

DCO Design Brief

Please fill in the fields below.

1. Project title?

Date: _____

Submitted by: _____

Title: _____

Company: _____

Email: _____

Deadline: _____

2. What does your business do?

What is the line of business/industry? Do you have competitors? How do you differentiate?

3. What are your goals?

Is this project informational or promotional? Explain the purpose in detail.

Note: Provide previous material, if available.

4. Who is your target market?

What are the demographics of the target market/s?

Geography: Local____ National____ Global____
Title: Manager____ Director____ CXO____
Type: Large corp____ SMB____ Consumer____

Note: Rank multiple targets in terms of importance (1-3).

5. What copy and images are needed & who will provide?

Content/copy: Client Copywriter services needed

Photography: Client Sourcing needed

Diagrams: Client Creation needed

Video: Client Creation needed

Note: Please provide brand guidelines upon initiation of the project.

6. What are the specifications?

What size is the piece (inches/pixels)?

Purpose: Printed* Digital

Final file format?

PDF Image PPT HTML Video/Animation Source Files

Note: Check all that apply.

7. Do you have a budget? (optional)

Range: <1,000 \$1,000–5,000 \$5,000–10,000 \$10,000–25,000 \$25,000+

Note: We can help you determine what can fit within your budget.

Please email Laura at LauraD@DeliseoCo.com or call **707 392 8361** to schedule a kickoff to your project.

THANK YOU!

*Printed pieces will require more detailed specs and can be determined later.