



**GREY
GORILLA
DESIGN**

CLIENT NAME

WEBSITE AND REBRAND

Objectives & Goals

Background information on the current state of the business. Pain points that have led to the decision that a change is need.

Parameters, Budget, & Schedule

Audience and Target Market:

Primary and secondary demographic

Current Market Conditions

Is there any external conditions that should be considered

Communication Objectives:

Prioritize the visual elements of the design:

- 1.
- 2.
- 3.

Brand Attributes:

How would you like the customer to feel:

- 1.
- 2.
- 3.

Initial Ideas or Inspiration:

Description or images of any possible solutions.