

# Digital Publishing Creative Brief

An interactive Invitation

**Client:** the Crown Spa and resort

## **Brand Voice:**

Clean,  
sophisticated  
simplistic  
memorable

## **Information:**

the Crown is opening a new location and inviting their high profile clients to the grand opening.

The invitation should be in **PDF format**, and will be attached in an email so that viewers can download, and be directed to the companies website in order to RSVP for the event.

**Dimensions:** 768 px x 900 px.

**DATE:** 7.27.15 11AM

Location: 6300 NW 8th Street, Boston, MA.

Logo will be included with the Brief.

## ***Optional Information:***

Refreshments will be provided.

Experience Bliss (Tagline)