



Creative Brief

Project: Birthday Card

Design Size: 5" x 7"

Overview: Charitus is a public foundation based in Ontario, Canada. They provided investment and fundraising services to individuals, congregations, and ministry organizations within the Lutheran Church in Canada.

They require the design of two generic cards: Christmas and Birthday Card that's unique and aligned with the Charitus brand.

Both cards should depict the Christian faith graphically.

Content copy provided by Charitus.

Creative: See sample quality of previous designs. We're seeking something of a similar calibre design.
The creative must be innovative, inspiring and wow our audience.

Target

Audience: Men and women
Age 45 – 85
Christian, Lutheran denomination
Concerned about social justice and the environment
Culturally diverse and inclusive community

Timeline: Deadline: May 29, 2025

Content

Copy: **Birthday Card:**
Cover: Happy Birthday
Inside:
"For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do." — Ephesians 2:10 NIV

Happy Birthday!
You are a gift to this world.



May your year ahead be blessed with grace, love and the kind of joy that touches your soul.

Back Cover:

Charitus logo

Tagline: Values Driving Value

charitus.ca

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