**WORDPRESS WEBSITE - DESIGN BRIEF**

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| The Job | Design WORDPRESS Website for E Commerce Business |
| About Us | Bear & Kub will be suppling quality baby / kids products |
| Geographical audience | Global |
| Target audience | Female / Working Mums / New Mums |
| THE SPECIFICATIONS | |
| Business name | Bear & Kub |
| Logo | C:\Users\siank\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Bear-&-Kub.jpg |
| Preferred colours  (if any) | COLOUR COMBINATIONS |
| What we don’t like.. | Too many colours and too much detail |
| Design requirements | The website design must:   * appeal to both boys and girls, but a design that mum likes also (as she does the purchasing). Not too cutesy. * it must also come across as modern and progressive. |
| Deadline | ASAP |