

The Beachem's Pamphlet

This family wanted a pamphlet designed for them to help raise fund for their mission trip to the Philippines. There's a lot of symbolic elements used to give it a more personalised feel to it. The client was very happy with the service and quality of designs.



Side 1

The 1st thing people see when they receive this pamphlet is a happy family picture of the Beachems. This draws a person to want to find out more about them. The background we choose reflects the environment they will be living.

The next imagery they will see is the symbolic equation which fits in with the text above which we personalised to include the Beachem family with people behind them. The image of the happy children was used to evoke an emotional response.

On the back is a map of the Philippines so that the potential partner would know exactly where in Philippines they are going to.



Side 2

The background is another scenic shots of the mountains in Philippines. we incorporated what each person's passion is into the design so that people would be able to connect with the Beachems.

On the left is Greg's passion; basketball, on the right is his wife's passion; nursing and in the middle is what they both love, their kids. We superimpose the basketball hoop over them to evoke more emotions. It looks like when people sign up to help, they are bringing happiness to that child through what Greg is doing with basketball projects in the Philippines.