BRAND DESIGN BRAINSTORM

Understand a customer's principles and preferences to build a brand

This brand design template was created by Creative Market to help facilitate the process of designing a brand for a client remotely.

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Template courtesy of our friends at **Creative Market**

PEOPLE	TIME	DIFFICULTY
2 - 8	1 hour	Easy

RESOURCES

PROJECT NAME:

GRAPHIC DESIGNING WITH CANVA

ATTENDEES:

- VICTOR SOLOMON
- SANJEEV KUMAR
- THARUMA SATHYA
- SARANYA
- SARATHA
- SATHYA PRIYA
- AL BAHATH

1 PRINCIPLES

Current Identity

LOGO, TYPE & ICONOGRAPHY

COLOR PALETTE

Target Customer

PERSONA NAME

phoneix pizzas

PERSONA BIO

we sell delicious pizza

2 PREFERENCES

Like

WE WILL GIVE UNLIMITED REFILLS FOR SOFT DRINKS

Dislike

WE DON'T ALLOW PETS INSIDE OUR SHOP

Benchmarking

FRESH HOT PIZZA DELIVERED IN 30 MIN OR IT'S FREE

3 PROJECT

Message

DON'T BE LATE PIZZA IS GOING TO KAALI

Specifications

YOU CAN ORDER THROUGH WEBSITE AND APP

Outcomes

CUSTOMER SATISFACTION

Share your feedback

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