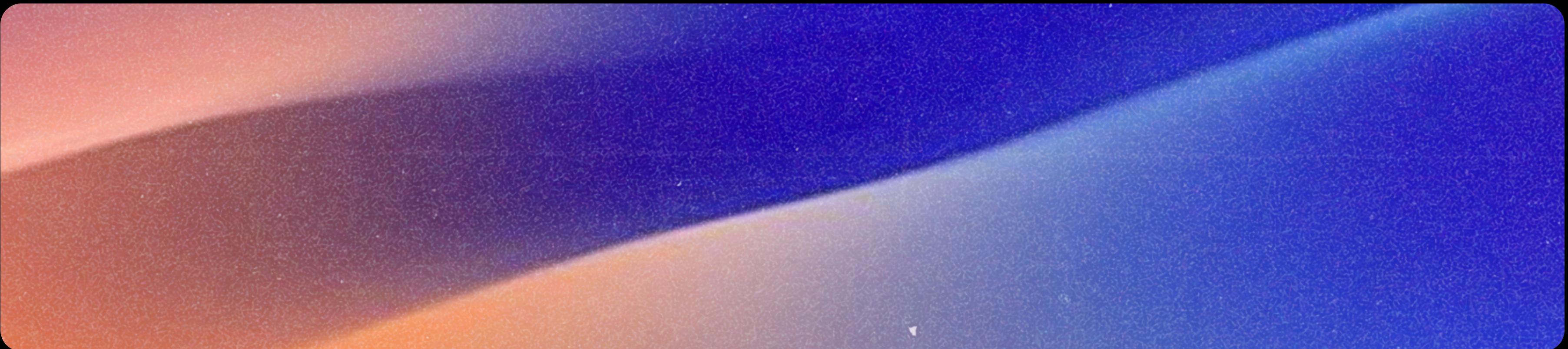
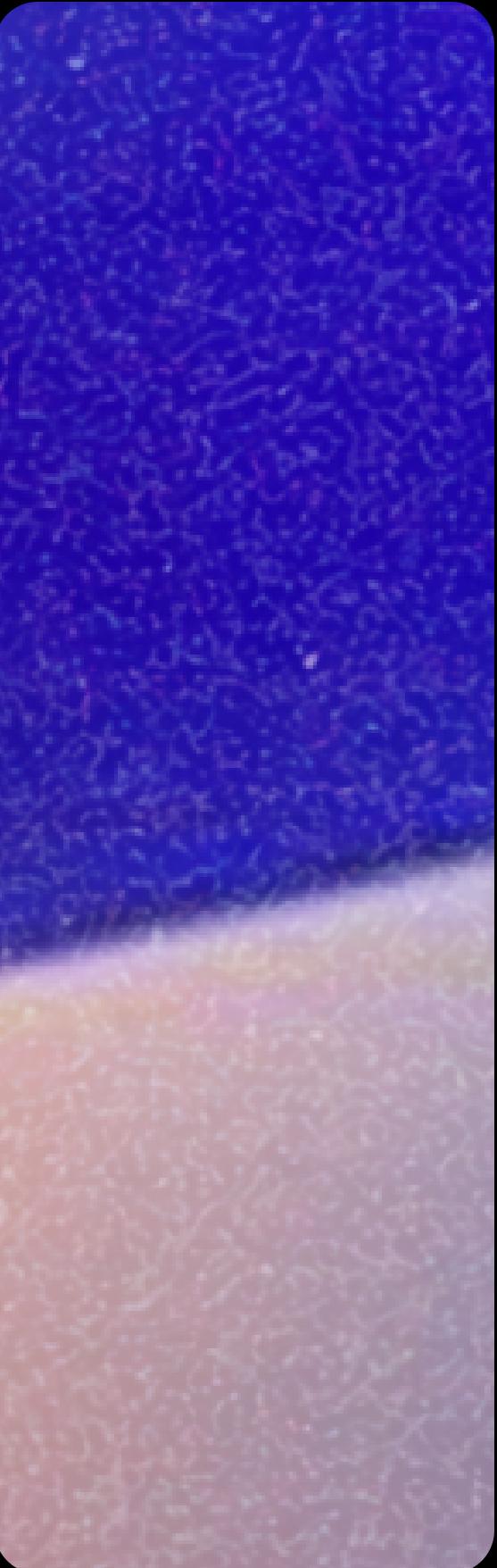


This document sets out a full creative brief for beginning a new project.

# Brief.





# Goals

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## Audience

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## Deliverables

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## References

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## Budget

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## Timeline

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1

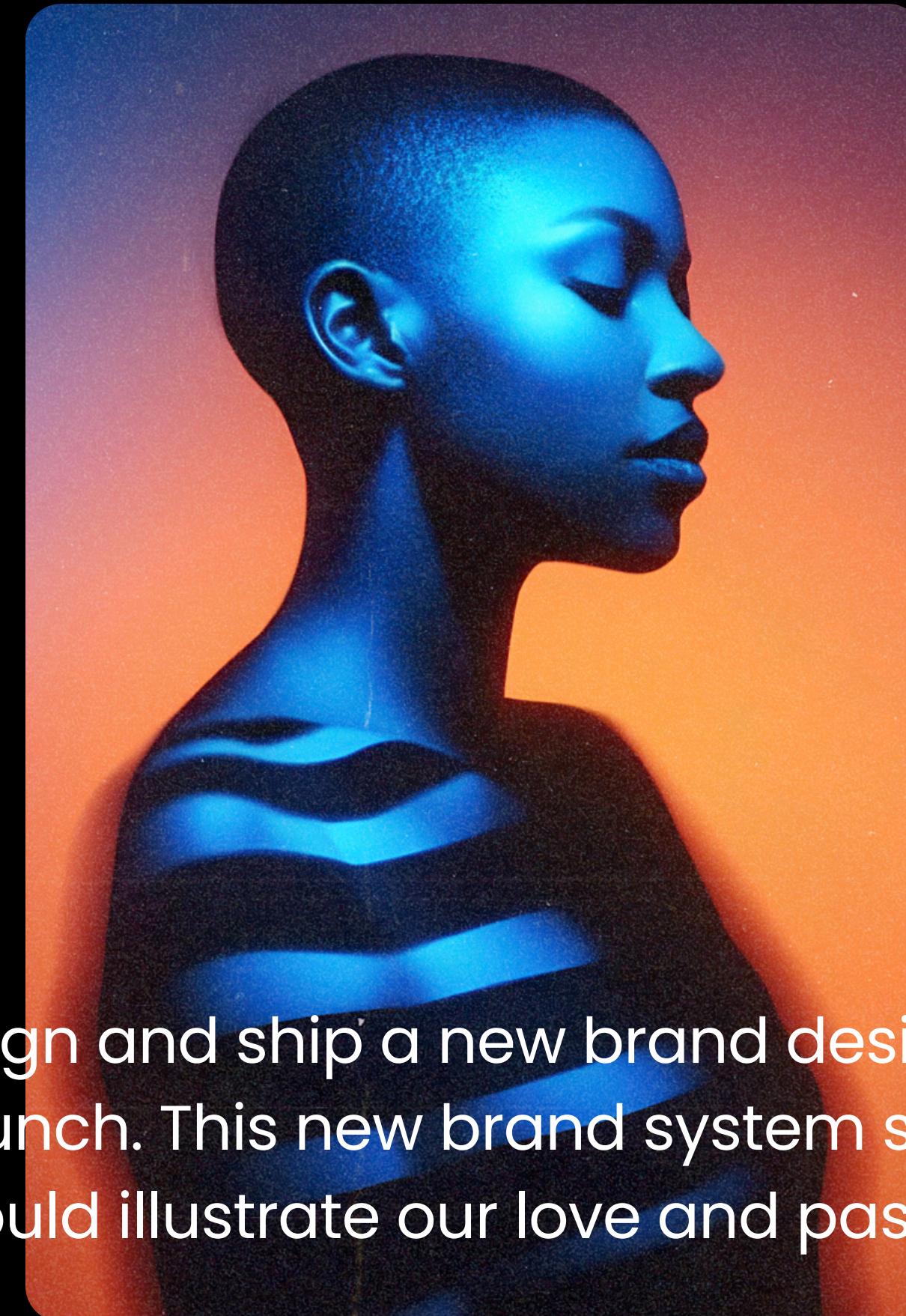
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6



In this project, we will design and ship a new brand design system for our upcoming Q2 Product Launch. This new brand system should accurately reflect our brand values and should illustrate our love and passion for great design.

(01)

# Goals

In this section:  
we'll define the primary goal of the project

# Primary Goal

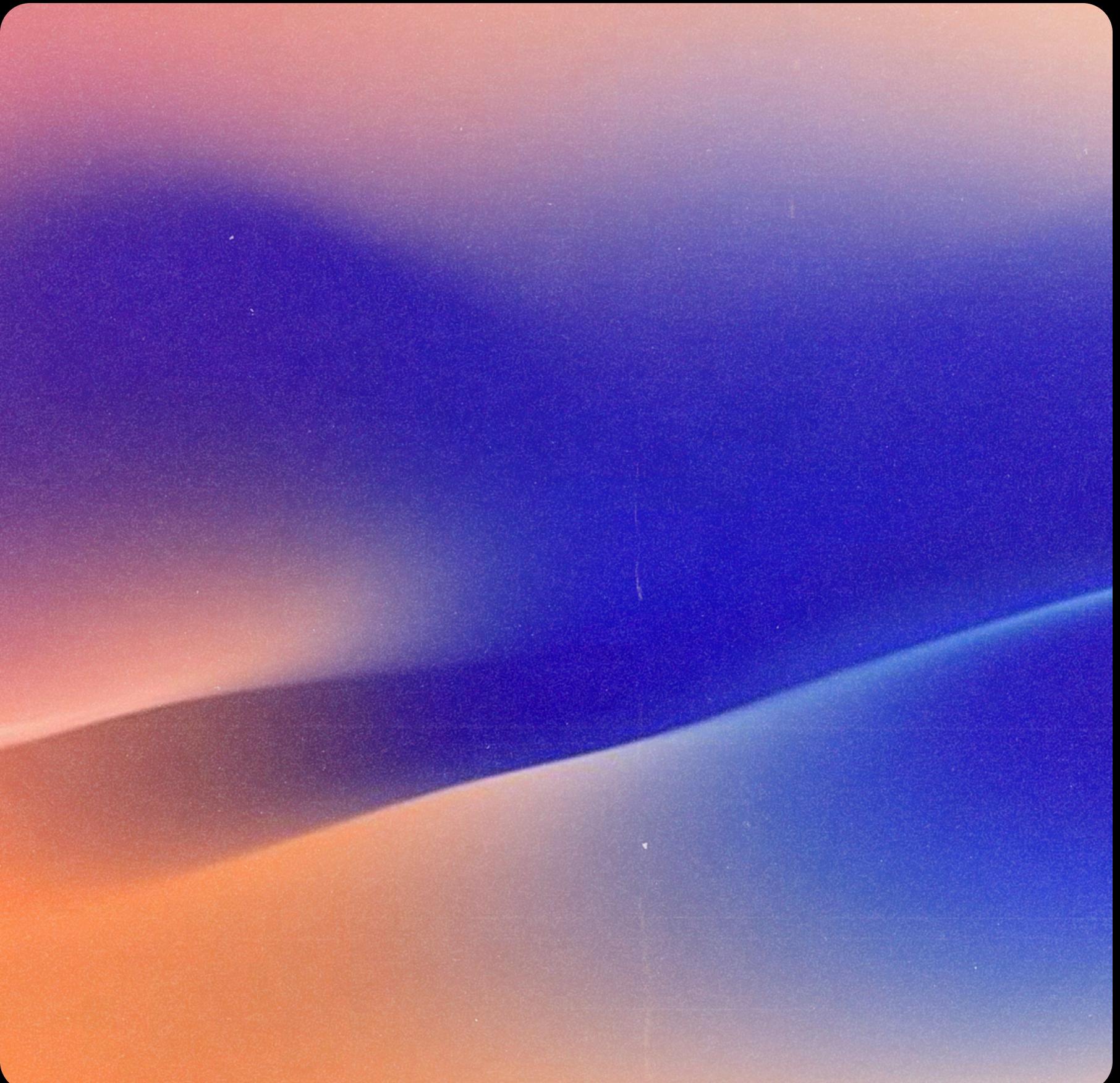
01

The primary goal of this project is to create a scalable and cohesive visual identity system that ensures brand consistency across all touchpoints while enabling flexibility for future growth and creative expression.

# 2

## Efficiency

Reduce design and development time by 30% through the creation of a shared Figma component library and reusable templates.





(02)

# Audience

In this section:  
we'll identify our target audience and their needs

# Our Audience

02

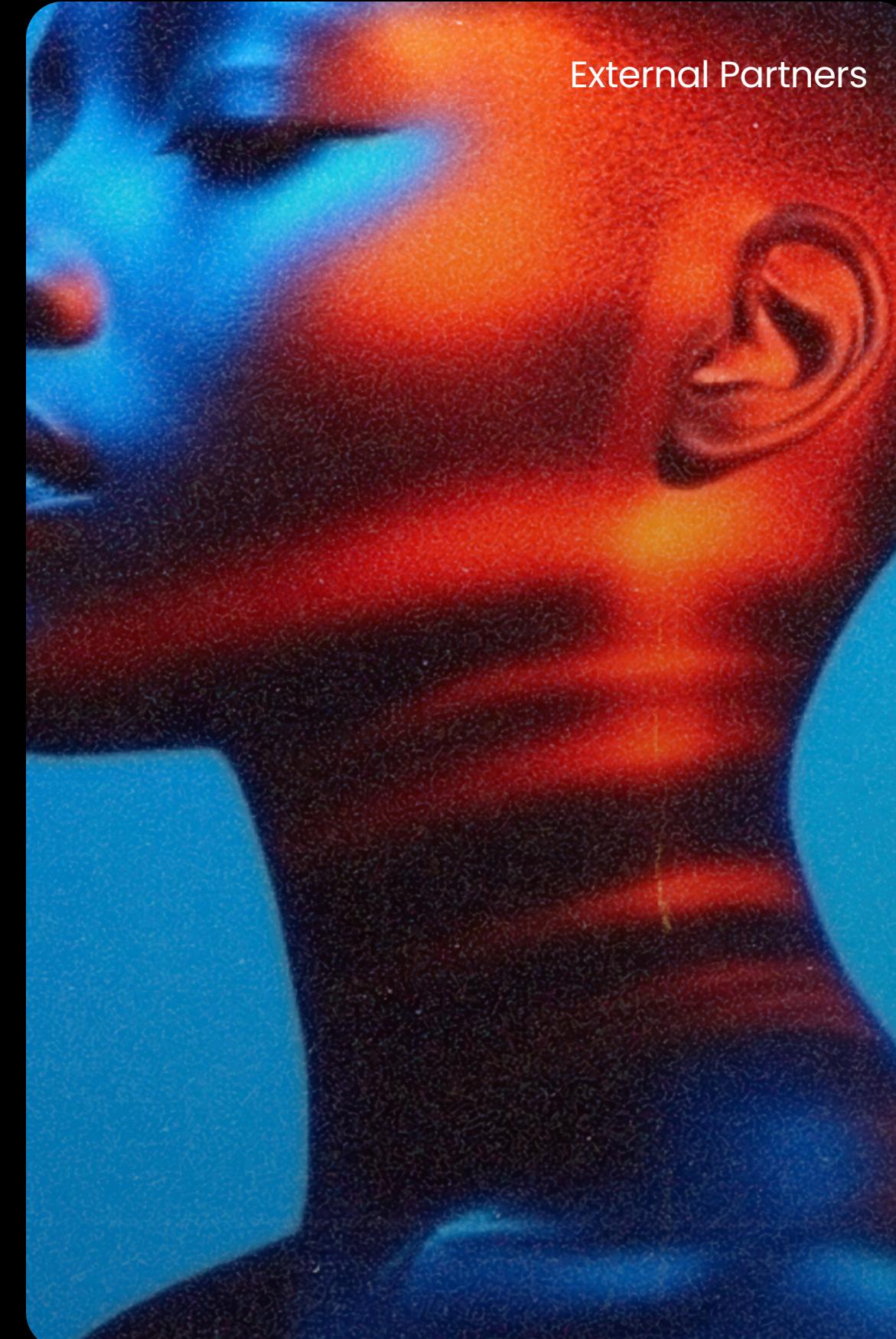
Our audience includes the designers, developers, marketers, product teams, and external partners who rely on a consistent, scalable brand system to create, implement, and communicate our visual identity across all touchpoints.



Design & Dev

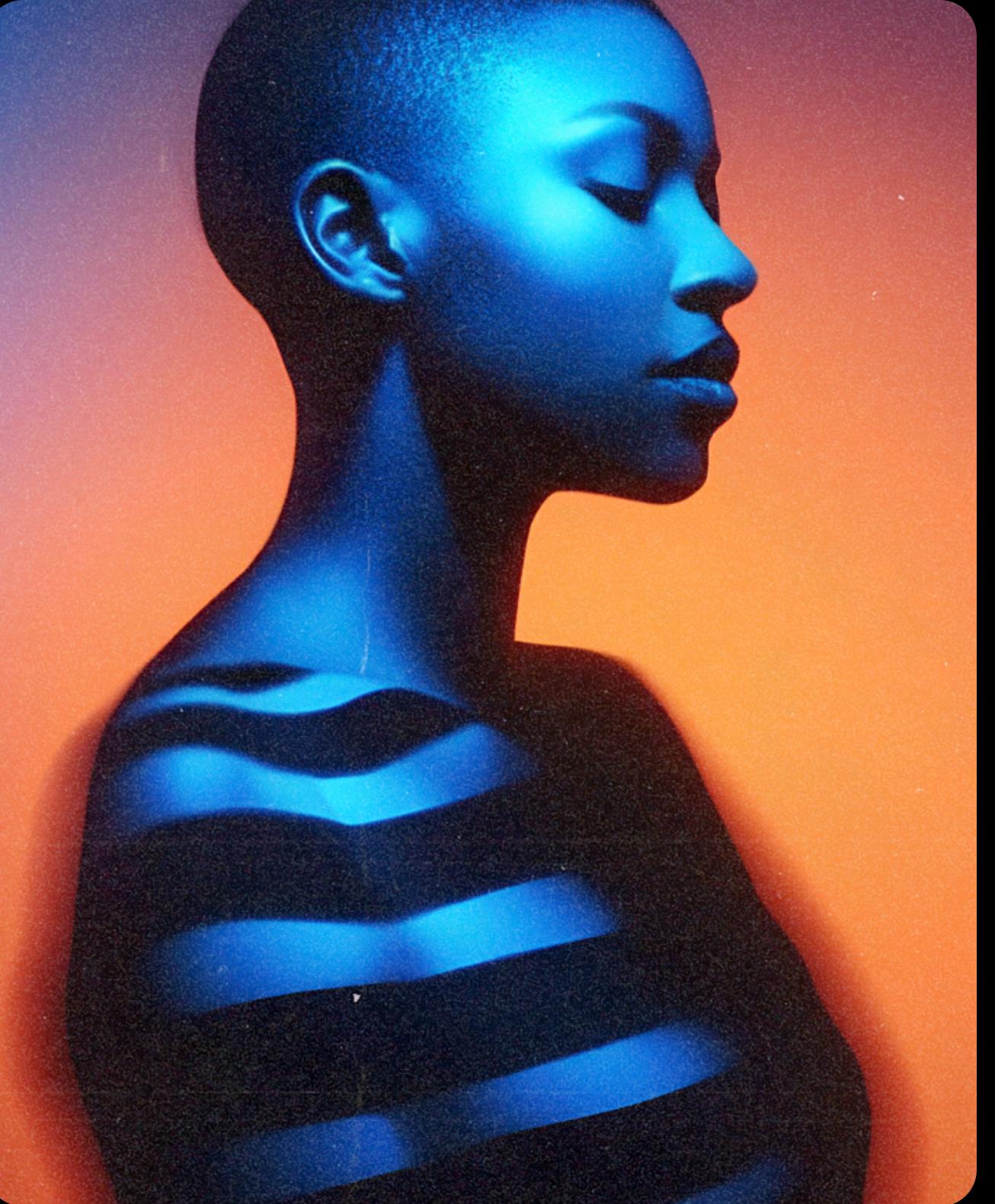


Marketing & Product



External Partners

The design and development teams will use the Brand Design System as a single source of truth to streamline their workflow, maintain visual consistency, and accelerate production.



# 3

## Adoption

Achieve internal adoption of the new design system by at least 80% of marketing and product teams within the first 3 months post-launch.



The design and development teams will use the Brand Design System as a single source of truth to streamline their workflow, maintain visual consistency, and accelerate production.

