

Creative brief

- 4 page color brochure
- Able to print as a 11x17 (Tabloid size), front and back that can be folded
- Also want a version as 8.5 x 11 (4 page document)
- Will not be able to print with a bleed, so plan for white edges
- Include logo (Resilient Marriage tree logo)
- Include tree artwork in some way and use colors that complement the colors in the tree
- Plan to include a photo of Phil & Vicky next to their bios (use a placeholder for now)

Some ideas for visual direction of the brochure:

PHOTOS

- Use multiple stock photos of real couples
- Include some diversity of age and ethnicity
- See examples from Adobe stock on the next few pages
- If you want me to provide any of these images from Adobe stock, please let me know.

ICON / INFOGRAPHIC

- Use only one or two stock photos of real couples
- Incorporate more of an infographic feel in a few places, such as
 - The statistics under Ministry marriages are at risk
 - The 3 statements under Your invitation (Deepen intimacy...)

PHOTO IDEAS

Please use one of these photos as a placeholder for Phil & Vicky. We will swap it out for the real photo of them in a later stage of the process.







ICON & INFOGRAPHIC IDEAS

Ministry marriages are at risk

77% of pastors feel they do not have a good marriage¹

48% say their current ministry role has been difficult on their marriage²

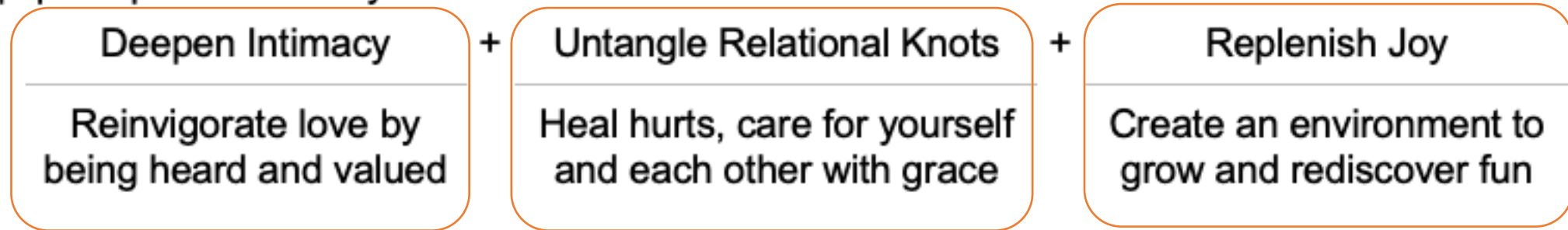
26% of pastors face significant marital problems²

IDEA: Could this be like an infographic style, where each statistic is shown as a pie graph, perhaps inside a bullseye or the rings inside a tree? The tree represents the marriage, which is at risk of being cut down, exposing the rings inside the trunk, which is where the pie chart/statistics are shown.



Your invitation

Whether your marriage is thriving, in distress, or needs a fresh start, Resilient Marriage retreats equip couples in ministry to:



The 3-day retreat is personally tailored for one couple only. We provide a lovely, comfortable, private and safe setting where everything is taken care of. We can welcome you to our locations in Austin and Chicago or – in special circumstances – bring the retreat to your area.

IDEA: Have an icon or image for each of the three statements above (Deepen intimacy, Untangle relational knots, Replenish joy). I like the icon idea if we use the infographic style for the statistics in the previous section.