

leanlunch

Delicious, Nutritious & Delivered

Brand Development Spec

Lean Lunch (www.leanlunch.co.uk) are inviting proposals for a brand development project. The purpose of this project is to redevelop the brand so that it is more closely aligned to the principles of wellbeing & sustainability with an objective of increasing awareness growing sales.

Here is what we would like included in any proposals presented to us;

- An audit of our brand and review of the competitive market we operate in
- Design and definition of a brand strategy
- Personality and tone of voice documentation
- Outwards bound messaging and sales collateral
- Design and creative concepts for brand identity and logo

If you wish to arrange a meeting to discuss this spec further please call 0113 4032162
All proposals should be emailed for the attention of Sat Mann to sat@leanlunch.co.uk