**Design Crowd Brief Template**

Website: <https://www.designcrowd.com/>

Primarily projects fall under – Print Design

**Name your project:**

* Native Brain Health and Dementia Risk Reduction Social Media Toolkit

**Project Description:**

We are looking to create a: Social Media Toolkit regular US letter sizing – similar to sizing of othr longer resources <https://iasquared.org/resources/adrd-state-plans/>

* See attached documents for the CDC logo and funding instructions
* Use the colors and font and mimic the feel of our past resources from iasquared.org/resources
* Use preferred images/sketches/borders/imagery where it is desired
* Do not put text over graphics and keep it simple and easy to read with high contrast.
* We want some very simple design element(s) incorporated that convey Native American communities or heritage. But NO headdress, teepee graphics, etc.
* Ensure that linked text remains in document for virtual use
* Please remember to include the funding statement - it can be in a small font 6/7 point. - whatever requirements from the funder

**Target Market:**

* American Indian and Alaska Native People
* Identify the population/community reaching out to: elders, public health, health professionals, caregivers, two-spirit indiqueer, multi-generational, etc.

**Must Haves:**

* International Association for Indigenous Aging (IA2) color scheme - see website

**Images, Sketches, Documents:**

* Logos
  + IA2 Logo
  + Brain Health Logo if applicable
  + Any collaboration logo
  + Room for collaboration logos if needed
* Imagery – see attached images