LaidlawLayout.com

Branding

5/31/2012

**Branding: Purpose / Audience**

**Purpose:**

The purpose of LaidlawLayout.com is to attract new clients who are interested in having their website created or having their old website re-designed. LaidlawLayout.com will also display past work done by David & Mavi in a portfolio style to entice new clients to choose Laidlaw Layout to design their website.

**Audience:**

The target demographic will most likely be established professionals or independent business owners, typically college graduates who are inspired to start their own business. They are looking to gain online business in a timely fashion, and have a website that is current in design.

Notes:

“He’s a programmer, she’s a designer. Together they make the ultimate web development team.”