This is the brand brief for Dune & Dew.

Prepared on **2 November** by **the founder and three team members**

Example. Dune & Dew is a fictional company.

Here is the strategy.

1 Who we serve first
Working women in Riyadh, 25 to 40, who commute in summer heat and whose skin feels tight and flaky by noon.

2 Their problem, in their words
"My skin is fine at 7am and falling apart by noon, and nothing I buy is made for this heat."

3 What they choose today instead of us
Global brands at the mall, pharmacy own-label creams, a dermatologist, oils from home, or nothing.

4 What only we can claim, with proof
Heat-tested at 45°C (stability reports). Founded by a working pharmacist (license, weekly shifts). Sold by 12 pharmacies whose staff we train.

5 Our positioning line. It passed the swap, proof and stranger tests.
Dune & Dew helps working women in Saudi Arabia keep their skin calm through a long, hot day, because every formula is built by a pharmacist and tested at 45°C.

Here is how we sound.

6 Personality and sliders
Calm, expert, warm. Casual 6/10, playful 4/10, calm 3/10, new 6/10, expert 4/10, local 3/10.

7 Words we use, and words we avoid
Use: heat, calm, tested, pharmacist, by noon, honest.
Avoid: miracle, flawless, whitening, luxury, glass skin.

8 One line, before and after
Before: "Discover our luxurious range of premium skincare solutions." After: "Skincare made for 45°C. Tested here, by a pharmacist, before it reaches you."

Here is how we look.

9 Name status
Dune & Dew stays. "Shade Hours" for the sunscreen line is a working name until a trademark lawyer clears it.

10 Visual direction, anchors and never this
A pharmacy in the midday sun: hard light, real shadows, chalky colors, real skin. Anchors: pins 04, 17, 11. Never: pin 31.

Here is the job, so a studio can price it.

11 What we need a studio to make
Logo and identity system. Packaging for three products. Photography direction for one shoot. Social templates. Short brand guidelines.

12 Where it will be used first
Pharmacy shelves and packaging. Instagram and TikTok. The online shop.

13 Deadline
Packaging files ready by 1 March, for a May launch.

14 Budget range
SAR 90,000 to 140,000 for identity and packaging.

15 Who decides
The founder. The operations lead checks files.

16 Contact
founder@duneanddew.example

(signature)

Signed by the founder

From the Founder Brand Sprint by iklipse.
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