**Concept Brief – Name of Business**

**Demographic Aspect:**

The target audience is …. The product is meant for ……

**Product:**  
Describe product in detail

**Our Mission:**Describe when the company was first established and what the company aims to provide. Go into detail about your company’s mission.

**Logo:**Describe why you chose this to be your final logo. Explain color choices, image choices, type of logo style, font choices, etc. Be very detailed.

Below your paragraph, insert a copy of your logo in black and white, and at least two more in different colors.