

## OVERVIEW

Fathers need and deserve encouragement, support, and praise too. At their core, every good Dad wants to connect and build lasting relationships with their children. As a community, we must walk alongside men and celebrate them if we expect them to engage their families spiritually and emotionally.

## OBJECTIVE

Create a Father's Day brand founded on the fun relationships children often have with Dads.

## TARGET AUDIENCE

Primary: Men/Dads/Caregivers at Cross Point

## TIMELINE

Father's Day: June 20

Final art: June 7

## BOTTOM LINE

Create a fun and playful Father's Day brand that will serve as the foundation for all things Father's Day at Cross Point.

## ART DIRECTION

- TONE/CHARACTERISTICS
  - Playful, fun, light, masculine
- COLORS
  - Bright colors

## SPECS

- DIMENSIONS
  - 1920 x 1080px layered artwork
- COPY
  1. Father's Day at Cross Point  
(Please keep text editable)
- PROCESS
  - 3-4 comps | 3 total rounds of revisions

## INSPIRATION



### WHAT WE LIKE:

- Playfulness of the design
- Abstract characters
- Color palette



### WHAT WE LIKE:

- Playful design
- Color palette

### WHAT WE LIKE:

- Bright color palette

