

## **NightShade - Creative Brief**

### **What is NightShade?**

NightShade is an app that keep transfers between two computers secure. Normally when a file is sent between individuals, the user has complete control over which file is sent and who will receive it. However, once the file has been transferred there is no way of knowing how many times it will be shared afterwards.

### **How does NightShade work?**

Our app allows people to share sensitive information between computers and lock it to a certain device. If you share a document with a computer, that piece of information will only be available with the user you initially shared it with. NightShade continuously encrypts and decrypts itself so that it is impossible to share files without the owner's permission.

### **What are goals with rebranding NightShade?**

We need a new visual look that represents the peace of mind NightShade has to offer. We're interested in a new logo that showcases our company's core features in security.

NightShade is program that takes a bold approach on working collaboratively. It is defining the future of working securely, ensuring that sensitive information won't be unknowingly distributed. Without adding any additional delays, NightShade encrypts any type of data so your content is protected. By undergoing a new design, we hope to make NightShade more accessible to consumers.