**Core Values Infographic Design Brief**

**Goal:**

To instill the core values into the hearts and minds of my staff, board, and key volunteers.

**Original content to work with:**

Below are our core value statement.

* Because we value **Equipping**we will **prepare our people to further His Kingdom**.
* Because we value **Serving**we will **generously give our time, talent, and treasure**.
* Because we value **Missional** **Living**we will **intentionally pursue the lost where they are**.
* Because we value **Belonging** we will **nurture a family environment**.
* Because we value **Spirit-living** we will be **led, transformed, and empowered by the Holy Spirit.**

**Key Points:**

* I want to present the core values in a way that they are very memorable.
* I intend to place this infographic on a wall in the main office and be able to place it on documents, posters, or even t-shirts.
* The most important take away is the 5 values and their intended meaning, not necessarily the entire statement(s). If the meaning can be understood by the 5 words and pictures, or short phrases, then great. The purpose of the description is to bring clarity so that the values aren’t misunderstood.
* The value statements as they are currently presented above is long, boring, not eye-catching, and not memorable.
* I think the “t-shirt” test is a good measurement i.e. could this fit well on a t-shirt. In it’s current state, this would not fit on a t-shirt nor would you want to put them on one.
* We see our values as describing who we are as a church and what makes us distinct from other churches.

**Tone and Manner:**

* Our mission is “Connecting Young Families to Christ” so our focus is to reach out to families while not being exclusive to others.
* Our website is [www.spfamilychurch.ca](http://www.spfamilychurch.ca)
* Our church is about 50 years old in Mississauga Canada and recently went through a church relaunch where we came up with a new mission, vision, and values.
* I would like the infographic to have a real quality to it which reflects the amount of effort and care we put into crafting our values and how important they are going forward.

**This is our Logo:**

