

PROJECT TWO

VISUALISING MENTAL HEALTH

WORKFILE

EXPERIENTIAL AVOIDANCE

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RATIONALE

Our primary objective was to devise a solution tailored to individuals grappling with challenges related to experiential avoidance. Experiential Avoidance denotes the tendency to evade or suppress unpleasant or distressing thoughts, emotions, memories, sensations, or experiences, rather than embracing and addressing them in a healthy manner. This coping mechanism, although temporarily relieving emotions, can lead to adverse consequences and various mental health issues. Given that experiential avoidance can impact anyone, we specifically focused on the demographic of men aged 20-30, who often encounter difficulties in expressing their emotions and seeking assistance.

Through a design process, we developed a journey called “Elevate,” which encompasses a transformative journey akin to a retreat for men dealing with experiential avoidance. Elevate addresses a range of issues, including social avoidance, emotional suppression, negative emotion disengagement, and risk aversion. During the program, participants actively engage with qualified therapists who have curated a diverse array of activities and sessions to tackle the underlying challenges men face daily. These professionals facilitate both individual and group therapy sessions, as well as organize carefully structured physical activities, team-building exercises, and reflective sessions.

To provide participants with an overview of their daily schedule, we have designed a sample daily itinerary. This itinerary is distributed to participants each morning, providing them with a preview of the day’s events. As an illustration, we have included an example of the second day’s itinerary, which incorporates the inaugural session of “Battlebox,” a custom-designed game intended to guide participants in confronting their fears, overcoming avoidance tendencies, and fostering resilience throughout the six-day journey.

In order to effectively reach our target demographic, we meticulously developed both a brochure and a website, ensuring their appeal to men. From our choice of colors to the imagery employed, we aimed to clearly convey the intended audience. The brochure serves as an offline marketing tool, intended to be disseminated by psychologists and other professionals who encounter men suffering from experiential avoidance. Conversely, the website serves as a comprehensive source of information, offering a wide range of resources and guidance specifically tailored for men. Additionally, we have created other marketing materials, such as hoodies, which not only promote Elevate but also empower men to find the strength to voice their struggles.

TASK AND TIMELINE

Deliverables:

1. Each team presents to the client--include physical prototypes where relevant.
 2. Submit via learnonline by 9am Title all files with each person's surname!
One 2-3-minute video pitch (MP3/MP4/Zoom recording) of the project, concisely communicating the team's research and then your own progression of the project and what is unique about the prototype to the viewer (imagine the viewer is a clinician who is unable to attend the face-to-face presentation or a representative from a funding body who may want to invest in prototype development).
- One PDF consisting of high-resolution artwork of the final artefact/prototype
 - 6 social media tiles highlighting a unique aspect of your project (Instagram/Facebook);
 - One team workfile as a pdf (including rationale on page 1--max 400 words);
 - One poster file, submitted as a packaged In-design file including all links; artwork applied to the In-design template supplied: 1500mm x 500mm (portrait), CMYK, 300dpi images inserted at 100%, no bleed, spell-check!;
 - One poster file as above, submitted as a high-resolution print pdf file.

Sessions and review schedule:

Week 6: Briefing, choose topic, devise teams, begin research. As a team, agree on your audience/demographic, stressor and point of intervention (ie pre/during/post stressor). Investigate the topic generally and determine what needs to be considered with regards to the client and team parameters--What is the aim/ objective/purpose of your communication design piece? Include all pertinent detail in a draft return-brief for discussion with your lecturer and clinician during their studio visit in week 8.

Spend 10-minutes writing down how you feel about this project right now--5-minutes about the project on a personal level, 5-minutes as a designer working on the brief.

Week 8: Client studio visit--Gareth will consult on each of the 4 topics with relevant teams. As a team, discuss your understanding of the task, return-brief and any questions with the visiting clinicians. Idea generation--as many concepts as possible so you can select best

Spend 10-minutes writing down how you feel about this project right now--5-minutes about the project on a personal level, 5-minutes as a designer working on the brief.

Week 9: Client presentation--THREE BEST CONCEPTS. Succinctly explain and discuss your best three concepts with the clinicians as a means of selecting the most appropriate for further development from the feedback provided.

10-minute written self-reflection task

Week 10-11: Refine and develop your communication design prototype. Remember to plan the video pitch and storyboarding, 200-word draft of the poster text for proof- reading and editing.

One 10-minute written self-reflection during this period.

Week 12: Last studio opportunity for feedback on drafts of all assessment components.

10-minute written self-reflection task--collate these to date.

Week 14: FINAL ASSESSMENT WEDNESDAY JUNE 14. Each team presents to a panel including Gareth and other stakeholders.

RESEARCH

We individually conducted our own research so we each had a sound understanding of experiential avoidance.

Research - **Alicia**

- unwillingness to remain in contact with distressing internal experiences along with the attempts to control or avoid distressing internal experiences
- has been associated with a range of psychopathological symptoms across a range of clinical presentations of anxiety and fear
- attempts to control internal experiences can exacerbate distress and limit behaviour
- has been linked with fear of negative evaluations, worry, fear of somatic cues, fear of the significance or meaning of thoughts, fear of traumatic events, contextual stressors, and procrastination

Hayes-Skelton, S. A., & Eustis, E. H. (2020). Experiential avoidance. In J. S. Abramowitz & S. M. Blakey (Eds.), *Clinical handbook of fear and anxiety: Maintenance processes and treatment mechanisms* (pp. 115–131). American Psychological Association. <https://doi.org/10.1037/0000150-007>

- The individual doesn't want to have a particular emotion, sensation, urge, feeling and they do things in order to rid themselves of these kinds of experiences
- Shame, nervousness, contamination, dejection

<https://psychotherapyacademy.org/acceptance-and-commitment-therapy-the-essentials/the-inflexahex-model-in-act-acceptance-vs-experiential-avoidance/>

- Avoiding emotions like anxiety, doubt, discomfort, uncertainty
- Learn to keep moving forward pass these emotion ignorer is achieve goal and get the most out of life
- Can't have love without fear of rejection, can't achieve greatly without fear of failure, we can't
- change our lives for the better without worrying it will change for the worse

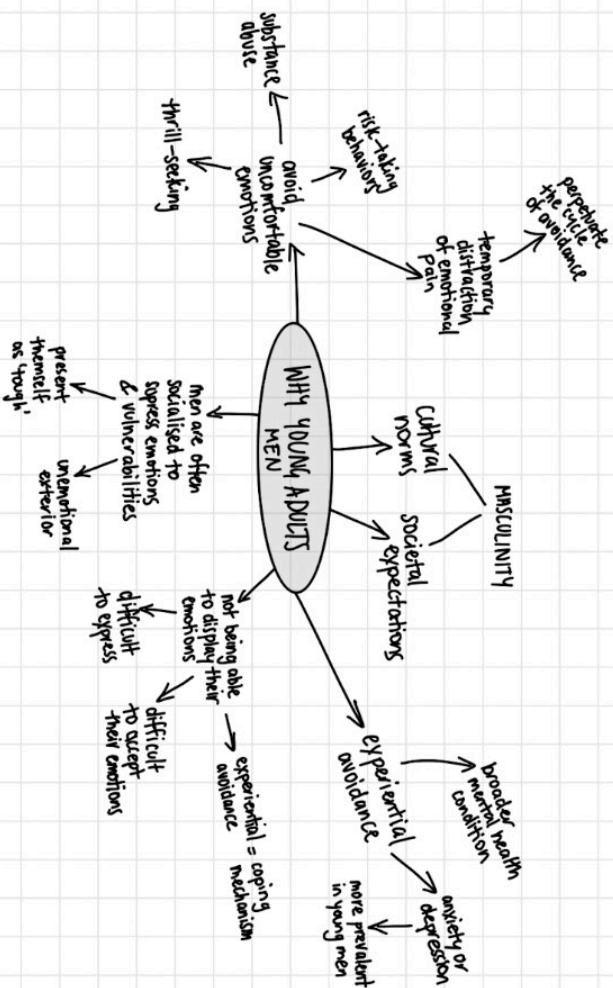
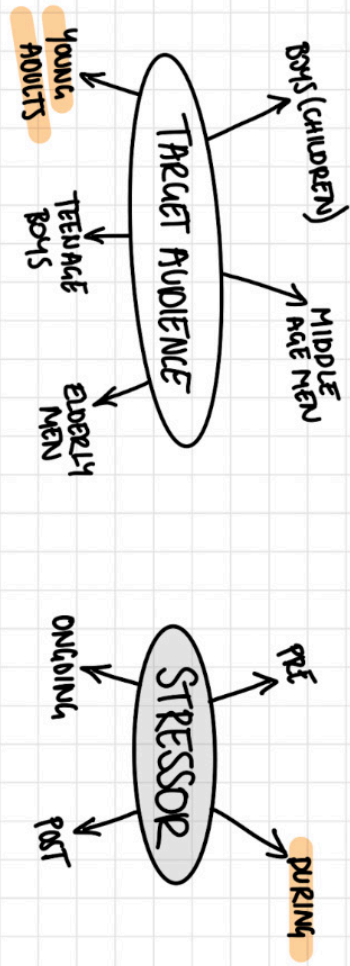
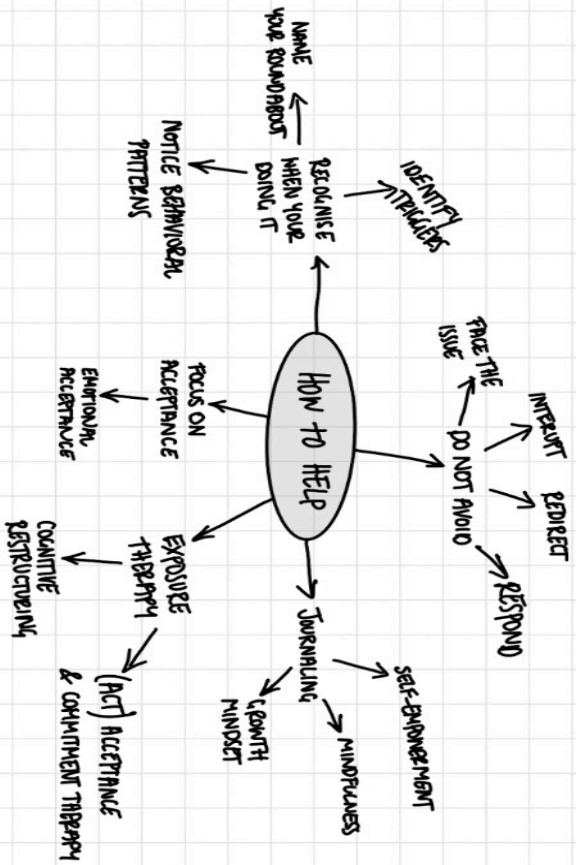
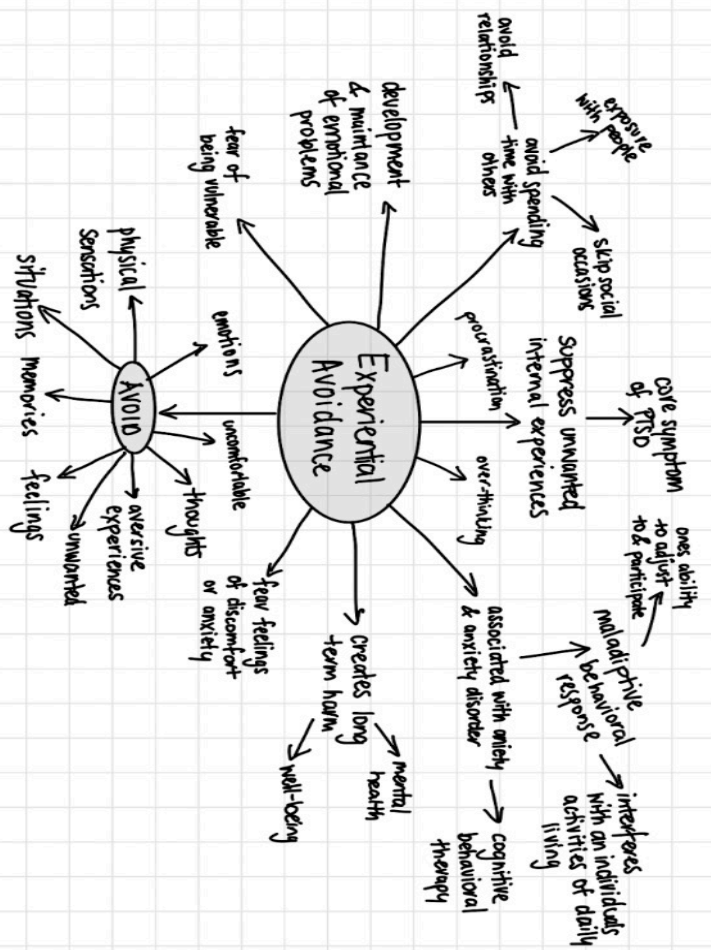
<https://workingwithact.com/2014/03/12/what-is-experiential-avoidance/>

Research - **Ella**

- To escape unwanted, unpleasant internal experiences.
- Could be emotions, thoughts memories, sensations.
- Could be behaviors such as substance abuse, avoiding situations, avoiding people, compulsive behaviors.
- May provide temporary relief
- Will impact mental health long term
-
- Therapy can include acceptance and commitment therapy, mindfulness based interventions, cognitive behavioral therapy
- Interventions reduce psychological stress
- Can impact any demographic
- Individuals more susceptible to experiential avoidance:
- People who have experienced trauma
- Who have grown up in families or cultures that stigmatize emotional expression
- Experienced social oppression
-
- It is a common human tendency

RESEARCH

AMBER



CONCEPT ONE

AMBER + ALICIA

Business Assets

- * name
- * logo
- * business cards
- * brochure
- * tickets
- * website mockup
- * lanyard
- * itinerary
- * room cards
- *

CONCEPT 1

Avoiding Social Situations
Pushing Away + Suppressing Negative Emotions
Refusing to try new things

men aged
20-30

Retreat targeting
these issues

Target Audience : Men aged 20-30

A mental health retreat targeting men ages 20-30 that are dealing with experiential avoidance and wish to further enhance their life and overcome issues that are caused. The retreat will target issues like avoiding social situations, pushing away and suppressing negative emotions and refusing to try new things. They will work closely with men and provide different activities and sessions to overcome these issues they are facing.

Deliverables:

Name: ELEVATE

Logo

Brochure

Itinerary

"Game"

What the retreat will offer:

Adventure activities to target trying new things

Community Building and social activities to target men avoiding social situations

Therapy and counseling to further help the target audience

Name: "Elevate: Men's Journey Retreat"

Logo: The logo could feature a mountain peak symbolizing growth and personal development, with the word "Elevate" written in bold, masculine typography.

Business card: The business card could include the retreat's logo, along with the contact details of the retreat organizer.

Brochure: The brochure should be visually appealing and highlight the key features of the retreat. It could include images of men engaging in adventure activities, participating in therapy sessions, and building connections with others. The brochure should provide an overview of the retreat's goals, activities, and benefits, as well as contact information and registration details.

Tickets: The tickets should be designed with the retreat's logo and theme, featuring a clean and professional layout. They should include essential details like the date, time, and location of the retreat, along with a unique ticket code.

Website Mockup: The website mockup should have a modern and user-friendly design. It should include information about the retreat's purpose, target audience,

activities, therapy options, testimonials, and a registration form. The mockup should reflect the retreat's branding elements, such as the logo, color scheme, and typography.

Lanyard: The lanyard should incorporate the retreat's logo and name, making it easily identifiable and a stylish accessory for attendees.

Itinerary: The itinerary should provide a detailed schedule of activities, therapy sessions, and community-building events. It should be organized by day and include specific timings, locations, and descriptions of each activity.

Room Cards: The room cards should feature the retreat's logo and name, along with the attendee's name and room number. They can also include a brief motivational quote to inspire participants during their stay.

What the retreat will offer:

1. Adventure Activities: The retreat will offer a range of adventurous activities aimed at encouraging participants to step out of their comfort zones and try new things. This may include hiking, rock climbing, team building exercises, and other outdoor challenges.

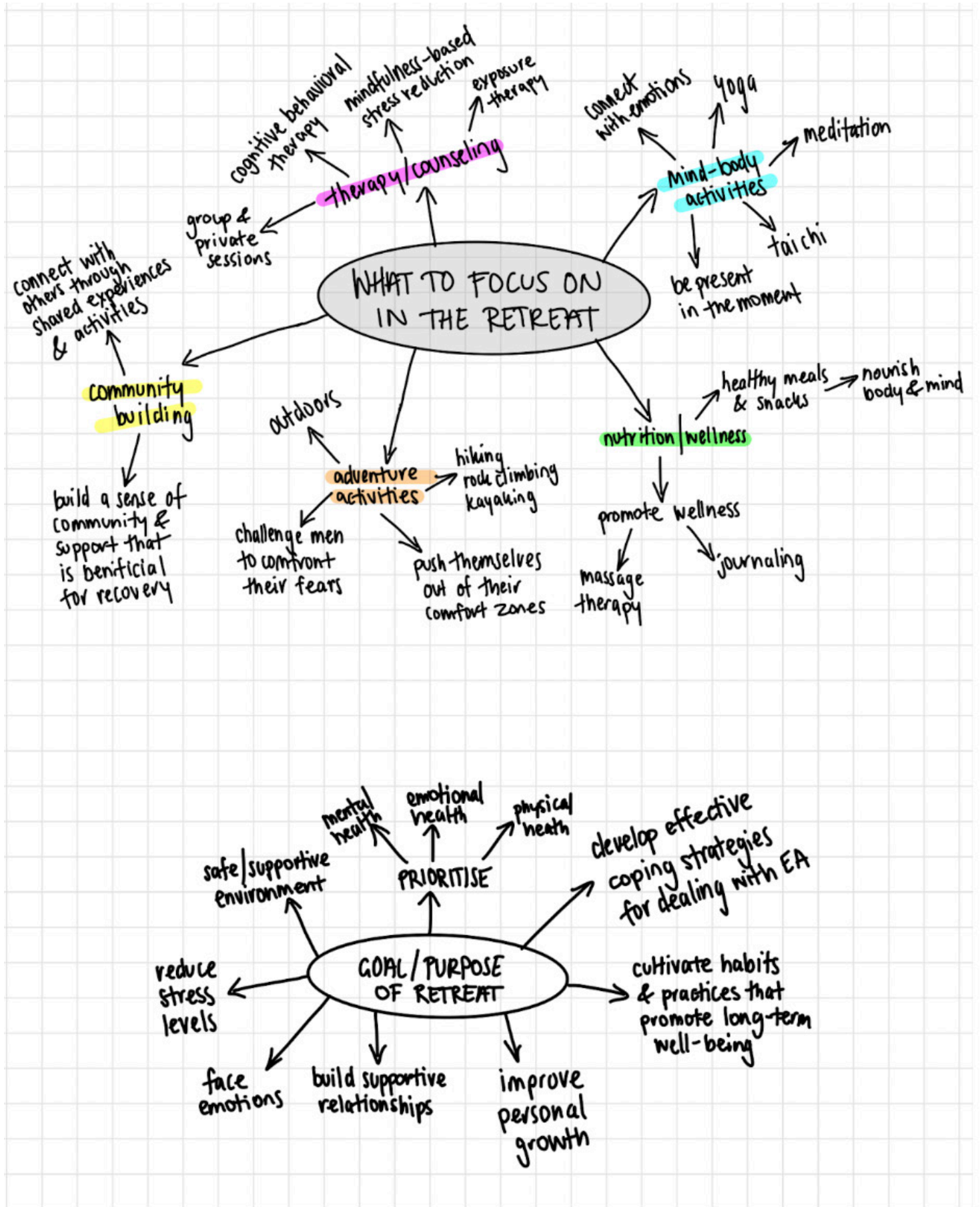
2. Community Building and Social Activities: The retreat will provide opportunities for participants to connect with other men facing similar challenges. Activities such as group discussions, icebreakers, and team-building exercises will help participants overcome social avoidance and build meaningful relationships.

3. Therapy and Counseling: Qualified therapists and counselors will be available to provide individual and group therapy sessions. These sessions will address the underlying issues causing experiential avoidance and provide strategies for participants to overcome them. Techniques such as cognitive-behavioral therapy (CBT), mindfulness, and experiential therapies may be employed.

By combining adventure, community building, and therapy, Elevate: Men's Journey Retreat aims to empower young men to break free from experiential avoidance and enhance their overall well-being.

CONCEPT ONE

AMBER + ALICIA



CONCEPT TWO

CLAIRE

colour coded affirmation cards

women 20-50

CONCEPT 2: Self Criticism & Negative Talk

- write the distract.
tea / activities
- "care pack"
- Affirmation cards
 - candles - different emotions
 - Journal
 - Self Reflection
 - Manual

anxiety - mint/chanonite
lavender, rose, green

6 teas - rose, lemon, chamonite, green, mint, lavender

6 candles - rose, vanilla, apple, cedar, cinnamon, lavender

affirmation cards

decorated boxes

15 cards per colour
- 90 in total

colour coded to a candle

Rose - pinkish red
Lemon - yellow
Chamonite - pale yellow
green - green
mint - bluish green
lavender - light purple

3 of each flavour in a pack

Process

- when feeling anxiety, stress, etc.
- light a candle
- read the associated affirmation cards
- as a reward drink the appropriate tea

tea box

wooden lid

transparent glass

label

lids lid

inside
rose, lemon, chamonite, green, mint, lavender
separated into 6 sections
tea bags

Place on bag

candles aren't too big - last for about 30hrs, can fit in your hand
- based on a candle I have

recyclable box

plain white box
- easy to look at

tea

Candles

top

Log
Care Pack
includes:

extra space
could be padded w/
something like tissue paper

journal/activity book

Process 2:

- light candle when anxious/stressed
- do an activity/flow chart/write it out to help understand and work through emotions
- as a reward read the associated affirmation cards and have a cup of tea

Journal and activity book

example page

These were some sketches done for one of our 3 concepts - a self care kit targeted towards women. It would contain affirmation cards, tea bags, candles and a journal/activity book. The process for the kit would be that when you feel anxious, stressed, etc. you would light one of the candles. You would then do an activity in the journal that would help you understand your feelings and how to work through them. As a reward for completing this task you would then read some affirmation cards and drink a cup of tea to relax - both of which correspond with one of the candles.

CONCEPT THREE

ELLA

Care / merch pack

- products to support men

men
20-30

CONCEPT 3:

Suppressing Negative Emotions

- products to promote to other men

- coasters
- stubbie holders
- hoodies

Introduction:

A promotional business concept that aims to create and provide noticeable merchandise targeting men aged 20-50 who suppress negative emotions due to experiential avoidance.

To help men become aware of their emotional suppression and encourage open conversations about their feelings. Offering daily use items such as hoodies, coasters, stubbie holders, and key rings, aims to provide reminders and support systems for men in various situations.

Key Components:

Branding and Messaging:

- logo
- mission statement.
- modern and inclusive design

Merchandise:

Hoodies:

- Thought-provoking designs and empowering messages
Visible reminders to engage in open conversations and embrace uncomfortable emotions as part of personal growth.

Coasters:

- Affirming messages and quotes encouraging men to confront and accept their emotions.
- Daily reminders to engage in mindfulness and practice acceptance

Stubble Holders:

- Quotes and symbols representing emotional acceptance and resilience.
- To use in social settings, encouraging them to face uncomfortable emotions and connect with others on a deeper level.

Key Rings:

- Symbols representing the journey of embracing emotions personal reminders to confront discomfort and foster self-compassion in everyday life.

Targeting and Outreach:

- Men aged 20-50 who struggle with experiential avoidance and emotional suppression.
- Online and offline initiatives, aiming to reach men in various settings.

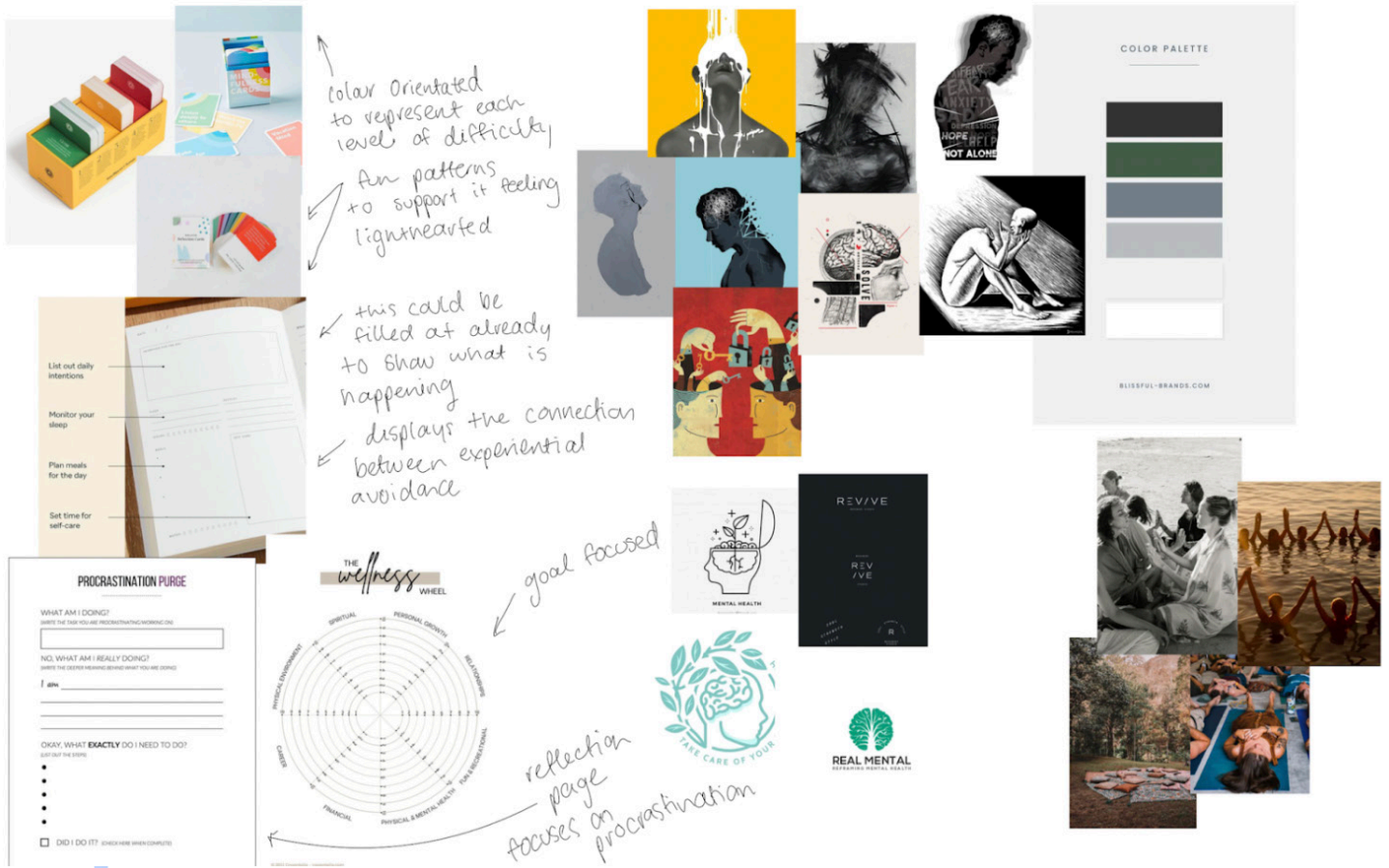
Impact and Vision:

envision a world where men are empowered to break free from experiential avoidance and openly express their emotions. By normalizing conversations about emotional well-being and providing tangible reminders through merchandise, we aim to challenge the societal norms that discourage men from embracing their emotions fully. Through our products, workshops, and advocacy efforts, we strive to create a community where men can find support, inspiration, and practical tools to navigate the challenges of experiential avoidance, leading to more fulfilling and authentic lives.

CONCEPT ONE DEVELOPMENT

After presenting Dr Gareth our three concepts he was excited to see how we could develop concept one further. He stated it was something he has not seen before and how we aimed it at men and got them there was something he would be interested in.

ELLA



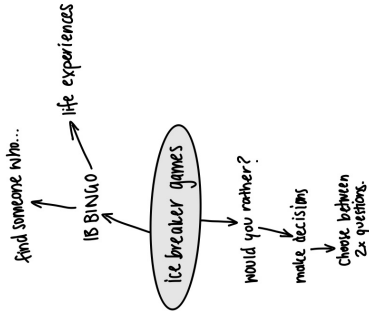
- Logo to be masculine
- dark/earthy colours
- representation of men in logo
- reflective type worksheets
- bright and fun game
- interactive box/elements if card game

CONCEPT ONE DEVELOPMENT

AMBER

CONCEPTS: AMBER

ICE BREAKER CONCEPTS:



JOURNAL CONCEPTS:

- X MESSAGE TO SELF
- X CARDS FOR THE DAY → MAX OF 3
- X MORNING MINISSET → SET OF QUESTIONS
- X THINGS THAT MUST BE DONE TODAY
- X PEOPLE I NEED TO LEAD / CONNECT WITH TODAY
- X EVENING MINISSET → SET OF QUESTIONS
- X DAILY HABITS SCOREBOARD → RELISSION
- X WHAT WOULD THEY TELL SOMEONE ELSE WHO FEELS THE WAY YOU?

MOODBOARD:



- Less self-eh more self-yeah
- TRIGGER TRIGGER.

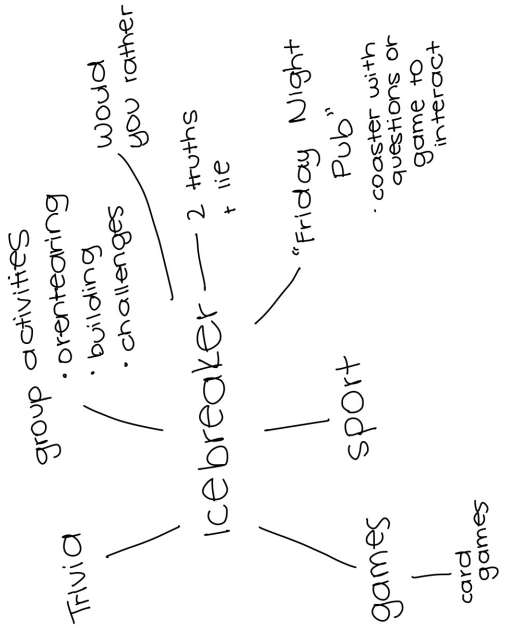
ALICIA

Alicia Concept sketches

Questions for Journal

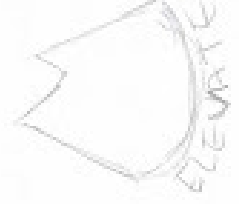
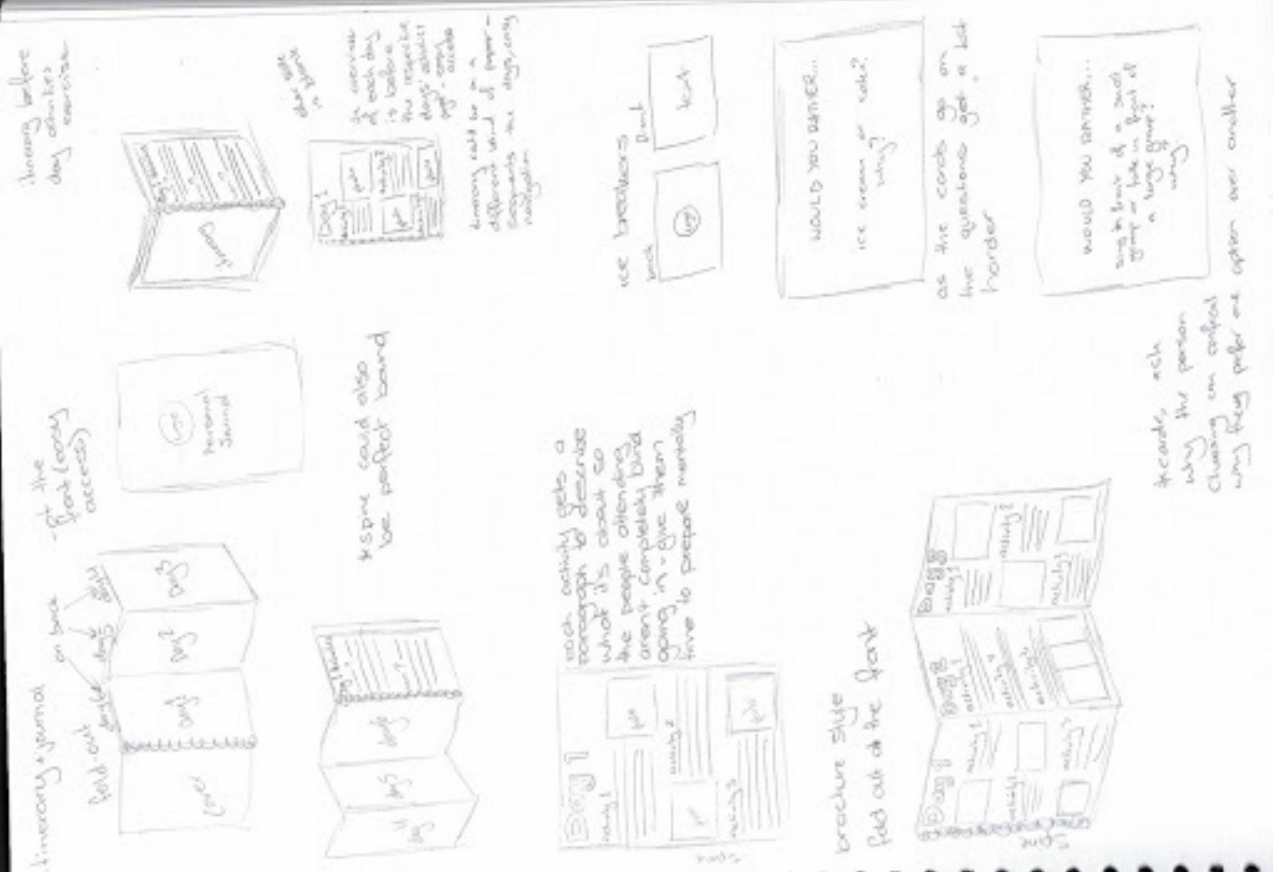
1. How do you usually manage stress or difficult emotions in your life?
2. Have you ever sought support or talked to someone about your mental well-being? V your experience like?
3. What are some activities or hobbies that help you relax and take care of your mental health?
4. How do you find a balance between work, personal life, and self-care?
5. What strategies do you use to maintain your mental well-being during challenging times or transitions?
6. Have you ever encountered obstacles when it comes to seeking help or talking about mental health? How did you overcome them?
7. What role do relationships and social connections play in your mental well-being?
8. Do you believe there are societal expectations or stereotypes that can affect men's mental health? How do you navigate or challenge them?
9. Have you noticed any specific triggers or patterns that affect your mental health? How do you manage or address them?
10. How do you feel about the importance of self-compassion and self-care for men's mental well-being?

Day	Time	Activity
DAY 01	10:00 AM	Arrive at destination
DAY 02	10:00 AM	Check-in at accommodation
DAY 03	10:00 AM	Breakfast and morning walk
DAY 04	10:00 AM	Group activity
DAY 05	10:00 AM	Activity time
DAY 06	10:00 AM	Activity time
DAY 07	10:00 AM	Activity time
DAY 08	10:00 AM	Activity time
DAY 09	10:00 AM	Activity time
DAY 10	10:00 AM	Activity time



CONCEPT ONE DEVELOPMENT

CLAIRE



what is better than a web



improving mental health is an uphill battle - lots of ups and downs

CONCEPT ONE DEVELOPMENT

Planning

Logo/Branding - Claire

Intinerary - Amber

Game - Ella + Alicia

Week 10

- delegate workload
- come up with colours + direction
- personal reflections
- start workfile
- draft of concepts
- 6 social media concepts

Week 11

- PRESENT OUR CONCEPT
 - ↳ DRAFTS OF IDENTITY, ITINERARY + GAME
- 200 word
- 400 word rationale
- Story board concepts
- catch up on personal reflections

Week 12 (29th)

- record pitch video
- last opportunity for feedback
- 200 word on poster

Week 13

- Edit video
- Final Designs
- place into poster

Week 14 (14th June)

CONCEPT ONE DEVELOPMENT

ELLA + ALICIA

GAME

ICE BREAKER GAMES

need to include elements of exposure therapy and CBT to support the therapy of experiential avoidance.

Collaborative Storytelling

Two truths and a lie

would you rather

makes participants choose between hypothetical choices.

can focus on challenging avoidance patterns

x start with gradual exposure
- novelty questions
- introduction to each other
-

x exposure to uncertainty
- encourages individuals to consider potential benefits of taking new risks

x emotional regulation
- ask questions

EXAMPLES OF WOULD YOU RATHER

1. Would you rather have the power of flight or the ability to become invisible?

Fun and lighthearted without significant discomfort.

2. Would you rather have a picnic at the beach or go hiking in the mountains?

A choice between two enjoyable activities, encouraging participants engage in a discussion.

3. Would you rather give a presentation to a small group of friends or sing a song in front of a small audience?

Involving public speaking or performing. It helps individuals confront their fears of speaking in front of others and showcases their ability to make choices in uncomfortable situations.

4. Would you rather spend a day without access to your phone or a day without speaking to anyone?

Prompting participants to consider their preferences and potential discomfort when faced with temporary isolation or limited communication.

5. Would you rather confront someone about a problem or avoid the confrontation altogether?

Interpersonal conflict, challenging individuals to resolving issues and addressing avoidance tendencies. It promotes assertiveness and communication skills.

6. Would you rather travel alone to a foreign country where you don't speak the language or stay in your comfort zone?

Consider the benefits of embracing unfamiliar environments and dealing with potential language barriers.

7. Would you rather perform on stage in front of a large audience or have a difficult conversation with someone you have conflicts with?

Combining elements of public performance and interpersonal confrontation. It challenges participants to confront their fears, promotes emotional resilience, and highlights the importance of facing challenging situations head-on.

Upon reflection from tutors the game needed to be further developed further. It needed to be more interactive with clearly defined steps like a game. The game needs a further improved outcome that is more fun and less repetitive.

This led us to think of a snakes and ladder or bingo themed game.

CONCEPT ONE DEVELOPMENT

CLAIRE



Dazzle Unicase Medium



Peckham Press



Greycliff CF



DIN Condensed Bold



Kautiva Pro Bold



Loos Normal Bold



Neighbor Semibold

We collectively liked 'Peckham Press' because it portrayed a masculine feel.

We chose to have the logo direction take a step up enhancing the idea of elevate and leveling up on this journey.

CONCEPT ONE DEVELOPMENT

ELLA + ALICIA

Task for Bingo

A bingo game designed to be played throughout the entirety of the trip. This bingo style game includes tasks that involve cognitive behavioral therapy, acceptance and commitment therapy as well as exposure therapy that are all used to cover each aspect of experiential avoidance we have chosen to target.

The bingo game is designed to be scored so the participant can see how well they have applied themselves to the task at hand

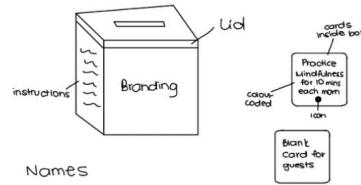
1. Practice Mindfulness for 10 mins x 6
2. Make a list of 3 goals you wish to complete during your stay
3. Engage in 3 physical activities
4. Write down 5 fears and add them to the wall of confrontation
5. Interact with other people on the stay and find out 3 interesting facts about someone
6. Create a new hobby
7. Create a morning routine you will follow each day
8. Take up a creative outlet such as painting, writing
9. Paint a picture (Complete by day 6)
10. Go to the deep breathing workshop
11. Find a group of 5 people and practice positive affirmations
12. Attend a session with a therapist x 6
13. Reflect with 2 others why you are avoiding your fears
14. Take this to your last therapy session and seek feedback on your journey. LAST CORNER
15. Set a nighttime routine
16. Go white water rafting
17. Complete an orienteering activity with a friend
18. Complete a daily reflection at the end of each day
19. Do a random act of kindness
20. Practice gratitude and write down 3 things you are grateful for
21. Attend a group therapy session
22. Attend a public speaking workshop
23. Attend a seminar and reflect on what you learnt to a small group
24. Go for a daily walk or run
25. Try a new outdoor activity

We have been through many development stages of games trying to work out something that would work well on this retreat. We began with games such as would you rather as well as brainstorming ways to adjust the game snakes and ladders. We fell on the idea of a bingo style game designed to be played throughout the entirety of the trip.

This bingo style game includes tasks that involve cognitive behavioral therapy, acceptance and commitment therapy as well as exposure therapy that are all used to cover each aspect of experiential avoidance we have chosen to target. The participant aim to complete as many of the tasks possible on the sheet and at the end of the trip will be able to see how well they have attempted the tasks and how well they have tackled issues due to experiential avoidance. Some tasks on the bingo a reflected through the itinerary such as tasks like attending 1 on 1 therapy sessions.

Some examples of tasks include:

- Pair up and find complete and orienteering activity.
- Attend the deep breathing workshop
- Write down 5 fears and add them to the wall of confrontation



Names

- challenge box
- the box of challenges
- mystery box
- the great challenge
- vault
- warrior crate



Feedback:

- Working well
- Logo variation, concepts of elevation reflects concept well.
- Good colours and overall feel for target audience
- Design elements match demographics well
- Setting it as a challenge
- Colour balance within bingo
- Colour coding may be helpful
- Presentation tidy up
- Describe retreat to the demographic
- Make it usable
- Actually show how it is used with people
- What is useful in the bingo
- Use texture in other places to tie it together



CONCEPT ONE DEVELOPMENT

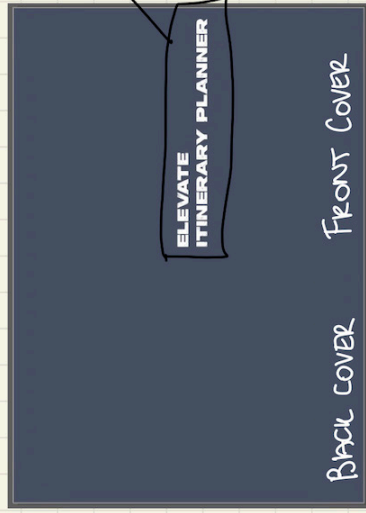
ORIGINAL IDEA:

1. x for attendees to receive so they have an idea of the events activities on the retreat

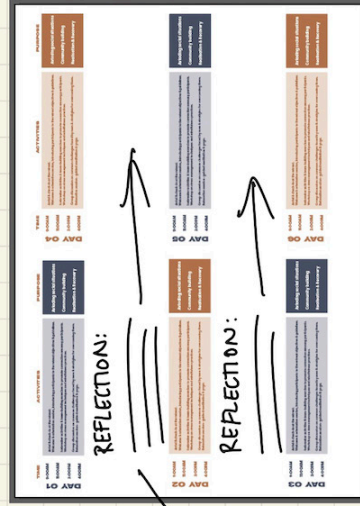
blue & orange primary colours.

SECOND IDEA:

Make orange to match primary colours.



A5 Booklet



reflection spaces for attendees to reflect on the day answering questions that relate back to experiential avoidance.

makes them realise how the activities have helped them overcome certain situations.

1.



Only showing activities for each day & the times.

A4 DESIGN

2.

x for the therapists to track activities & analyse the purpose of the activities with the relation to experiential avoidance.

reason as to why these activities were chosen & how it helps the men



PITCH VIDEO DEVELOPMENT

Name: Ellie

Alicia, Amber + Clair

Storyboard for Elevate Mens Retreat.

Standard screen size 16:9 aspect ratio.

VISUALLY MENTAL HEARTH <i>Ellie, Alicia, Amber, Clair</i>	
Dialogue:	
Description:	
Other audio:	

ELLIPSE

THE TASK	
Dialogue:	X brief explanation of the task
Description:	Simple title screen
Other audio:	

ELLIPSE

EXPERIENTIAL AVOIDANCE	
Dialogue:	X definition of EA X what we are focusing on Description men aged 20-30s Simple title screen.
Other audio:	

ELLIPSE

ELEVATE	
Dialogue:	X talks about what elevate is
Description:	today we are pitch.
Other audio:	

CARTOON

Based on Storyboard created by Chesey Dwyer, Flying Arts Alliance Inc

Name:

Storyboard for _____

Standard screen size 16:9 aspect ratio.

ITENERRY	
Dialogue:	X talk about activities CBT, ACT, EXPOSURE Description: ! MUST FLOW INTO GAME
Other audio:	

AMBER

GAME	
Dialogue:	X talk about game.
Description:	
Other audio:	

ALICIA

INSTAGRAM FEED	
Dialogue:	X speak on how we show clients in through social media.
Other audio:	

ELLIPSE

Dialogue:	
Description:	
Other audio:	

Based on Storyboard created by Chesey Dwyer, Flying Arts Alliance Inc

CONCEPT ONE DEVELOPMENT

FINAL IDEA:

FLATWORK of Brochure:

Changed from itinerary to a brochure.

BROCHURE:

x can be used as an offline marketing tool

x made for therapists to have in their offices / to give to people they think would benefit from this experience.



→ Add a QR code so people can instantly go to social pages / Webrite to view more about retreat.



↓ this creates a call to action.

MOCKUP OF BROCHURE:



↗ masculine energy

↗ consistent use of primary colours

↗ Secondary colours are visual in photographs