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Creative Brief

Client/Client Information:

Habitat for Humanity CU Chapter
President: Leilani
E: Habitat@colorado.edu

Overview:
We will be creating a new identity for the Habitat for Humanity CU Chapter. The past couple years they have had trouble getting members to join their cause, so we have decided to re-invent their identity in hopes of promoting member participation and attendance.

Creative Direction:
We plan on using the Habitat for Humanity logo, which is recognizable to all, to show the affiliation our group has to the organization. But then also, create our own logo to create a separate identity for CU students to associate with. We have already met with the president of the group, Leilani, and have talked over what she is looking for from us. We will be creating flyers, stickers, a banner, and renovating their webpage. For the flyers, we plan on creating a fun, inviting, and informational feel. We plan on utilizing an inviting text that will invoke interest in fellow students. We will include, meeting times, member activities/exciting events, to inform and encourage people to join.

For the stickers, we will use a similar design aesthetic but plan to use them as a prize for winning at the clubs various meeting events. The banner, is another important aspect of the project, because right now they have a piece of cardboard with sharpie written on it, we plan to design a new banner with both logos on it.
This is for them to bring to building days, use at expos, etc. For all these projects we plan on using the colors of Habitat for Humanity, in order to expose the affiliation between the two. For the webpage we plan on using a template and keeping the page simple. We will be utilizing photos from their Facebook/events. The design will also be cohesive to CU web design, to show the affiliation to our campus.

**Technical Approach:**

The flyers, stickers, and banner, will all be designed utilizing Photoshop and Illustrator. And the webpage will be designed utilizing an already built template. We plan on doing this so it is user friendly and someone without coding knowledge will be able to update the webpage when needed.