

BRAND

Live Fit

CLIENT

John Doe

PROJECT BRIEF

PROJECTS QUEUED

Email Newsletter

CLIENT VERBATIM

We have a client who is requesting new campaign designs for the newsletters we create for them for next year, following the concept "New Year, New Me". I'm attaching their branding kit as well as some newsletter designs we created for them for your reference.

Please come up with different newsletter designs we can use for them. They specifically want to move on from the existing designs we have. Feel free to browse through their website to get an insight into their products and services: <https://livefitfood.ca/>

- Content - [Drive Link](#)
- Website - <https://livefitfood.ca/>
- Brand Guide - [Drive Link](#)
- Previous Email templates - [Drive Link](#)
- Food Images - [Drive Link](#)

BRAND ATTRIBUTES

TAGLINE

Chef Prepared Fresh-Meals To Your Door

KEYWORDS

Simple	Healthy	Convenient	Fresh	Delicious	Fun
Clean	Approachable	Modern	Freshl	Playful	

PALETTE

LiveFit Red, Pomegranate, Avocado Green, Garden Green, Tangerine, Lemon Meringue
(Please see Branding Kit)

LOVE

healthy food

HATE

N/A

CULTURE

N/A

CUSTOMER

People who want to eat
healthy delicious food in
the most convenient way.

VOICE

N/A

IMPACT
N/A

FEEL
N/A

X-FACTOR
N/A

INSPIRATIONS/COMPETITORS

LIKE
They offer similar products and services, design/layout is crisp and clean, very consistent branding.

	
	
	