

# Guide Creative Brief

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## **Project:**

- Brand name: "Guide"
- A website design and logo for a product review website.

## **Target Audience:**

- People researching products to buy.

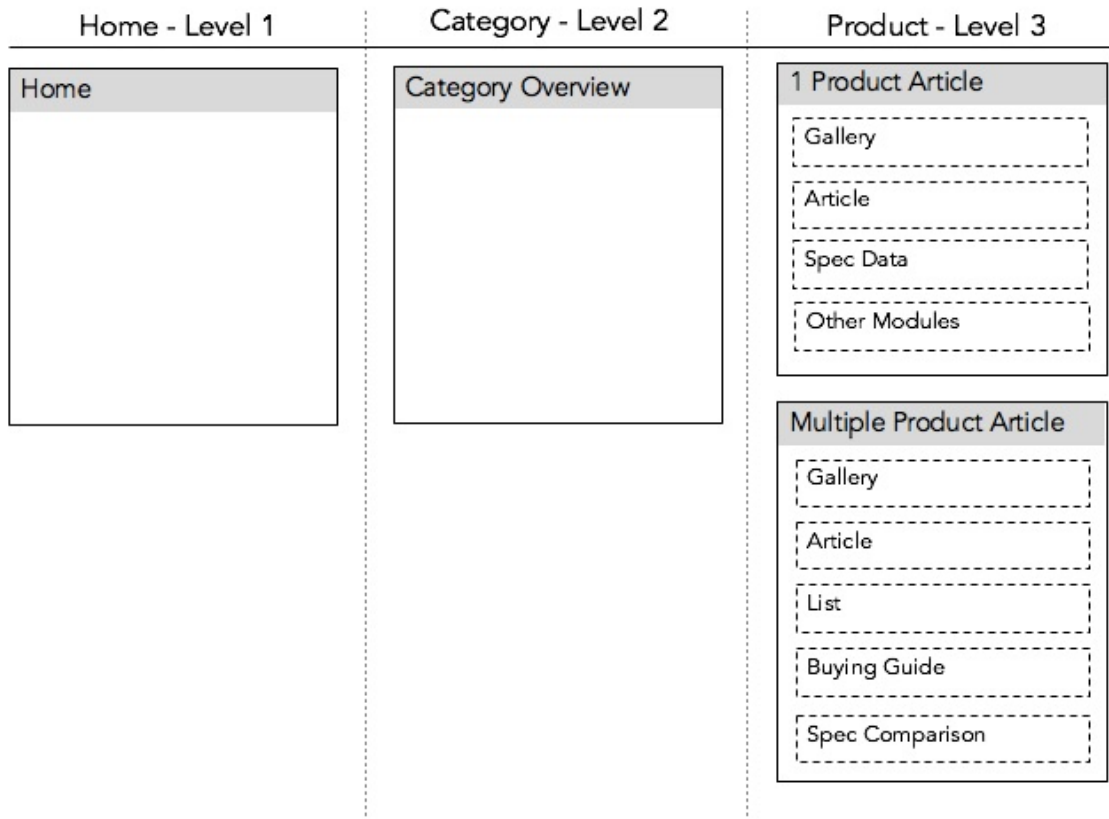
## **Design Objective:**

- Create a clean and simple consumer brand. The brand and website should be approachable but should also be trustworthy and high quality.
- Create designs specs and assets that I can provide to a development team to build the website.

## **Project Deliverables:**

- Logo
- A website design and specs for the following pages.
  - Homepage
  - Category page
  - Product Article with 1 product
  - Product article with multiple products
- Formats:
  - Desktop
  - Tablet
  - Mobile Web

## Website Flow:



## Webpage Details:

- Please see the sample wireframes/mocks of my vision for these pages.
- The images we have for the site are 4X3.
- Feel free to be more creative than my basic designs, however I would like to keep things simple. I like that the product images stand out and speak for themselves.
- All sections included in the attached wireframes are actual content that will be available for the site.