**LOGO BRIEF  
Exact Name To Be Appeared on the Logo:** Brighter Day Taxes & Financial Services **Preferred Style of Logo:** Modern  
**Look and Feel:**   
Bright, warm, and comfortable. Purple for royalty, yellow for brighter day. White for pure.  
**Additional Comments:**Corporate, Modern, but Still Fun. Target Audience: Youth and Elderly.  
  
**Company Name:** Brighter Day Taxes & Financial Services LLC  
**Industry:** Financial, Investment, & Accounting  
**A Brief Description About Your Business:**  
Services Offered:

Tax Preparation, Accounting, Credit Repair, Insurance, and Financial Investment Planning, Mortgage Financing.

To encourage people's goals through finance. Doing their taxes, being updated on all their tax dues. Starting a business, so they can pursue their goals. Insurance: car, medical, life insurance. Property Investment with Financial Planning.  
**Targeted Audience:**Black People Ages 16-99. African Americans. Muslims.  
Professionals. Middle-class to high-net-worth.

**Reference**

http://www.nfservicesinc.com/

https://www.betterment.com/

https://www.moneyhub.com/

https://taxontrac.com/

Practical Tax Solutions (Example I was given by Sheikh Outhman Naveed)

**WEBSITE BRIEF**

* **Exact Name of your business/organization:**
  + Brighter Day Taxes & Financial Services
* **Website Purpose:**
  + Tax Preparation, Accounting, Credit Repair, Insurance, and Financial Investment Planning, Mortgage Financing, Retirement Planning.
  + To encourage people's goals through finance. Doing their taxes, being updated on all their tax dues. Starting a business, so they can pursue their goals. Insurance: car, medical, life insurance. Property Investment with Financial Planning.
* **Navigation Menu**
  + Home Page
  + About Us
  + Services
  + Taxes & Accounting
  + Credit Repair
  + Financial Investments
  + Contact Us
* **Overall Feeling:**
  + Trusted corporate website. I want them to feel like that they can get everything they need as far as finances. Colors: Purple, and white, with little bits of yellow.
  + If stock images are being used, please make sure the human pictures are black people. Target audience is black and colored people.
* **Target Audience:**
  + Black & Colored People
  + Middle class (30k+ annual salary) | Upper class (80k+ salary)
* **Design References:**
  + <http://www.nfservicesinc.com/>
  + <https://www.betterment.com//>
  + http://www.nfservicesinc.com/
  + https://www.betterment.com/
  + https://www.moneyhub.com/
  + https://taxontrac.com/
  + Practical Tax Solutions (Example I was given by Sheikh Outhman Naveed)  
      
      
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