

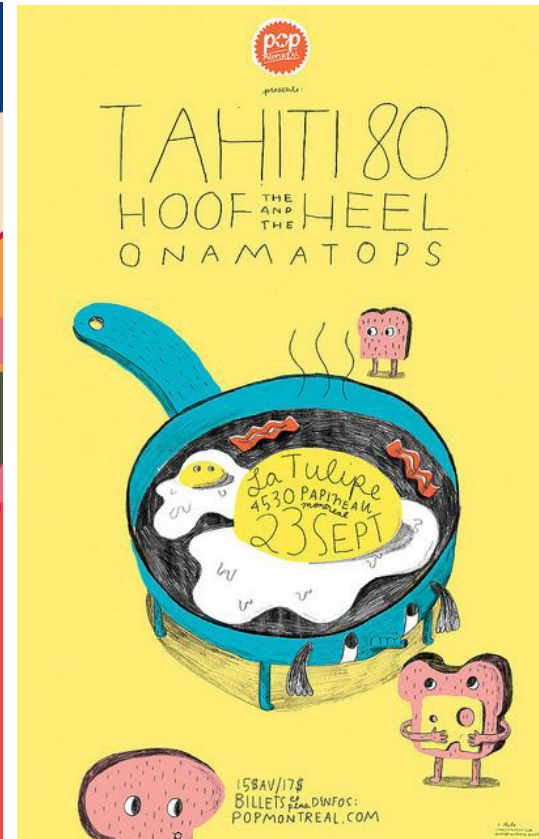
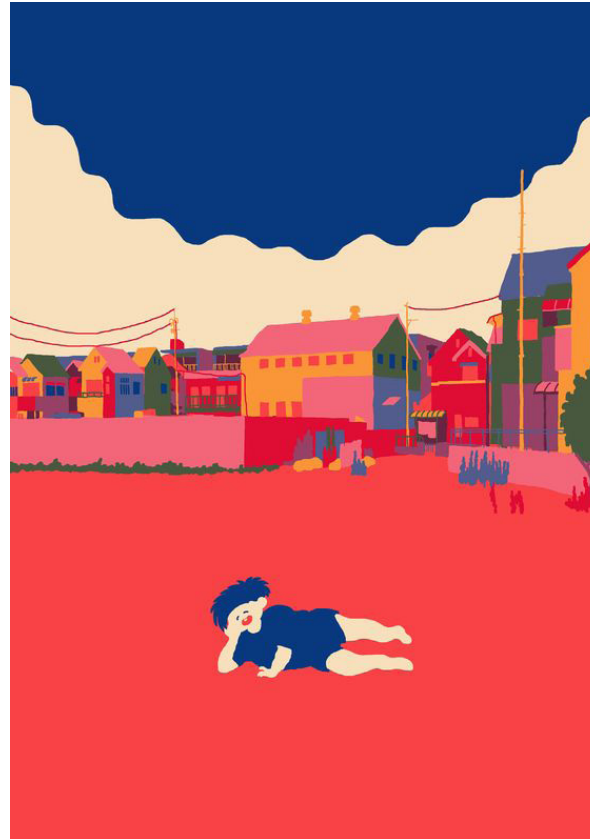
Joshua Ryan

Design Directions Presentation

Brand Concepts PSAM 2033-B

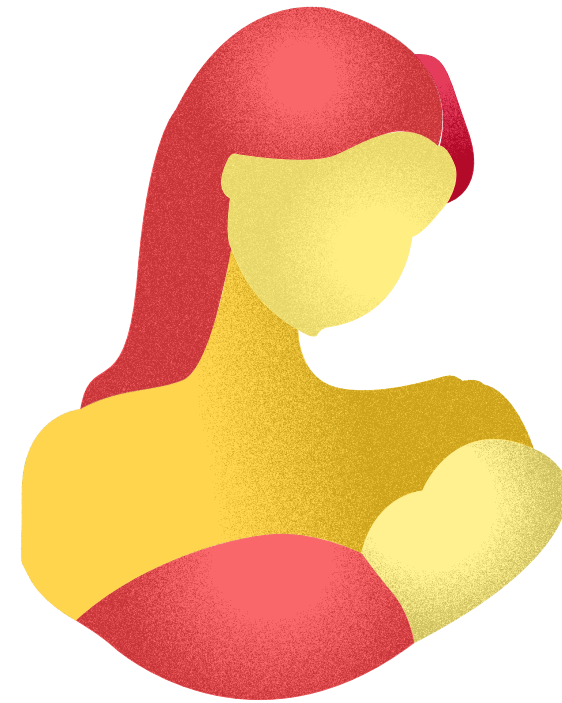
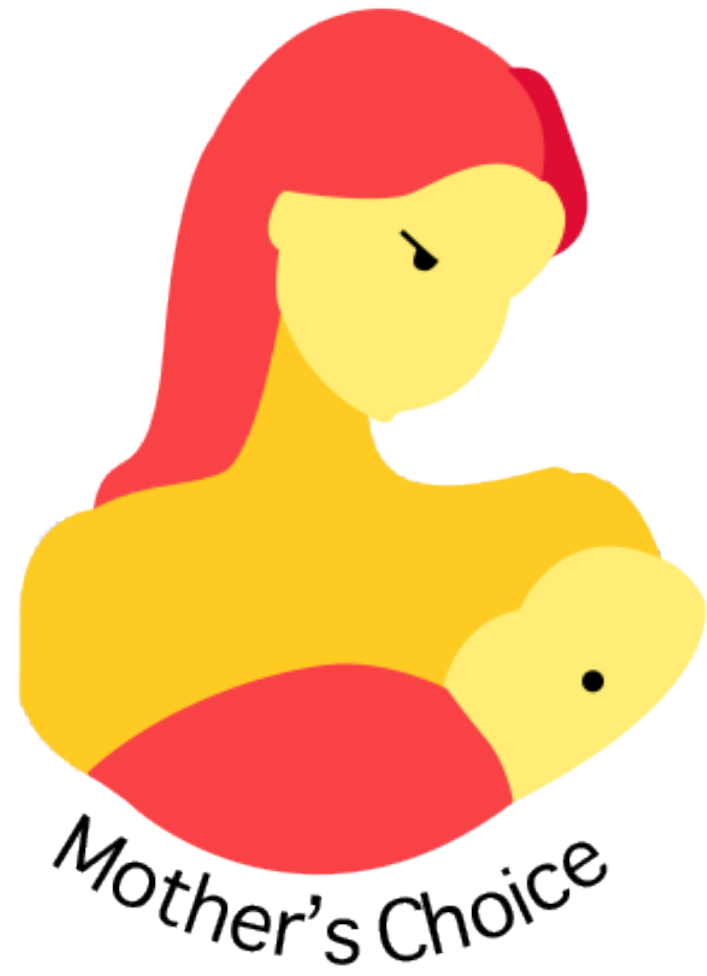
Summary of Design Strategy:

This strategy would consist of a warm color palette, graphic qualities would look more hand drawn and illustrative. Think a bit more storybook illustrative, more playful and child like.



Concept: Playful, warm and illustrative design.

Logo:





Dear Mister. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus orci mi, eleifend id malesuada et, dapibus eu enim. Donec posuere odio nec mi sagittis, at dapibus enim lobortis. In lectus ex, tempor eu turpis et, auctor faucibus erat. Cras nec nisl feugiat, ullamcorper lorem sit amet, aliquam quam. Etiam egestas velit sapien, quis posuere augue laoreet eget. Aliquam imperdiet, odio nec ultrices pulvinar, nisl diam feugiat massa, interdum ultrices eros arcu in erat. Nulla vestibulum lacus nec orci pharetra, a tempus metus semper. Nunc vehicula luctus dui ac elementum. Aliquam ornare nunc arcu, ac luctus enim gravida et. Ut eu ornare felis, in faucibus velit.

Nam quis purus ut enim tristique vehicula. Phasellus nec eleifend risus, a mattis orci. Curabitur non tincidunt libero, sit amet fringilla mauris. Nulla ac mi vitae eros fringilla ultrices. Duis est felis, gravida a interdum vitae, dictum sit amet massa. Maecenas scelerisque lobortis metus, vel tincidunt dui ullamcorper et. Vestibulum est massa, molestie ut tempus quis, dapibus sed ligula.

Sed imperdiet est in ante lacinia maximus. Nullam facilisis est sed ultricies eleifend. Sed commodo in ligula a euismod. Fusce vitae risus tempor, finibus massa non, ultricies dui. Sed id congue odio, vel posuere ante. Aenean ut tincidunt sem. Curabitur blandit metus eget purus tincidunt, ut commodo dui fringilla. Nulla facilisi. Vivamus finibus ligula quam. Duis auctor libero ut turpis condimentum, iaculis venenatis quam elementum. Donec accumsan libero et nibh tincidunt, a maximus ipsum mattis. Nulla ornare bibendum tellus, ultrices mattis nunc condimentum id. Maecenas dui ligula, finibus at ex et, sodales tincidunt velit. Nunc dictum, est eget iaculis mollis, nibh odio fermentum velit, a aliquam nisl arcu lacinia tellus.

Mother's Choice



ng elit. Vivamus orci mi, eleifend id dio nec mi sagittis, at dapibus enim faucibus erat. Cras nec nisl feugiat, egestas velit sapien, quis posuere ultrices pulvinar, nisl diam feugiat estibulum lacus nec orci pharetra, a c elementum. Aliquam ornare nunc in faucibus velit.

us nec eleifend risus, a mattis orci. auris. Nulla ac mi vitae eros fringilla ctum sit amet massa. Maecenas corper et. Vestibulum est massa,

facilisis est sed ultricies eleifend. is tempor, finibus massa non, ul- Aenean ut tincidunt sem. Curabitur dui fringilla. Nulla facilisi. Vivamus ndimentum, iaculis venenatis quam unt, a maximus ipsum mattis. Nulla imentum id. Maecenas dui ligula, m, est eget iaculis mollis, nibh odio

Mother's Choice

onsectetur adipiscing elit. Vivamus orci mi, eleifend id . Donec posuere odio nec mi sagittis, at dapibus enim u turpis et, auctor faucibus erat. Cras nec nisl feugiat, quam quam. Etiam egestas velit sapien, quis posuere mperdiet, odio nec ultrices pulvinar, nisl diam feugiat arcu in erat. Nulla vestibulum lacus nec orci pharetra, a ehicula luctus dui ac elementum. Aliquam ornare nunc Ut eu ornare felis, in faucibus velit.

re vehicula. Phasellus nec eleifend risus, a mattis orci. sit amet fringilla mauris. Nulla ac mi vitae eros fringilla a interdum vitae, dictum sit amet massa. Maecenas tincidunt dui ullamcorper et. Vestibulum est massa, us sed ligula.

a maximus. Nullam facilisis est sed ultricies eleifend. od. Fusce vitae risus tempor, finibus massa non, ul- vel posuere ante. Aenean ut tincidunt sem. Curabitur dunt, ut commodo dui fringilla. Nulla facilisi. Vivamus r libero ut turpis condimentum, iaculis venenatis quam libero et nibh tincidunt, a maximus ipsum mattis. Nulla s mattis nunc condimentum id. Maecenas dui ligula, nt velit. Nunc dictum, est eget iaculis mollis, nibh odio arcu lacinia tellus.

Mother's Choice

Mother's Choice
42B Kennedy Road,
Mid-Levels, Hong Kong



NOTEBOOK

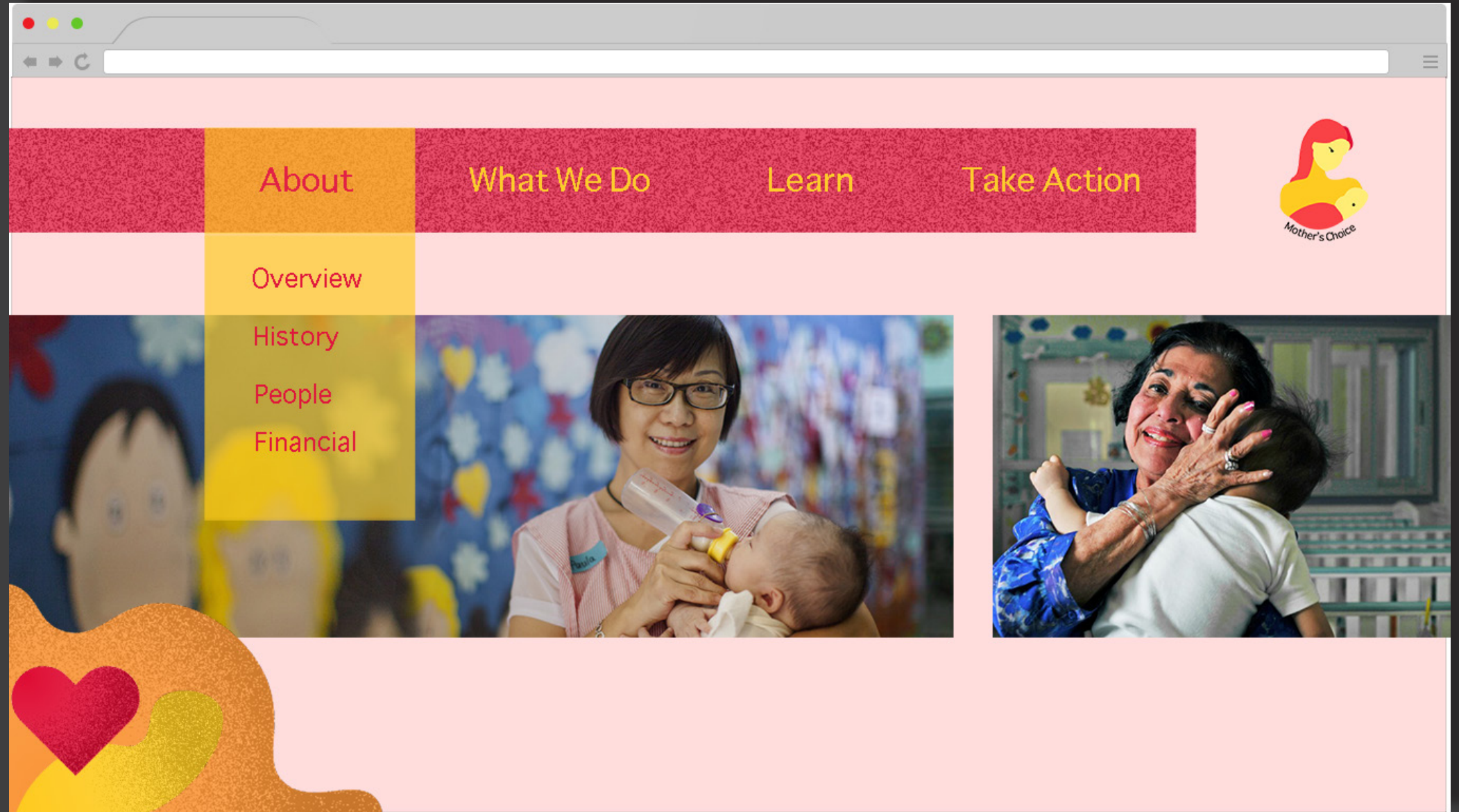
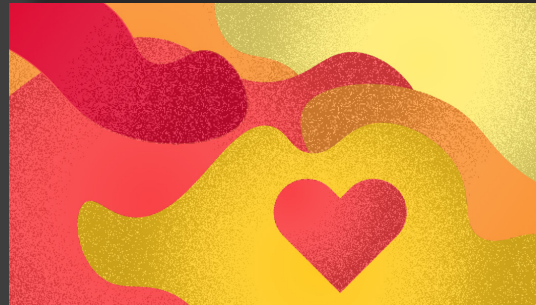
JOHN DOE



Social Worker

+852 1234-5678

johndoe@motherschoice.org





Concept: Bold, geometric design.

Logo:



MOTHER'S CHOICE





DEAR MR. SMITH

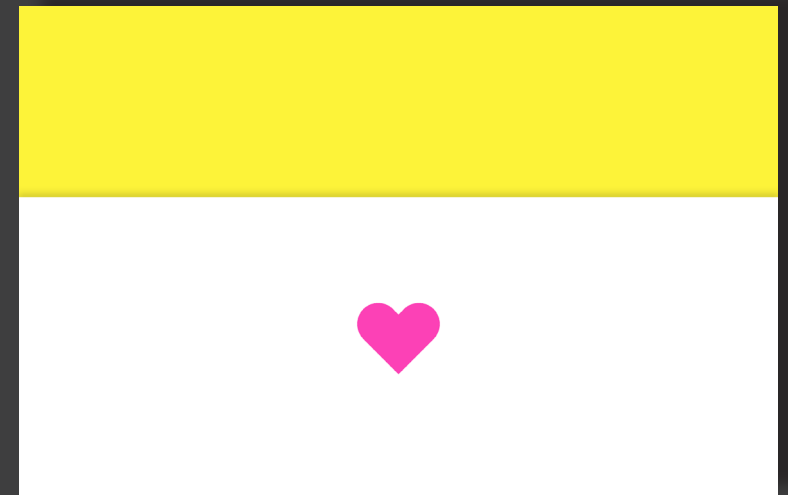
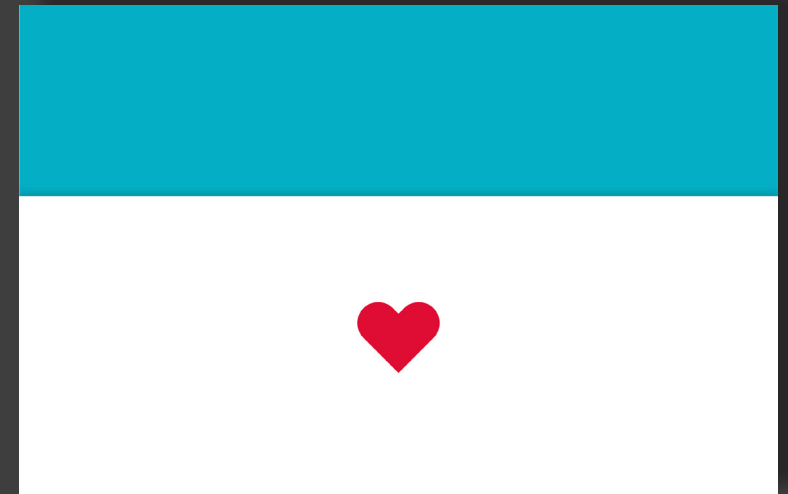
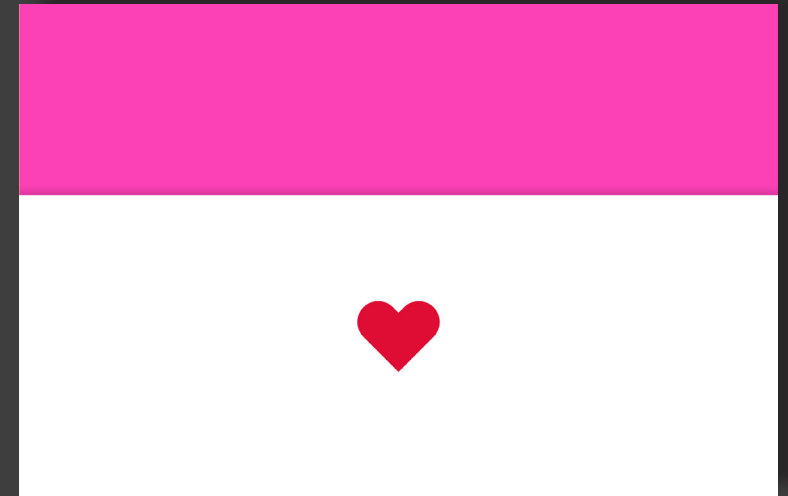
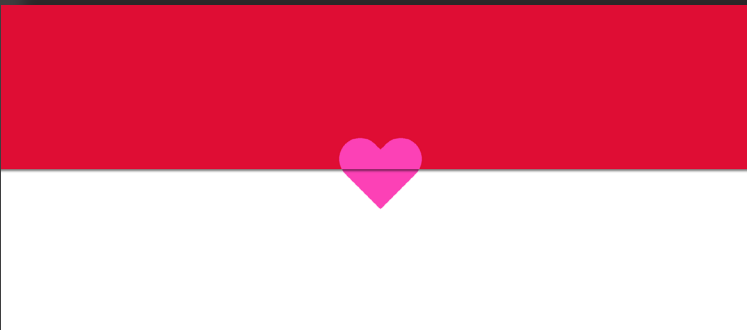
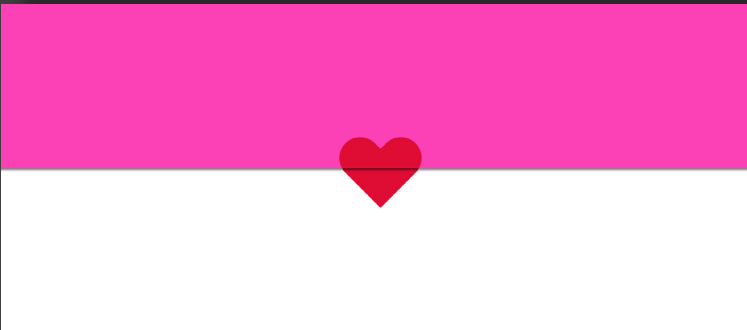
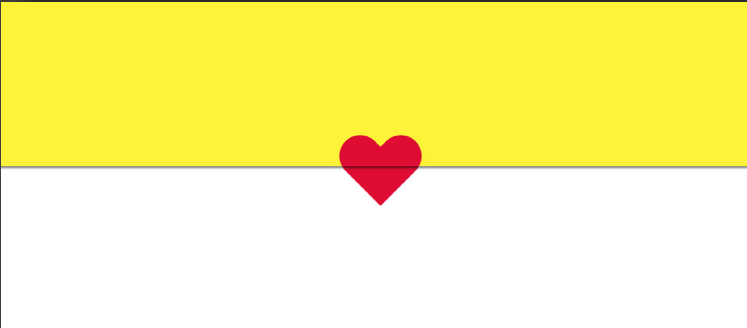
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus orci mi, eleifend id malesuada et, dapibus eu enim. Donec posuere odio nec mi sagittis, at dapibus enim lobortis. In lectus ex, tempor eu turpis et, auctor faucibus erat. Cras nec nisl feugiat, ullamcorper lorem sit amet, aliquam quam. Etiam egestas velit sapien, quis posuere augue laoreet eget. Aliquam imperdiet, odio nec ultrices pulvinar, nisl diam feugiat massa, interdum ultrices eros arcu in erat. Nulla vestibulum lacus nec orci pharetra, a tempus metus semper. Nunc vehicula luctus dui ac elementum. Aliquam ornare nunc arcu, ac luctus enim gravida et. Ut eu ornare felis, in faucibus velit.

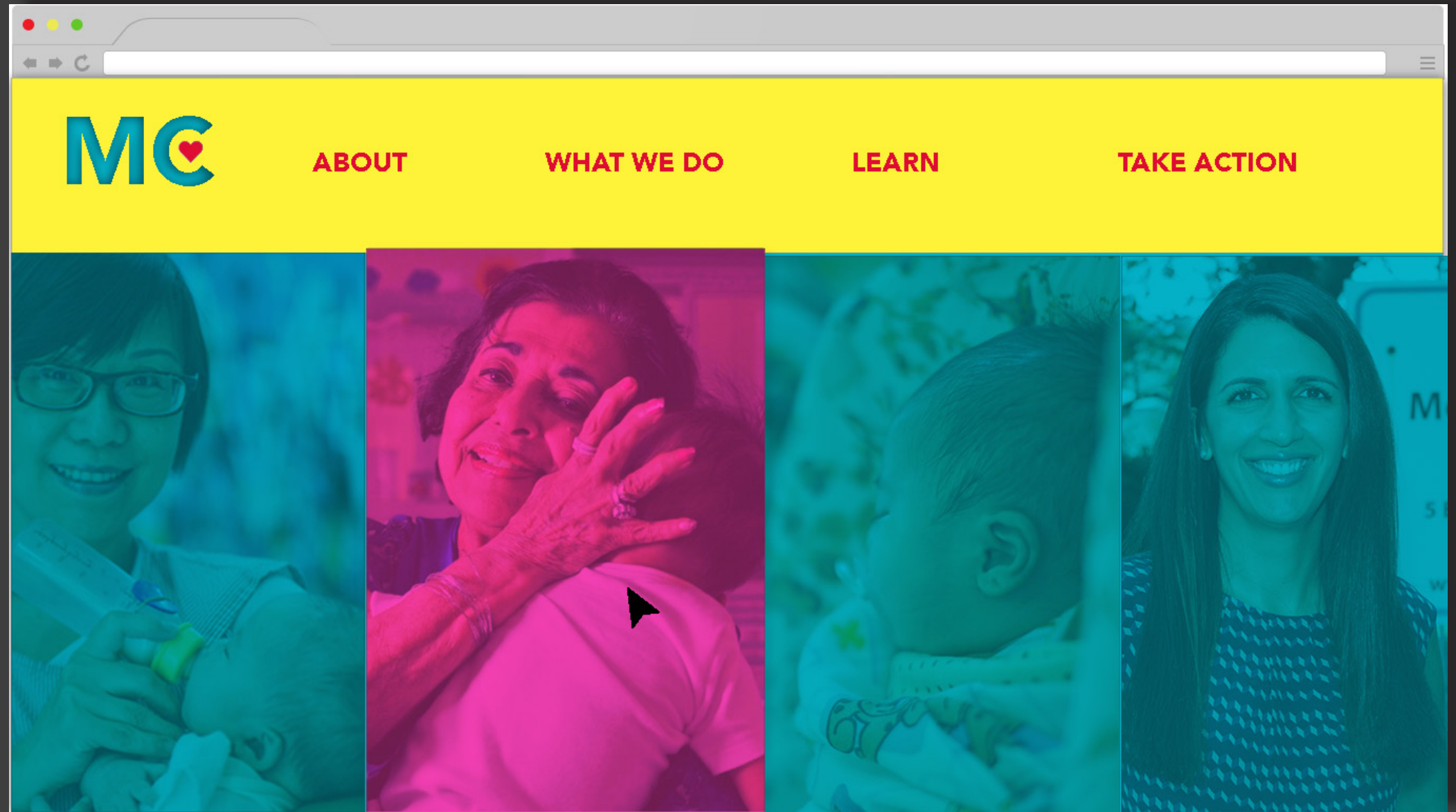
Nam quis purus ut enim tristique vehicula. Phasellus nec eleifend risus, a mattis orci. Curabitur non tincidunt libero, sit amet fringilla mauris. Nulla ac mi vitae eros fringilla ultrices. Duis est felis, gravida a interdum vitae, dictum sit amet massa. Maecenas scelerisque lobortis metus, vel tincidunt dui ullamcorper et. Vestibulum est massa, molestie ut tempus quis, dapibus sed ligula.

Sed imperdiet est in ante lacinia maximus. Nullam facilisis est sed ultricies eleifend. Sed commodo in ligula a euismod. Fusce vitae risus tempor, finibus massa non, ultricies dui. Sed id congue odio, vel posuere ante. Aenean ut tincidunt sem. Curabitur blandit metus eget purus tincidunt, ut commodo dui fringilla. Nulla facilisi. Vivamus finibus ligula quam. Duis auctor libero ut turpis condimentum, iaculis venenatis quam elementum. Donec accumsan libero et nibh tincidunt, a maximus ipsum mattis. Nulla ornare bibendum tellus, ultrices mattis nunc condimentum id. Maecenas dui ligula, finibus at ex et, sodales tincidunt velit. Nunc dictum, est eget iaculis mollis, nibh odio fermentum velit, a aliquam nisl arcu lacinia tellus.

MOTHER'S CHOICE

Mother's Choice
42B Kennedy Road,
Mid-Levels, Hong Kong





JOHN DOE

Social Worker

+852 1234-5678

johndoe@motherschoice.org

**IN 2015 THERE
WERE ALMOST
4,000 CHILDREN
LIVING WITHOUT
FAMILIES IN
HONG KONG.**

At Mother's Choice, we are a champion for children and a voice for them to be in a family. Our goal is to see every child in a safe, loving, and permanent family, and we work hard to ensure that every child can either be reunited with their birth family, or join an adoptive family as soon as possible.

Mother's Choice
Every Child in a Loving Family



**IN 2015 THERE
WERE ALMOST
4,000 CHILDREN
LIVING WITHOUT
FAMILIES IN
HONG KONG.**

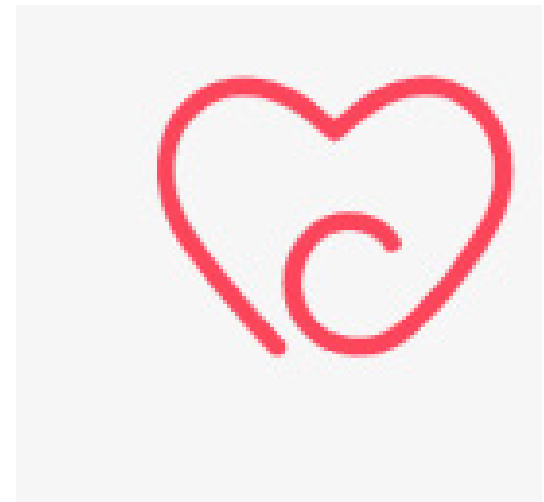
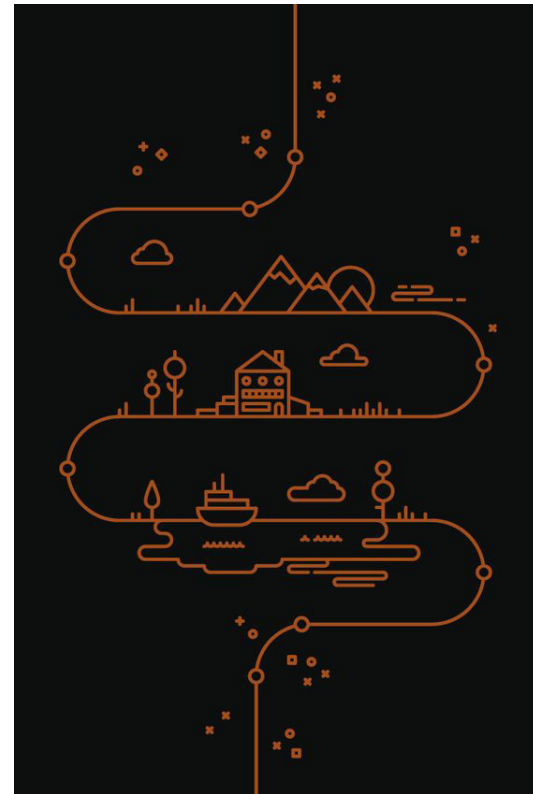
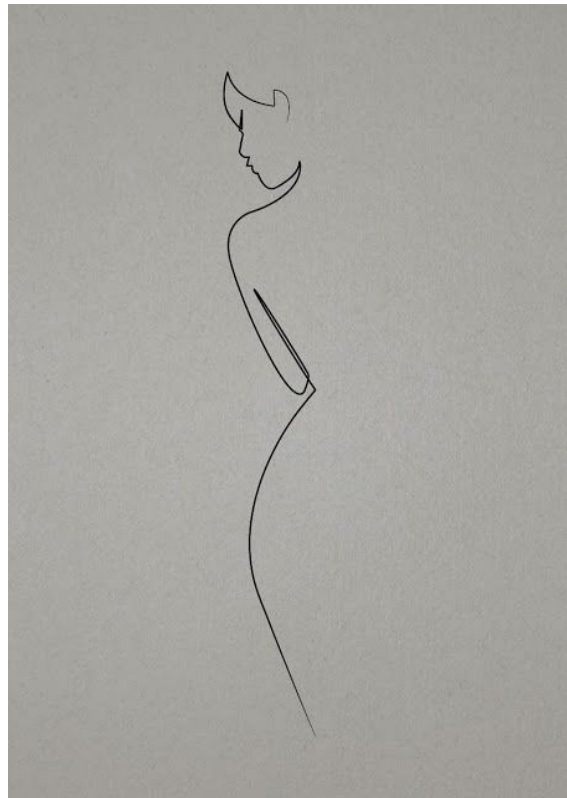
At Mother's Choice, we are a champion for children and a voice for them to be in a family. Our goal is to see every child in a safe, loving, and permanent family, and we work hard to ensure that every child can either be reunited with their birth family, or join an adoptive family as soon as possible.

**Mother's Choice
Every Child in a Loving Family**



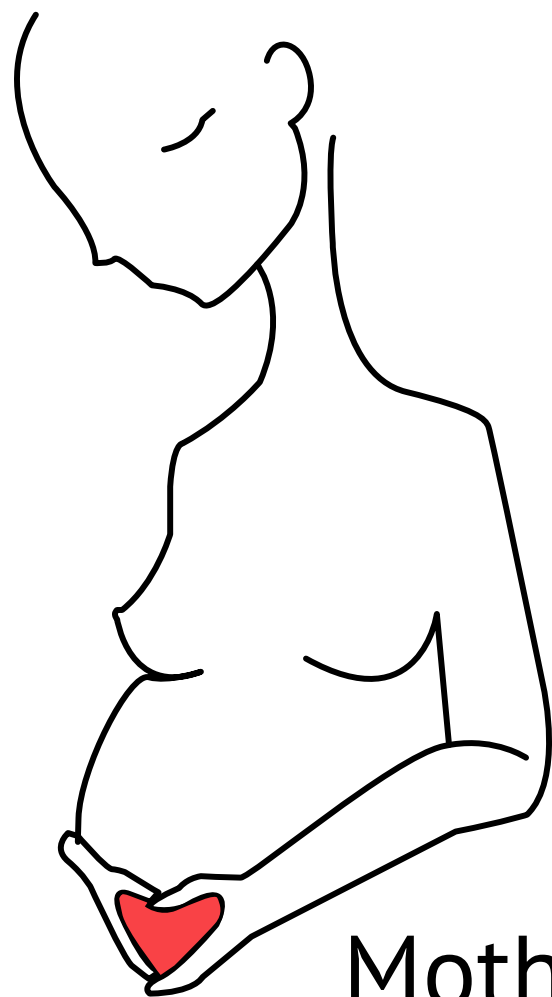
Summary of Design Strategy:

This strategy would be a little simpler, but has pops of color in it. Simple line drawings, with color adding interest.

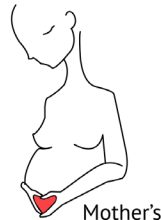


Concept: Bold, geometric design.

Logo:



Mother's
Choice



Mother's
Choice

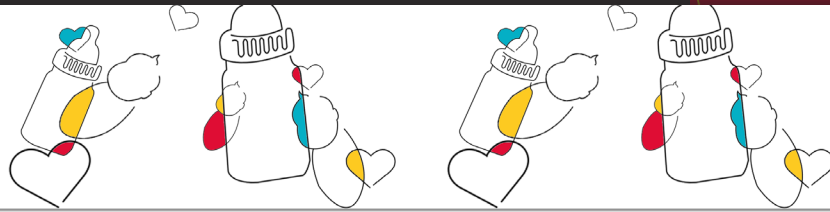
Dear Mister. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus orci mi, eleifend id malesuada et, dapibus eu enim. Donec posuere odio nec mi sagittis, at dapibus enim lobortis. In lectus ex, tempor eu turpis et, auctor faucibus erat. Cras nec nisl feugiat, ullamcorper lorem sit amet, aliquam quam. Etiam egestas velit sapien, quis posuere augue laoreet eget. Aliquam imperdiet, odio nec ultrices pulvinar, nisl diam feugiat massa, interdum ultrices eros arcu in erat. Nulla vestibulum lacus nec orci pharetra, a tempus metus semper. Nunc vehicula luctus dui ac elementum. Aliquam ornare nunc arcu, ac luctus enim gravida et. Ut eu ornare felis, in faucibus velit.

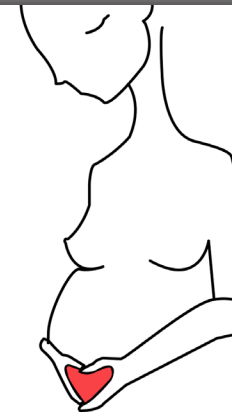
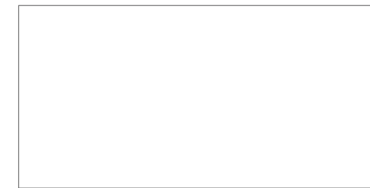
Nam quis purus ut enim tristique vehicula. Phasellus nec eleifend risus, a mattis orci. Curabitur non tincidunt libero, sit amet fringilla mauris. Nulla ac mi vitae eros fringilla ultrices. Duis est felis, gravida a interdum vitae, dictum sit amet massa. Maecenas scelerisque lobortis metus, vel tincidunt dui ullamcorper et. Vestibulum est massa, molestie ut tempus quis, dapibus sed ligula.

Sed imperdiet est in ante lacinia maximus. Nullam facilisis est sed ultricies eleifend. Sed commodo in ligula a euismod. Fusce vitae risus tempor, finibus massa non, ultricies dui. Sed id congue odio, vel posuere ante. Aenean ut tincidunt sem. Curabitur blandit metus eget purus tincidunt, ut commodo dui fringilla. Nulla facilisi. Vivamus finibus ligula quam. Duis auctor libero ut turpis condimentum, iaculis venenatis quam elementum. Donec accumsan libero et nibh tincidunt, a maximus ipsum mattis. Nulla ornare bibendum tellus, ultrices mattis nunc condimentum id. Maecenas dui ligula, finibus at ex et, sodales tincidunt velit. Nunc dictum, est eget iaculis mollis, nibh odio fermentum velit, a aliquam nisl arcu lacinia tellus.

Mother's Choice



Mother's Choice
42B Kennedy Road,
Mid-Levels, Hong Kong

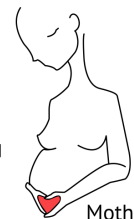


JOHN DOE

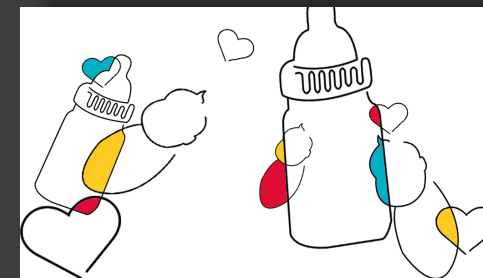
Social Worker

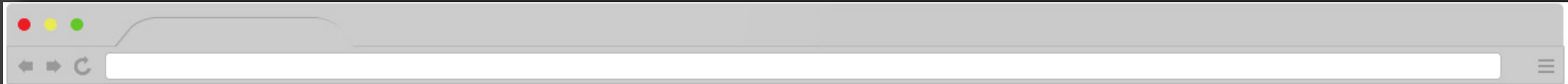
+852 1234-5678

johndoe@motherschoice.org



Mother's
Choice





[about](#)

[what we do](#)

[learn](#)

[take action](#)



Mother's
Choice

every child in a loving family

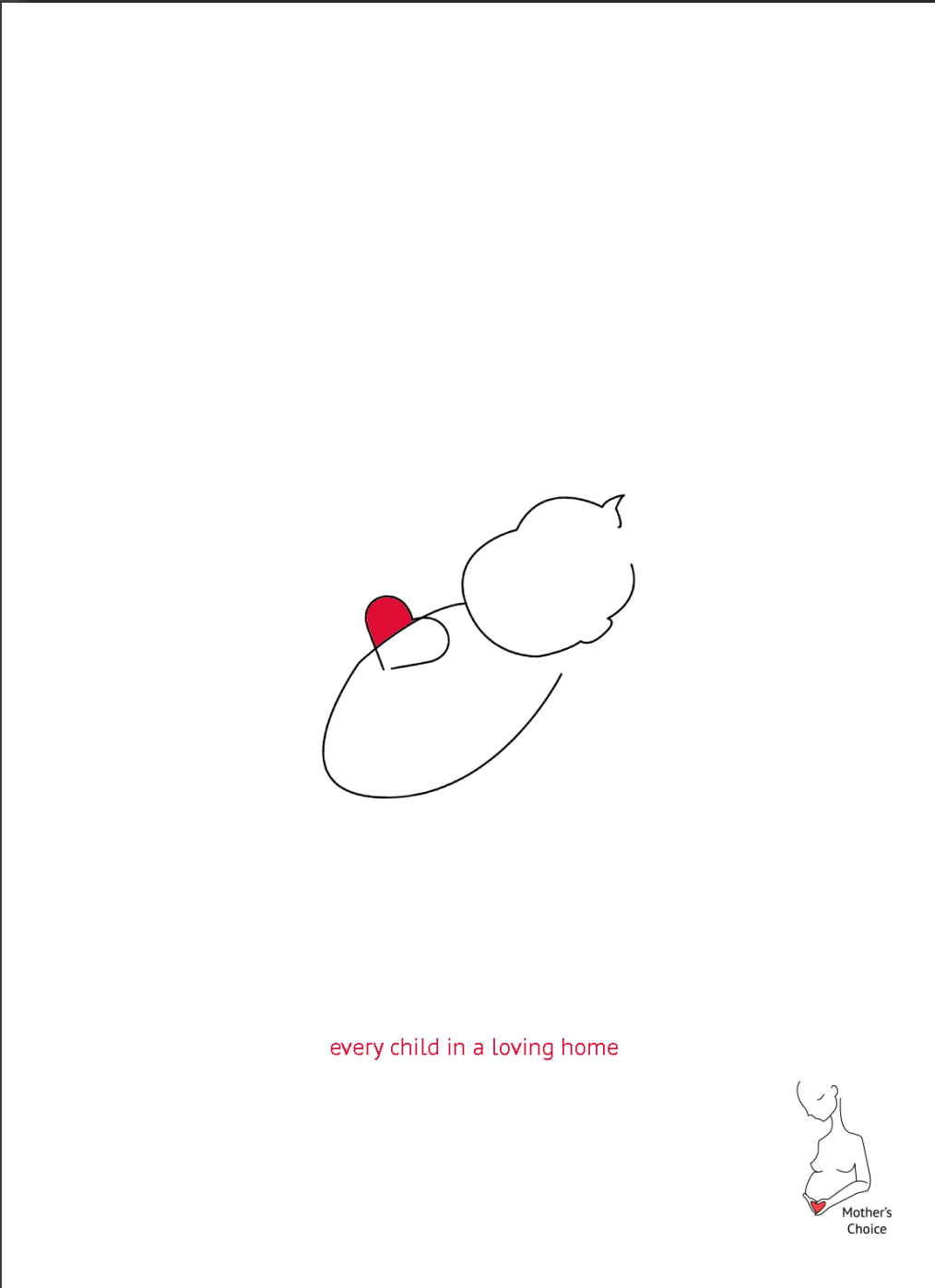
[overview](#)

[history](#)

[people](#)

[finances](#)





Summary of Design Directions:

- 1) Illustrative, warm in color, somewhat sketchy graphics. Organic forms.
- 2) Bright colors, bold fonts, big impact.
- 3) Clean, simple line drawings, pops of color, primary color scheme. Minimal.