

Memo

To: Creative Director

From: Junior Designer A

Cc: Creative Team

Date: Monday, March 7, 2022

Re: Team Meeting Notes, Client A Brand Identity

This is a quick recap of what we discussed in today's meeting regarding Client A's brand identity project. Client A's product is a writing assistant program with both a desktop application and browser extension. They are wanting a brand identity package that includes design of logo, color palette, email templates, typography, website, and UI. Their target audience is young professionals and college students, ages 18-34. They want the visuals to convey a sense of kindness, credibility, and originality.

Designer B and I (Designer A) are collaborating to develop typography, colors, and logo concepts to be delivered next Monday, March 14th, after which Designer C and Designer D will collaborate and begin to draft website wireframes and email templates. We will reconvene on Wednesday, March 16th to discuss how best to move forward and to delegate tasks such as copywriting, illustrations, and photography. Project management will be achieved through Asana so make sure to regularly update each tasks' status there.

This was a great meeting! Keep up the enthusiasm!