

Bridging Hope Charity Foundation

Creative Design Brief

Name of Brief/Project	Bridging Hope Charity Foundation (BHCF) Christmas and New Year season's greetings 2017	
Requested By	Head of TWT Corporate Marketing Tina Tian	
Target Audience	TWT database_ Stakeholders/Foundation partners/consultants	
Outputs Required	File type output & dimensions	
	1)	Electronic version – Web version of JPEG low res for CRM system_W600*H800
	2)	Electronic version – Email signature banner/ size: 450x75
	3)	Electronic version for social media platforms like Instagram, FB, Wechat and etc. JPEG low res.
Background Information	<p>Bridging Hope Charity Foundation is an Australian based foundation. Bridging Hope works to give back to our local communities by supporting our twin pillars of mental health and the arts, to improve the lives of those in our community.</p> <p>Mission: To connect friends, families, colleagues, artists and mental health professionals, and provide an opportunity for our community to live in a culturally vibrant and healthy society.</p> <p>We need a corporate Christmas and New year seasons greeting e-card design to send out to all our foundation partners, clients and consultants</p> <p>More background information is also available on our website: http://bridginghopecf.org.au/</p>	
Description of design guidance + Copy	<ol style="list-style-type: none"> 1. Creative design needs to be bespoke, fun, festive and artistic with BHCF logo. 2. Second required electronic version designed can be shared via wechat, facebook, Instagram. 3. Draft Copy as following : <p>Merry Christmas & Happy New Year!</p>	
Link to Reference Files	Logo attached.	
Link to Project Folder		