

# CREATIVE BRIEF

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## OVERVIEW

Christmas may look different for some in 2020. That is why we will be “Home For The Holidays” during the month of December. “Home” may be your house, your community, your hometown, or even your Cross Point campus. Join us as we bring joy to the world while we are home for the holidays.

## PROJECT SUMMARY

Christmas may look different for some in 2020. That is why we will be “Home For The Holidays” during the month of December. “Home” may be your house, your community, your hometown, or even your Cross Point campus. Join us as we bring joy to the world while we are home for the holidays.

The look should trigger a warm and romanticized memory of a Christmas we all know and love. All Cross Point touch-points should feel peaceful AND fun, nostalgic AND modern.

## OBJECTIVES

To create a style guide and assets for the Christmas season at Cross Point.

## BRAND ATTRIBUTES

- Fun
- Joyful
- Peaceful
- Nostalgic

## TIMELINE

Launch Sunday, November 29

## BOTTOM LINE

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Create a visual identity for the month of December that will inspire Cross Point to bring joy to the world while being home for the holidays; wherever home may be.

# ART DIRECTION/INSPO

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## JOY TO THE WORLD

[https://www.behance.net/gallery/89829595/Joy-to-the-World-Christmas-VI?tracking\\_source=search\\_projects\\_recommended%7Cchristmas](https://www.behance.net/gallery/89829595/Joy-to-the-World-Christmas-VI?tracking_source=search_projects_recommended%7Cchristmas)

### WHAT WE LIKE:

- Color palette
- Illustration style
- I like the idea of having illustrations for various activities (especially for social media and additional resource content).



# ART DIRECTION/INSPO

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## 2019 CHRISTMAS AT CROSS POINT

### WHAT WE LIKE:

- The frosted window texture brought people into a romanticized memory of Christmas.



# ART DIRECTION/INSPO

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## IT'S A WONDERFUL LIFE

<https://www.artofthetitle.com/title/its-a-wonderful-life/>

### WHAT WE LIKE:

- Classic vintage Christmas type treatment

