

## CREATIVE BRIEF

**PROJECT:** Hopebridge Autism T-shirt Design for Families

**OVERVIEW:** Hopebridge Autism Therapy Centers improve the quality of lives of children and families touched by [Autism Spectrum Disorder \(ASD\)](#). Our comprehensive and coordinated efforts for your family include autism diagnosis evaluations, ABA Therapy and more.

When we asked the parents of our learners to tell us about Hopebridge from their perspective, the answers always boil down to our unmatched combination of [services](#) and benefits. It's the welcoming [diagnostic experience](#) and [insurance support](#) from the moment they connect with us. Once they're part of the Hopebridge family, it's the center-based atmosphere, innovative mix of coordinated therapies and dynamite team of superheroes who have their backs. It's the whole package. More importantly, it's the outcomes that stem from that package.

The company has locations in five states, including Indiana with 17 facilities, Ohio, Kentucky, Arizona, and Georgia and employees approximately 1,500 people. This project comes to us through a member of the VU Graphic Design Advisory Committee.

Hopebridge works exclusively with children from 18 months to 13 years old.

**TACTIC:** Hopebridge presently has an online store for employees to acquire apparel with the company brand. They are planning to expand to a second online store aimed at families of patients.

T-shirt designs that communicate the nature of autism in a positive light with a fun feel that can be marketed toward clients and their families are needed as part of the offerings on this new online store for families. These shirts would allow the families to promote and advocate for people with autism.

**TARGET AUDIENCE:** Primary: Children with autism and their families. Given that autism affects people from all socio-economic groups, the audience is very broad, including boys and girls, men and women of all age groups in the regions described on the Hopebridge website.

**STRATEGY:** Hopebridge is looking for comp layouts for concepts for the new T-shirt design. The ideas need to be autism-themed (puzzle-pieces; blue primary color; superheroes). The concepts should also be kid friendly. There are MANY online resources for references but a couple of ideas and examples they like are included.

They have requested that the designs utilize two to four colors but have indicated that the fewer the better for economic reasons. The typical imprint area for adult shirts should be no larger than 12" x 12". Youth sizes would be smaller at 7" x 7" to 10" x 10" depending on the size of the shirt. A vector template is provided in various shirt colors available. The design should be positioned on one of the shirts in this template for the final comp.

A small version of the Hopebridge logo should be included in the designs but not be the main graphic. See the EPS file provided.

The design that is chosen will be sent electronically to the fulfillment company for pre-press and color separations.

**Ideas for slogans or concepts:**

- Every piece has its place
- Different, Not Less
- See the World from a Different Angle (this idea they like and could see animals in unique angles; shown with lots of colors, but we'll need more simple approach)



**Note:**

All designs to be considered for production must be your own original work and be free of any explicit or implied copyright.

**Schedule:**

This project is a quick turn-around. Concept comp layouts are due to instructor in electronic form (PDF) by no later than 11:00 on Tuesday, 9/17. The client needs the layouts of their weekly marketing meeting on Tuesday.

The designs will be electronically presented in class on Wednesday, 9/18.