

1. TARGET AUDIENCE

Who potentially, is using the organization's product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of ___??_ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

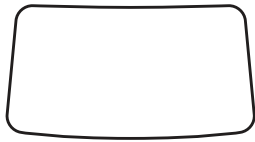
Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER**Personality**

Describe the product's ideal personality/attributes. *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

What design principles will you use to convey the text images provided? *(Consider audience and purpose. Examples include hierarchy, focal point, negative space, etc)*



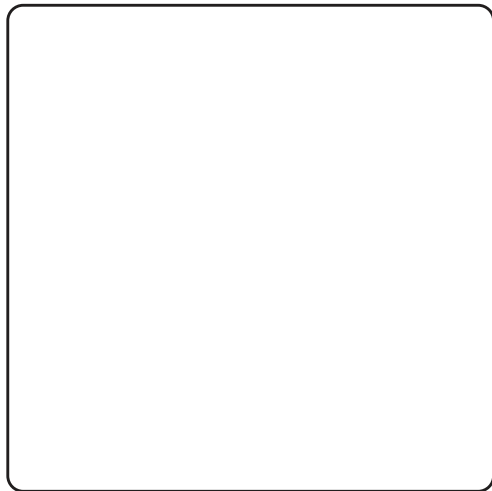
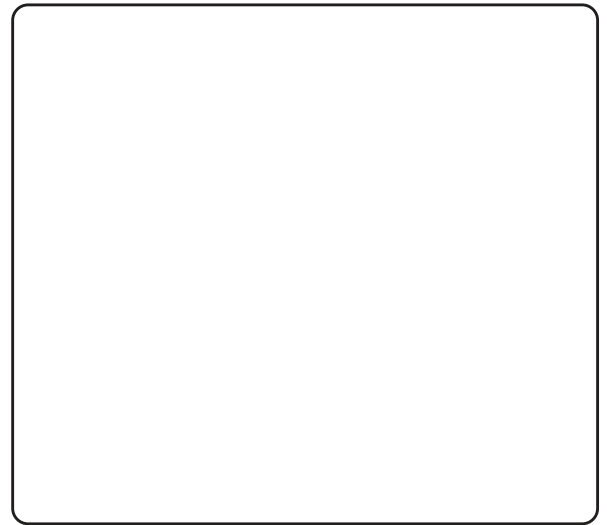
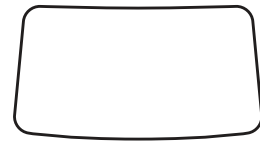
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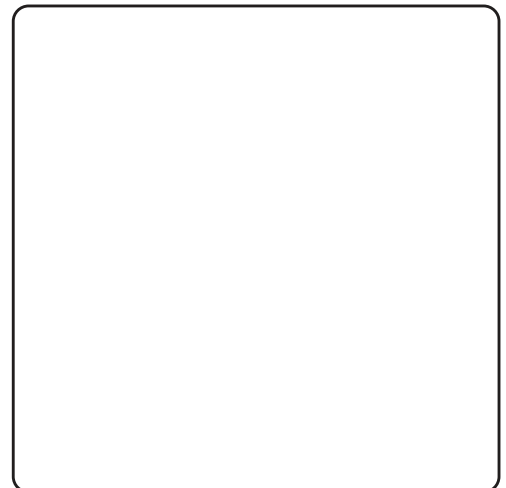
Logo for reference

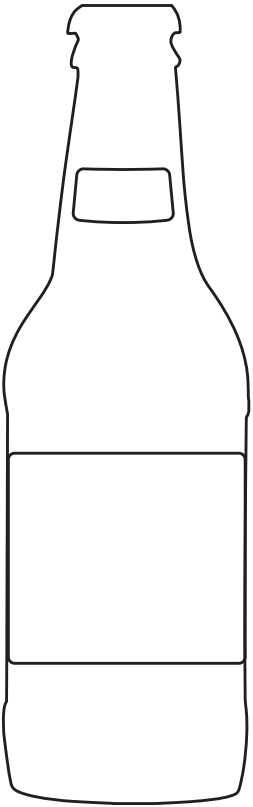


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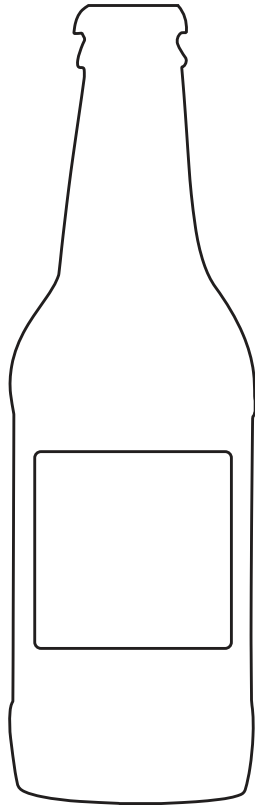


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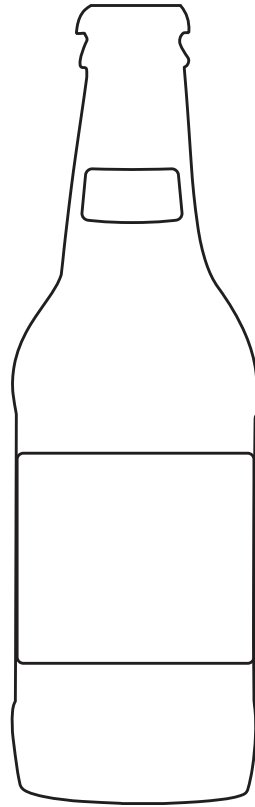




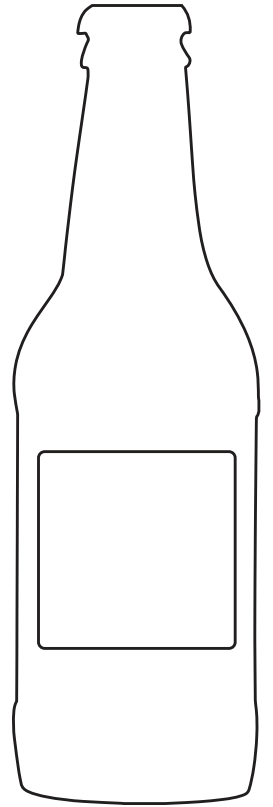
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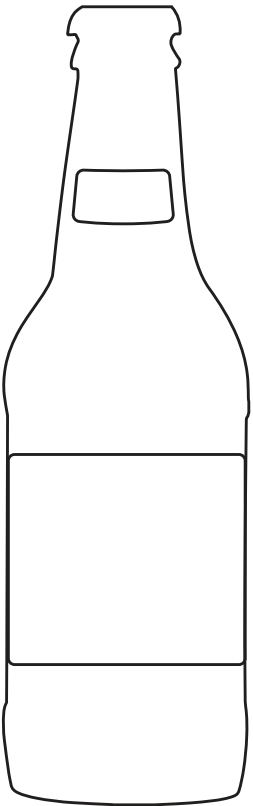
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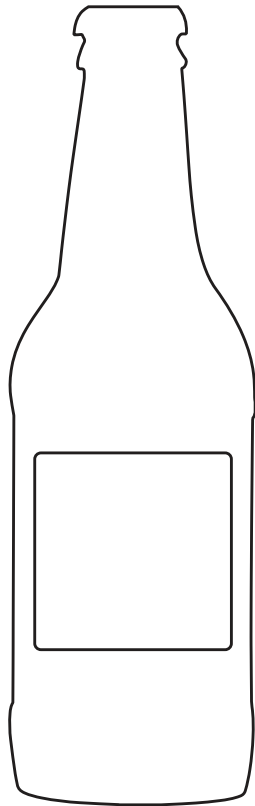
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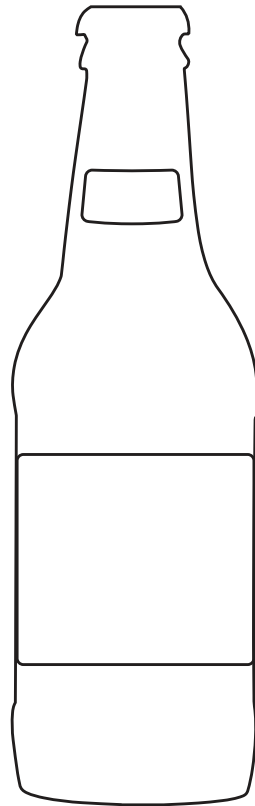
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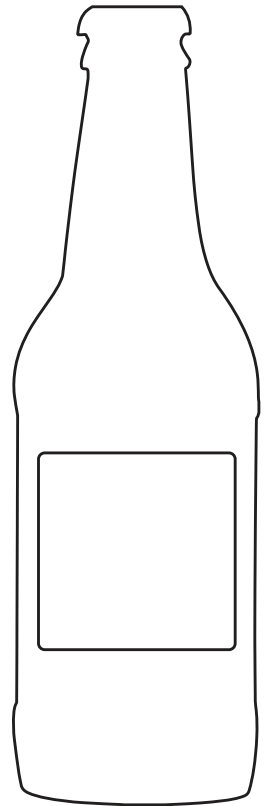
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