

DEDICATED MEN FOR RESPONSIBLE FAMILIES CREATIVE BRIEF

Overall Tone

Trusted, Credible, Valuable, Patriotic,

Key Messaging

1. Our mission is the rejuvenation and reestablishment of family values and structure. With parents providing the guidance, inspiration, and discipline in the traditional family unit.
2. Our commitment is to restore the family values, family togetherness and obligations and responsibilities of our men.
3. To guide our children toward a path of a healthy and productive future. Being good models for them to emulate. A united family, a united community.

Colors

Red, White, and Blue to reinforce the uniquely American values that underpin Dedicated Men for Responsible Families.

Competitive Context



MacArthur Foundation



Existing Logo

