**Creative Design Brief: Pyro Charcoal Brand Assets**

**To:** [Graphics Designer/Design Agency Name]  
**From:** IRC Research Consultancy  
**Project:** Pyro Charcoal - Brochure & Website Design

**1. Project Overview & Objective**

IRC Research Consultancy, based in Namibia, is launching a premium charcoal brand: **Pyro Charcoal**. We manufacture two distinct, high-quality product lines: one for the **serious home barbecuer** and one for **professional restaurant kitchens**.

The objective of this project is to create a cohesive and compelling visual identity across a **product brochure** (for B2B sales and high-end B2C) and a **marketing website**. The designs must elevate Pyro Charcoal from a simple commodity to a premium, trusted fuel choice, emphasizing its Namibian origin, scientific backing, and superior performance.

**2. Brand Background**

* **Company:** IRC Research Consultancy (Intelligent, Research-driven, Consultative)
* **Brand:** **Pyro Charcoal** (Pyro = from Greek, meaning "fire")
* **Origin:** Namibia. Known for its pristine environment, hardy native woods (like Camel Thorn), and quality raw materials.
* **Key Differentiator:** Our charcoal is not just sourced; it's organically manufactured from evader bush. Backed by research to ensure optimal burn time, consistent heat, and minimal ash.

**3. Target Audience**

* **Primary (B2B):** Executive Chefs, Restaurant Owners, Procurement Managers of high-end steakhouses, distribution agencies, grill restaurants, and hotels. They value **consistency, high heat, longevity, and low ash** for service efficiency and perfect results.
* **Secondary (B2C):** Discerning BBQ enthusiasts. They value **flavor, quality, and the overall grilling experience**. They see their grill as a hobby and a centerpiece for entertaining.

**4. Key Message & Tone of Voice**

* **Message:** "Organic fire for uncompromising performance and flavour."
* **Tone:** **Premium, Authoritative, yet Accessible.** It should feel scientific and trustworthy (leaning on our research background) but also evoke the warmth, passion, and social joy of grilling.

**5. Design Requirements: Brochure (Print & PDF)**

* **Purpose:** A leave-behind sales tool and a downloadable asset from the website.
* **Content:** Will be supplied, but will include:
  + Cover
  + About Pyro Charcoal
  + The Science Behind Our Charcoal
  + **Product 1: Pyro Restaurant Grade** (technical specs: to be provided)
  + **Product 2: Pyro Barbecue Grade** (focus on flavor, aroma, easy lighting and technical specs: to be provided)
  + Comparative Charts
* **Visual Direction:** Clean, modern, and premium. Use high-quality photography:
  + **Lifestyle shots:** Sizzling, perfect steaks on a grill; a sleek restaurant kitchen; a happy gathering in a backyard.
  + **Product shots:** Macro shots of the charcoal showcasing its texture and glow.
  + **Data visualization:** Clean icons and infographics to present technical advantages simply.
* **Brand Elements:** Logo, color palette, and typography to be used as defined below.

**6. Design Requirements: Website**

* **Purpose:** To inform, generate leads, and establish brand authority. It will be a simple, elegant, single-page or few-page site.
* **Key Pages/Sections to Design:**
  + Homepage Hero Section
  + The Pyro Story / About Us
  + Product Pages for each grade
  + Technical Specifications Section
  + Testimonials/Gallery
  + Contact Form/Lead Capture
* **Functionality:** Must be designed for easy transition to development (please consider responsive design for mobile/tablet).
* **Visual Direction:** Consistent with the brochure. Use a strong visual hierarchy. Incorporate video of the charcoal burning (sparkle, slow burn) if possible. The site should feel robust and premium.

**7. Brand Identity Guidelines (To Be Developed/Adhered To)**

* **Logo:** The provided Pyro Charcoal logo
* **Color Palette:**
  + **Primary:** Charcoal Black, Ember Red (accent), White (background).
  + **Secondary:** Warm Grey, Terracotta/Namibian Sand.
  + **Feel:** Earthy, fiery, but sophisticated. Avoid cheap or overly bright "picnic" colors.
* **Typography:**
  + **Headlines:** A strong, modern sans-serif (e.g., a font like **Montserrat** or **Helvetica Neue**).
  + **Body Copy:** A highly readable serif (e.g., a font like **Lora** or **Merriweather**) for authority, or a clean sans-serif for a more modern feel.
* **Imagery:** Professional, high-resolution, and warm. Use lighting to create glow and depth. imagery should feel authentic, not stocky.

**8. Deliverables**

1. **Brochure Design:**
   * Print-ready layout (A4 or A5, tri-fold or booklet).
   * Web-optimized PDF version.
2. **Website Design:**
   * Full mockups for key pages (Homepage, Product Pages) for desktop and mobile.
   * A style guide document for the web developer (colors, fonts, button styles, etc.).

**9. Timeline & Budget**

* **Timeline:** First draft of brochure and web concepts within 10 business days of project kickoff.