

Brand or topic.....						
What to communicate (key message)	How to communicate					
Headline.....	Color Palette <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>					
Sub Headline.....						
Body Copy.....	Graphic Style <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 100px; height: 100px;"></td><td style="width: 100px; height: 100px;"></td></tr></table>					
Slogan.....						
Ending.....						

Art Direction_01

Art Direction_02

Art Direction_03