

# passion project 3

team one / sierra, maddie, caroline

# objective

VP of Creative Development and Art Director will lead two teams to develop mini brands including a name, creative brief, mind map, logo, colors, and typography. Each team will need to create an imaginary brand from scratch that falls within the theme of household items. Present the brands that were developed on 9/20/2021.

# audience

## primary

Eco Friendly and Frugal  
Mainly Female / 25-40  
Suburbia, USA

Wants to feel clean about their cleaning products, save money when possible, and feel good about their home so they can feel good about themselves.

## secondary

Average Joe's  
Male / 25-40  
Suburbia, USA

Wants to be in and out of the grocery store quick, isn't worried as much about money, but wants to save time in their busy lifestyle.

# competition

scrub daddy

scotch brite

loofahs

pampered chef

libman

# Keepr

*a sustainable, rewashable, and reusable sponge*

# Alverta

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

# Charter Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz



#4f6f61



#f3e5d8

