

# Creative Brief



## GOALS

Goals include a professional and clean design that gives reference to personality and sophistication. In addition, this design aims to be sleek and not distracting from the important information within the text. This design stands out through typography and color selection, as well as the design of the shapes within the logos.

## KEY INSIGHT

The key insight for this design is to stay up to date with the latest design trends, while using timeless design details like color selection and shape patterns. In addition, using minimal shapes help bring focus to the text.

## KEY TAKEAWAY

This effective and minimal design will give the impression of professionalism and creativity and will help when applying to jobs and positions.