits active in your field of influence. What are their messages?]

Write the name of your organization here
Brandmark



Simply Money.

- 100% Black
- 80% Black
- 60% Black
- 40% Black



Simply Money.

- Blue
CMYK 100:84:0:0
RGB 20:72:159
- Green
CMYK 100:33:100:25
RGB 0:103:57
- Purple
CMYK 68:100:0:0
RGB 107:44:145
- Light grey
CMYK 40:30:20:0
RGB 158:165:181
- Dark grey
CMYK 20:0:0:70
RGB 85:102:112

Logo typeface
ITC Stone Sans
Semibold

9/11 pt
EPERIANIMA VELENIM ILLITION NIAS
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12345678910

11/13pt
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15/17pt
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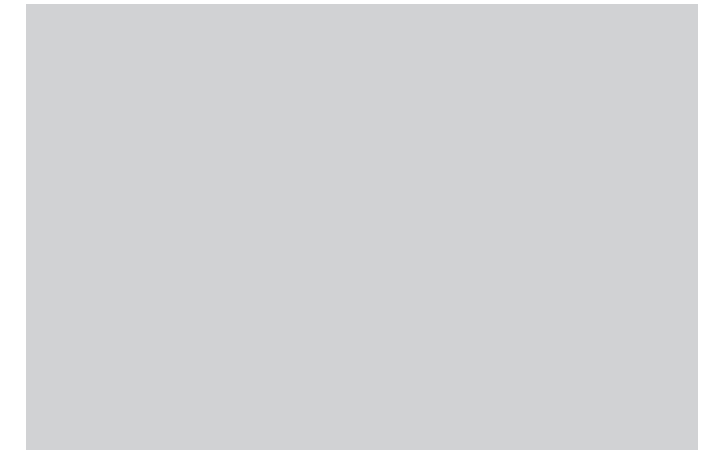
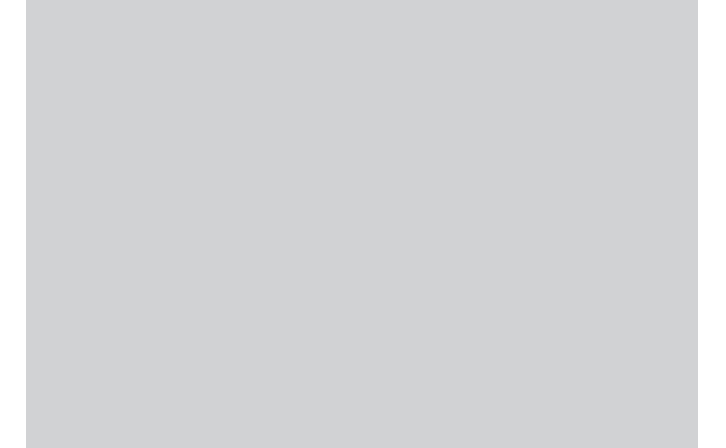
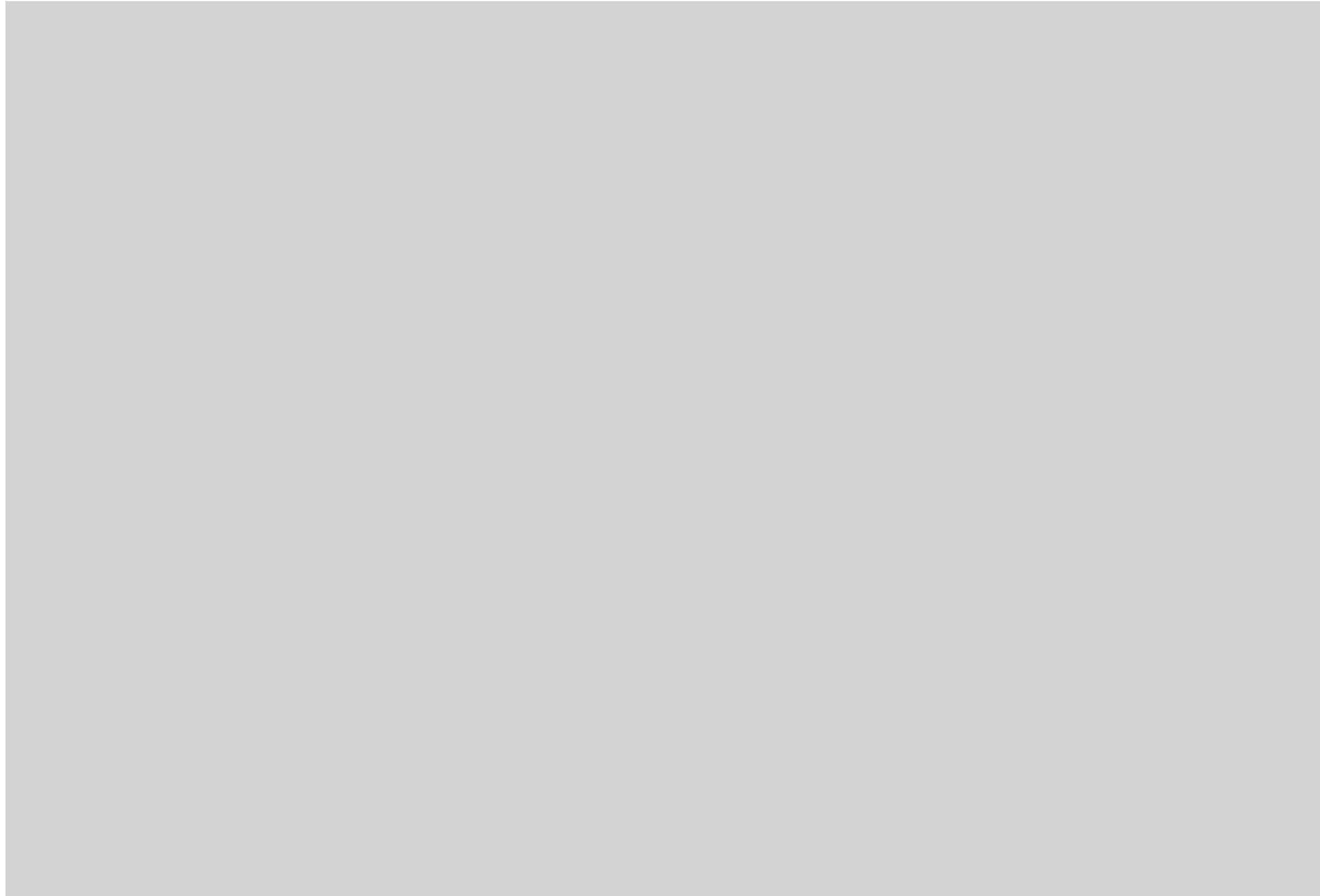
15pt
Online alternative
ITC Stone Serif

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Write the name of your organization here
Area of Isolation



Write the name of your organization here
Web

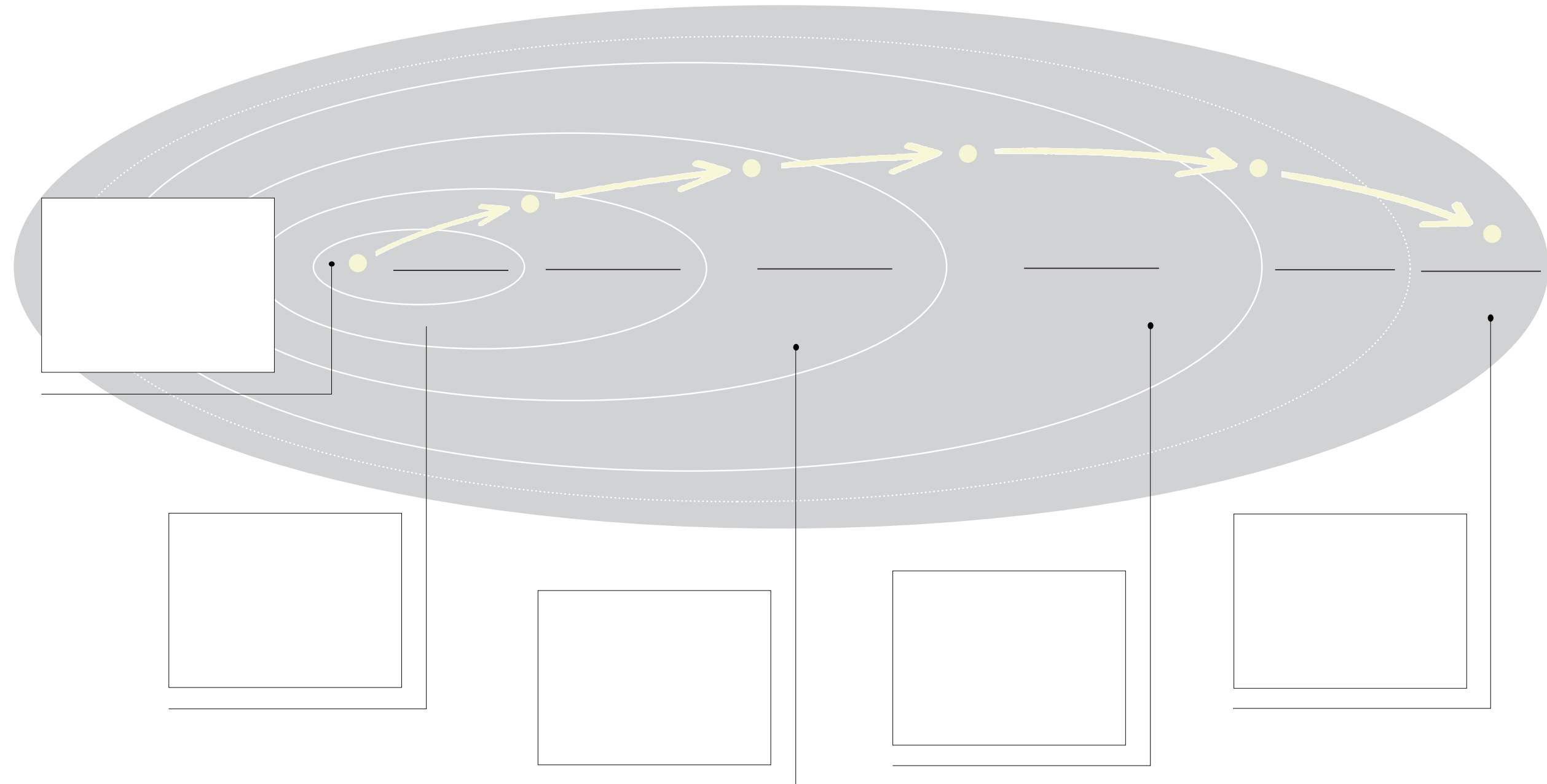


Write the name of your organization here
Artifact

Place your artifact design in here

Write the name of your organization here
Ripple story

Intention:



Back Cover