

# Creative design brief



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Prepared for:

Prepared by: Tyler

Client: Directors Mortgage

Project: Recruiting Booklet

BUDGET:

Delivery date:

**OBJECTIVE:**

- To have a modern, creative feel to it but keep it professional at the same time.

**Overview:**

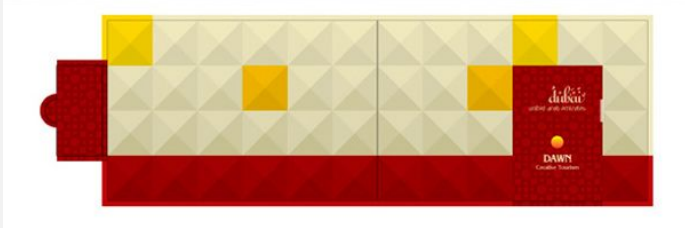
The booklet will consist of about 22-28 pages. It will be put together like a book and open like a book and it will be in the shape of a square (9 in. x 9 in.). It will be very image based and use many different shades of color to produce a creative feel. The booklet will have a creative wrap to it to keep it together, create better presentation, appeal to others, and give off a professional vibe.

**Designer to provide:**

**Structure and layout of the project:**

**Design of booklet and cover of booklet:**

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- Will feature the Directors Mortgage's logo and a power statement on the front.
- We will use the checkered square style for the outside of the booklet.
- The booklet will be held together by velcro or a magnet.

Inside first page of booklet:

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- Will feature the Directors Mortgage logo and a power statement over a large-scale image like this one. The picture can either be the CEO, the entire executive team, or a stock image.

Format for the rest of the interior booklet:



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- We can either use black and white stock images of people or we can use photos of loan officers that work for the company.
- Information will be segmented throughout the booklet in this layout.
- Below the title on each page there will be a quote from the executive team that addresses the material on each page and how it will appeal to potential loan officers.

## Keywords:

- Focused on you
- A reference guide for mortgage professionals

## Style:

- Modern
- Clear cut
- Contrast of color and black & white imagery
- Professional
- Creative

## Content:

- Content will be taken from old recruiting booklet but changed up to go along with new style and objectives.
1. Front cover (checkered background with logo and power statement)- A reference guide for mortgage professionals?
  2. Inside cover (large scale picture with the logo and power statement over image)
  3. Our story/our mission and table of contents on same page (Include link to website and social media tab)
  4. Mural of different words that describe the company (kind of like what they did with the walls at USA Direct)
  5. Meet the “leadership” team
  6. Statistics/nominations/charts/awards/crest
  7. 10 things you should know about Directors Mortgage
  8. Pros to working with Directors Mortgage, Featured Programs/resources with logos and pictures (2 on each page)
    - In-house lending
    - Shirmeyer report
    - Quick link email & daily rate sheet
    - Freedom program w/ logo
    - Banker4Life.net w/ logo
    - Encompass360 w/logo
    - Product line
    - Mortgage Assurance Program w/logo

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- Market Appraisals
  - Dm in Comm w/ logo
  - Mortgage specialist team
  - Marketing collateral
8. Benefits, Incentive system, Presidents club (Directors Mortgage culture)
  9. Partnerships, memberships, sponsorships
  11. Team testimonials
  12. Community involvement, philanthropy
  13. Back of booklet will have a large image and a power statement, along with all the company's contact info and logo (maybe a disclaimer as well)

## Images:

## Targeted Audience:

- Loan officers
- Potential officers

## How the product will be used:

- To recruit potential officers and established loan officers to the Directors Mortgage work force/team.

## Examples and other materials to clarify the design:

## deliverables: