Creative Brief

The idea of this graphic is two-fold:

1. Visualize my Value Model (or demonstrate my my offering can take people from where they are to a better place by following our program)
2. For the viewer to be able to ‘Self-Diagnose’ where they fit in the environment I’m describing.

The value model need to show progression from bad to good and hence typically that why using a pyramid structure tends to work well. Using the content on the previous slide, my original idea was to have an image/icon of a Hotel as the central mechanism for the value model graphic. (however I am still open to using the pyramid concept).

Perhaps the Hotel icon can be off to the right (as in example on slide 3), if it is not to be used in the centre.

It doesn’t need have to be in the same colours as my Hotel Rescue Logo. I happy to see a fresh bright pallette. It must show progression to the top by using arrows and colours or accension.

Really keen to see some fresh way to portray this value model.