AI-Creative Assistant Brief



# Background:

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EcoWorx is an innovative company founded in 2022 with a mission to promote eco-friendly solutions. The company seeks to provide sustainable alternatives to traditional products and services that often harm the environment.

# Objective:

Objective:  
  
To implement a new line of sewer waste treatment products in order to increase company growth and profitability.

# Target Audience:

Target Audience:  
  
The primary target audience is individuals and businesses who are looking to make a positive change in their lifestyle and take a more sustainability-driven approach to their everyday activities. Additionally, EcoWorx also hopes to reach out to government organizations and larger businesses who are looking for more eco-sustainable products for their operations.

# Brand Guidelines:

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EcoWorx seeks to create a brand identity that speaks to the company's commitment to providing eco-friendly products and services. This should be communicated through the company's logo, slogan, color palette, messaging, and overall visual identity. The company should incorporate messaging that resonates with its target audience and evokes a feeling of environmental responsibility. Eco-friendly materials and resources should be used to create branded assets whenever possible.