**DESIGNER BRIEF**

**2-Page Flyer for the Information Session about the Mindful Entrepreneurship Program**

This is a flyer to announce/advertise an evening Information Session about the Mindful Entrepreneurship Program. This Program aims at mindfully rethinking and redesigning work (and life) for people who feel stuck or not entirely satisfied with their work and/or life (please see draft flyer attached for more details). This Program is property of Hello Happiness, a company that uses a combination of Mindfulness, Design, and Entrepreneurship to help people achieve greater happiness (in their work and lives).

All of what I will say below is suggestive (I’m not a design expert), and I’m open to divert from it, if it makes sense and feels more interesting.

I thought initially of a 2-page flyer (please see draft flyer attached). The first page could help people grasp the essence of the event quickly (in 1 or 2 minutes), and then, if they are interested/motivated, they would continue reading through page 2, which has more info about the Program in itself.

**Potential Structure**

***Page 1***

. About the Information Session on the Mindful Entrepreneurship Program

. Visible Date & Time, Contacts, Venue (and other relevant info)

. About me (the facilitator)

***Page 2***

. About the Mindful Entrepreneurship Program

I include a Powerpoint draft of the flyer with the content. The design is rudimentary and precarious from an aesthetics/organization point of view, and this is mainly where I need help (and maybe in other aspects too!).

On the flyer, I would like to include:

- a photo of myself (I attach 3 photos of me you can experiment with).

- 1 or 2 beautiful-nature photos (cropped or full). One may have to do with looking at the sky, dreaming, and imagining a new work and life (2 photos with sky and clouds attached). The other has to do with walking the transformation journey (the photo with the person walking through the forest path).

- hello happiness logo or logos (there are two slightly different ones, that can be used for different purposes).

- Where it says the "the way out is in" it would be great to have a similar font to the one I attach (see file "Font\_the\_way\_out\_is\_in").

In terms of colours, I would not divert much from the logo colours (and of course white and black). I would like the flyer to be quite white. Almost like fairy-tale white: the white horse, the white snow, the white of the stars, the white heaven. White could be the base colour. White means peace, tranquillity, calm contentment, a smile.

And then use the other colours. The green of the mindfulness. The blue of the sky, the dreams. And the orange of the sun, the energy, the fire, the action. And maybe the black for text.

I would like this flyer to be a piece of art, in every possible way. Simple, beautiful, ease, light, peaceful, calm happy. Just like the Mindful Entrepreneurship Program and hello happiness Company that I am creating intends to be. The mission of this Program and Company is to be a designer, a painter (a Picasso) of happier and more fulfilling human lives.

I am very much looking forward to seeing your proposal(s).