

# Project Brief

Client name / Project name

## Project objective

Lorem Ipsum

## What will be the deliverables?

According to proposal + exact design assets

## What do you do?

We are AI chipmakers for edge devices

## What problems do you solve?

Allowing surveillance teams and surveillance products to become more productive

## The how - the benefits of the product

We enable superior compute performance for more applications and more tasks in real time

## Main messaging objectives

List 3:

## Tagline/Homepage message

Top Performing Edge AI Processors

## Target audience

Description

## Who are the competitors?

List

## Brand Voice

1. Calm
2. Clear
3. Smart
4. Efficient (fast, precise, small)
5. Objective
6. Creative
7. Progressive

## Brand character

A practical and analytical persona that holds truth and order as a high standard.

## Ref for inspiration

Links

## Visuals

The main visuals will be focused on:

This will be performed in this style:  
(Image)

## Colours

List brand colours/any other colours  
+ Colour for CTA

## Scope

Details on the scope of the project - what should be in scope, rules, guidelines, iterations etc

## Timeline

Add timeline links/ details here