

Design Brief | Graphic Designer

Project Title	We Are Lumen Marketing Collateral
Client Name	We Are Lumen
Brand	We exist to help organisations understand their financials better, make better decisions, and have better control and governance when it comes to their numbers.

Project Purpose and opportunity	We Are Lumen has undergone a rebrand with new logo, website, and intranet design builds. The business is now looking to update its marketing collateral with the new logo design and colour palette.
Objective What does the project work to achieve?	Fresh marketing collateral incorporating the new logo design and colour palette to be used across all areas of the business. Brand document will be supplied.
Target Audience Who are we trying to reach?	Executive & Board of SME impact organisations. We serve small to medium organisations who are delivering impact, not-for-profits, social enterprises and purpose driven organisations.
Attitude Style and tone	Dedicated expert with a big heart. We're hard-working, knowledgeable and a highly regarded expert but approachable and kind. A strong operator you can rely on to help deliver outcomes efficiently. We're passionate about the work we do while having fun and doesn't let things stress us out too much. We're generous with our time and knowledge and have a genuine desire in creating a better world.
Message What is the key idea to be remembered?	Modern, clear financials for good. We enjoy helping others and making a difference by making numbers easier to understand. We want to see organisations succeed and help them deliver on their mission.
Deliverables and Format Describe key pieces to be produced	PowerPoint template, Report template, Letterhead, Email signature