

**Organic BPS**  
**Project Brief Document (PBD)**

Date:	2019-10-08	BRP:	Jayakrishnan B
Brand:	Aspinwall	Contact Person :	smitha
Project Title :	ID Card		
Category:	Printing		

**Background**

Aspinwall & Co. Ltd., is one of the earliest commercial enterprises in the Malabar - Coast of South India, established in the year 1867, by the legendary English trader and visionary, John H. Aspinwall.

**Communication Objective**

Identity card of employee

**Target Audience**

Customers, staff and others

**Focus of Communication**

Employee of Aspinwall

**Proposition**

NA

**Reasons why consumers will believe/buy**

NA

**Deliverables/Execution Specifics**

ID Card

**Check List**

Previous ID card design of Aspinwall

**Comments if any**

1) ID card for Rajesh R Nair. Attached photo. Office address : Aspinwall And Company. Ltd  
ASPINWALL HOUSE T C NO.24/2269 (7) KAWDIAR-KURAVANKONAM ROAD KAWDIAR  
THIRUVANANTHAPURAM- 695 003 Tel :+91 - 471 - 237 8900 Extn : 25 2) Emp Code - 1934 3)  
Residence address - already mentioned in the attachment 4) Take issuing authority signature from  
previous design.

**Deadline**

8.10.1