**Project Overview**

We have recently created Cultural Values, and Purpose, Vision and Mission statements for a client’s business. We would like a visual representation created of each of these, to be hung on display in their office.

For this project, we would like four (4) graphic design prints drawn up that depict:

1. Purpose
2. Vision
3. Mission
4. Cultural Values

All print designs should use a recurring, common theme, and be reflective of the business’ colours (see attached logo.)

**Business Details**

**Company Name:** GippsAuto

**Location:** Australia

**About the business:** GippsAuto is a locally owned and operated, reliable and reputable mechanic. Offering a family and female friendly environment, they go the extra mile for customers when providing accredited automotive service solutions. GippsAuto puts the safety, security and reliability of your family’s vehicle above all else.

**Target audienc**e: Females, aged between 37 and 57 years old, who are family orientated, living locally, married and have between 1 and 3 children living at home.

**Logo:**

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**Design Specifications**

**Photoshop (PSD) format:** All 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:** All designs must be 300 pixels resolution or higher.

**Purpose, Vision & Mission Designs Dimensions:** The dimensions for each of the Purpose, Vision and Mission designs will need to be 30.5cm x 40.6cm (portrait, rectangle shape) with a surrounding 3.8cm border as it will be printed onto canvas matching these specifications.

**Cultural Values Dimensions:** There are no specific dimensions required for the Cultural Values so the designer should feel free to display them best they see fit.

**Design Concept**

The winning designs will be on display in the business so they will need to be very professional and reflective of the brand. All designs should use a recurring, common theme, and be reflective of the business’ colours (see attached logo.)

Please find details below of what should be included in each design.

**Purpose**

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:**

Purpose

Providing vehicle safety and security to Gippsland families on our country roads.

**Example of another business’s:**

**Vision**

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:**

Vision

We will earn our reputation for being the number one, family focused, automotive specialists throughout the Latrobe Valley.

**Example of another business’s:**

**Mission**

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:**

Mission

Through the delivery of high-quality automotive services and customer experience excellence, we will instil confidence and security into our clients. We will build a solid platform of trust in which our entire industry will recognise the benefits.

**Example of another business’s:**

**Cultural Values**

While this will be produced as one design print, each individual value should be represented by an its own icon. All icon should then be displayed

**Pride**

We take pride in our workmanship, pride in our service and pride in the knowledge that we help to keep our clients safe, secure and happy whilst they are on the road

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:** Pride

**Honesty**

We believe in providing an honest service, honest advice, open and honest communication and honest rates

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:** Honesty

**Respect**

We uphold respect for our clients, for their vehicles and for the automotive industry in which we work

**Imagery & Design:** Designer is encouraged to use their expertise

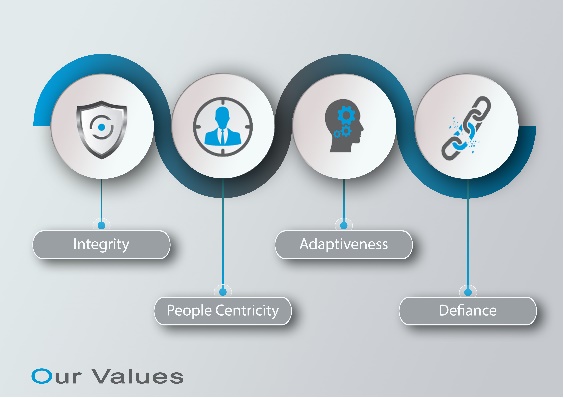
**Text to include:** Honesty

**Diligence**

We will work diligently to find and communicate automotive solutions that accommodate the individual needs of our clients

**Imagery & Design:** Designer is encouraged to use their expertise

**Text to include:** Diligence

**Example of another business’s:**