

Organic BPS
Project Brief Document (PBD)

Date:	2019-10-11	BRP:	Jayakrishnan B
Brand:	Ahalia	Contact Person :	Bhuvanedran
Project Title :	Office Glass branding		
Category:	Brand Design		

Background

Ahalia Finforex, a financial service provider with a legacy of 20 years in the sector. Ahalia provides different services like loans, Forex, Money transfer, wealth management, and travel solutions.

Communication Objective

Create graphic design for conference hall.

Target Audience

NA

Focus of Communication

NA

Proposition

NA

Reasons why consumers will believe/buy

NA

Deliverables/Execution Specifics

Graphic design for conference hall glass wall clear sticker

Check List

Refer graphics used for Rotary installation backdrop

Comments if any

Create a mockup design

Deadline

14.10.19