

Design Brief

Scopus PD Purpose_Vision_Mission Project

1. Project Overview:

Scopus PD, a leadership development company, would like a designer to create on our behalf, a series of three (3) images that depict our company's purpose, vision and mission.

For this project to be successful, we would like three (3) graphic designs drawn up that each depict our Purpose, Vision & Mission within a common theme. ***This design must also be accessible in PSD (Photoshop) format so that alterations can be made if needed.***

We have an idea of what each image would look like and you can find these examples attached to this briefing document (see below).

In saying this, we are also very open to the artist's own unique designs and so we strongly encourage all participants to utilise their individual creativity and to submit any designs that they think will hit the mark.

2. Company details:

Company Name: Scopus PD

Location: Australia

Website: www.scopuspd.com.au

Email: admin@scopuspd.com.au

Company Logo:



Corporate Colours:

- Dark Grey
- Light Blue
- White



About the Company:

Scopus PD is a Leadership Development company, who specialises in assisting medium to large businesses with the development of their leadership platforms

Through the creation and delivery of customised leadership development program, Scopus helps their clients to expand their business and increase productivity.

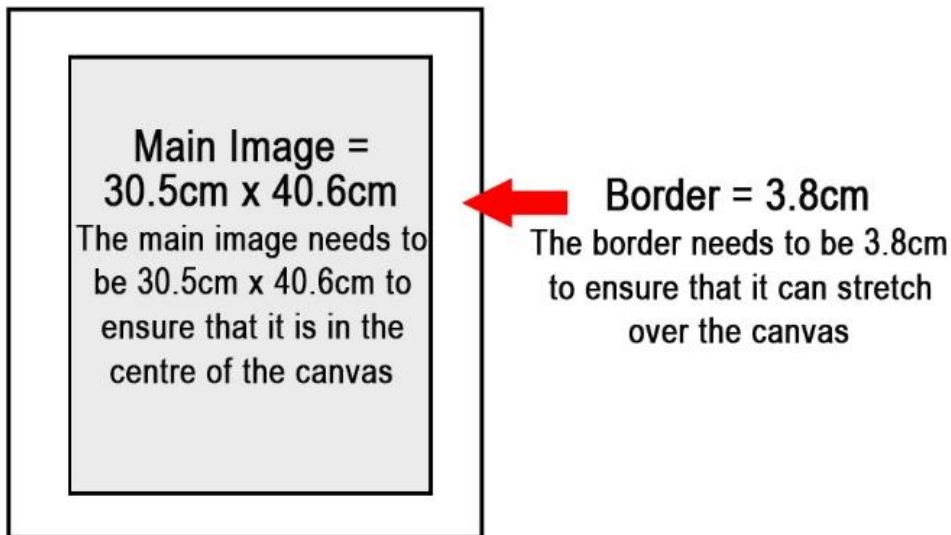
3. Design Specifications:

Photoshop (PSD) format: This completed design will need to be in **Photoshop (PSD) format** before being handed over. This is to ensure that we can make alterations before printing if necessary.

Quality: The design must be **300 pixels resolution** or higher.

Dimensions of the design: The design dimensions will need to be **30.5cm x 40.6cm** (rectangle shape) with a surrounding **3.8cm border** as it will be printed onto canvas matching these specifications.

Here is a layout of the design specifications:



4. Design Concept:

The winning designs will be used to create a series of three canvas images that will hang in our office. This design will be the first thing that our clients see so the design will need to be very professional.

The winning design must also be to the specifications mentioned above and will need to be in PSD (Photoshop format) to ensure that we can make alterations as necessary.

The text for this project will be:

PURPOSE:

We exist, to empower the talented to achieve the extraordinary

VISION:

We will exceed all expectations and become the inspirational driving force behind our community's young leaders, assisting them to create people centric business cultures that are known throughout the country

MISSION:

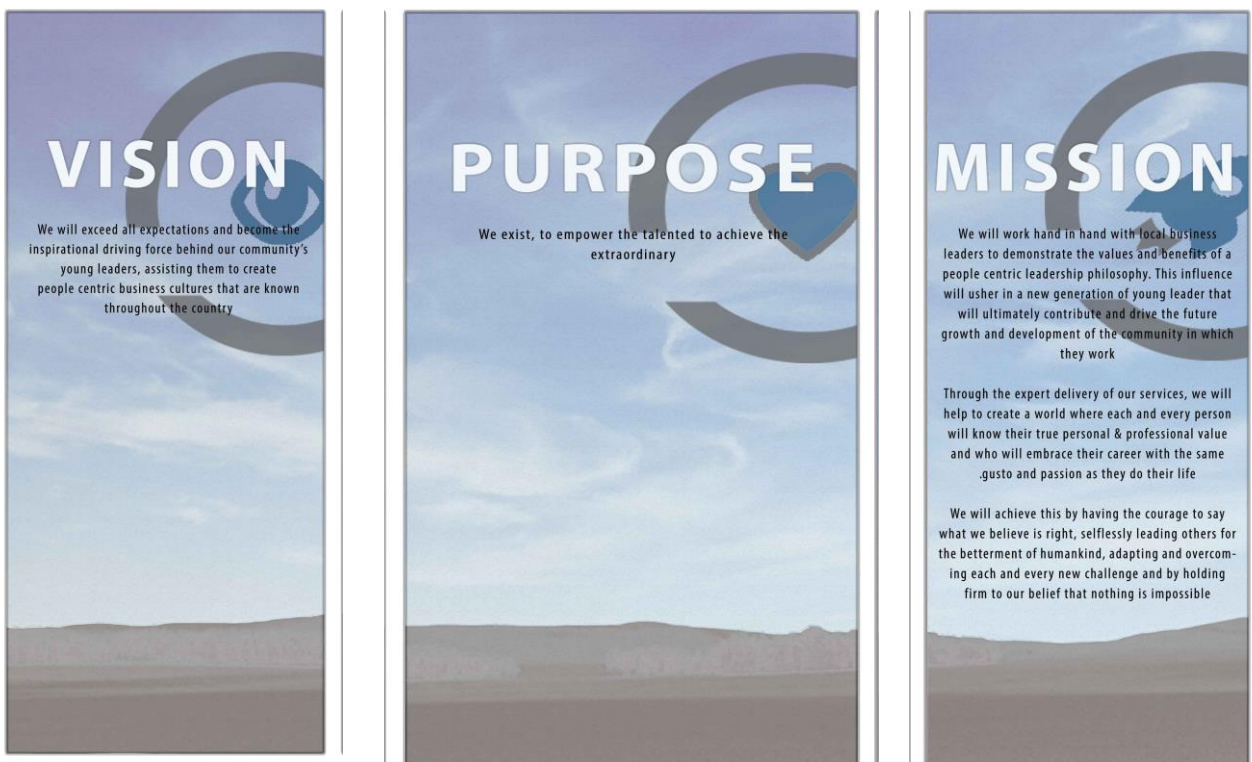
We will work hand in hand with local business leaders to demonstrate the values and benefits of a people centric leadership philosophy. This influence will usher in a new generation of young leader that will ultimately contribute and drive the future growth and development of the community in which they work.

Through the expert delivery of our services, we will help to create a world where each and every person will know their true personal & professional value, and who will embrace their career with the same gusto and passion as they do their life.

We will achieve all of this; by having the courage to say what we believe is right, selflessly leading others for the betterment of humankind, adapting and overcoming each and every new challenge, and by holding firm to our belief that nothing is impossible.

Example:

Below you will find an example of what we believe would suit our needs but we are also very open and will encourage designers to come up with their own interpretation of this design or whatever they feel would work well within this brief.



5. Summary:

Please take the time to read over this brief to ascertain all the critical detail requirements and please feel free to contact the nominated contact should you have any questions.

Thank you for your participation and we look forward to seeing your creative ideas.

