



The creative brief.

A presentation centered on creative work. Soft light, one object, minimal copy.

The idea

Space for your ideas.

Tone of voice

Simple. Precise. Room to breathe.

Keep in mind

Preserve the original logo. Do not invent prices, product specifications or promises. Have the concept reviewed before use.

<https://www.apple.com/>



Visual direction



Space for your ideas.

AI-generated photo. Fictional object, not an exact depiction of an actual product. No brand partnership.