

## **Design Brief Graphic Banners for Website and Electronic Communications**

### **Background for TiE Ottawa**

#### ***Core Values and Philosophical Framework***

TiE is a non-profit organization of individuals who share mutual respect and meritocracy as their core values. This organization is chartered by entrepreneurs, corporate executives and senior professionals with the explicit goal to benefit entrepreneurs.

The term of entrepreneurship refers to new, start-up ventures as well as enterprises within larger companies. With ever shortening product life cycles and global competition, entrepreneurship will become increasingly more critical for survival even for large corporations. It is in this spirit of risk taking and decisive action by visionary individuals with talent and conviction that TiE strives to encourage.

TiE respects religious, ethnic and political diversity, and expects the same from its members. TiE as an organization does not have any political or religious affiliation or agenda.

TiE takes its responsibility very seriously, and has developed a philosophical framework to guide its actions:

Emphasize value-creation through informed entrepreneurship

Always provide uplifting positive leadership role model

Be idea and value driven

Be an open, inclusive, and transparent organization

Maintain high ethical standards

Display a rigorous, intellectually honest behavior

Be modern, scientific and forward

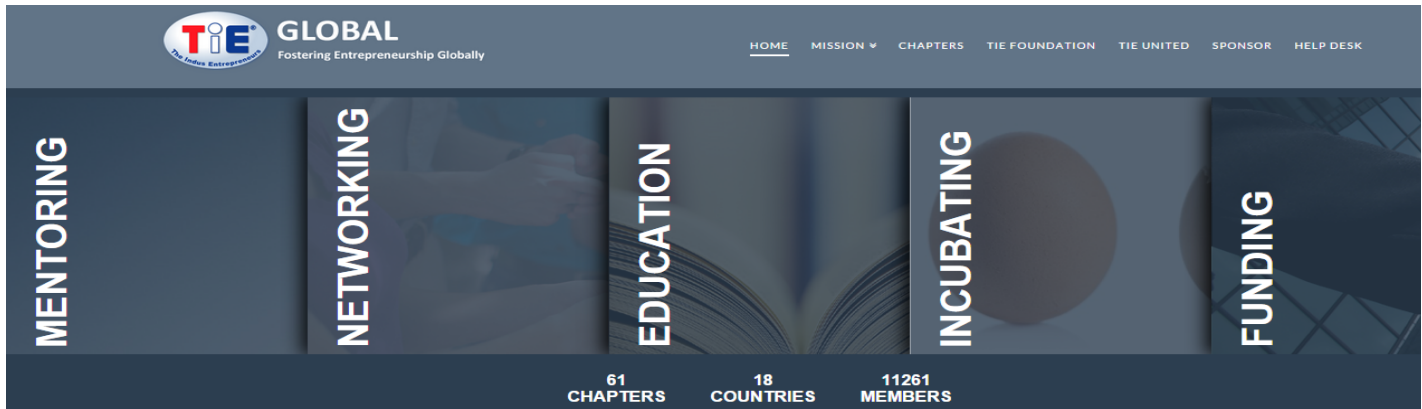
Be socially responsible

Be intolerant of pettiness, divisiveness and corruption.

## What we want

We are looking for 3 Graphic Banners that can be used on our Website and E-mail blasts to our membership base.

Below are three of banners we have used so far



- TiE Ottawa logo keep (must have)
- Fostering Entrepreneurship Globally below the TiE Ottawa (must have)
- keep a light background of the Parliament (optional, though Parliament is an icon of Ottawa)
- Have the 5 pillars of TiE Global (the pillars could replace the existing boxes, and soft colored text with the 5 pillars)
- have the 61 chapters, 18 countries and 11,261 members (must have)
- Keep maple leaves somewhere (optional...another Canadian Icon)