**Design Brief - Solutions Overview Doc**

Notes: Would like this design to also be converted to a canva template for future adjustments.

Design brief video link: <https://share.vidyard.com/watch/yJADLPsSwLUq4rbfh5fyMj>

Company Info:

ConcretePro Digital

<https://concreteprodigital.com/>

Marketing flyer: [CPD - Trail Flyer (1).pdf](https://drive.google.com/file/d/1-DfarCCF4Q662PJXGjka0HAgTID_u7fT/view?usp=sharing)

Sales slides: [Overview - ConcretePro System](https://docs.google.com/presentation/d/17OGRTnRlKuDaZPiBDNuLFgQioUkrt4p-LeEu6oJhRas/edit?usp=sharing)

Primary Colors:

* Black
* Blue
* White

Secondary Colors:

* Grey
* Charcoal
* Lite Blue
* Red

Fonts:

* Montserrat
* Bebas Neue
* Anton
* Oxygen

Competitor websites:

<https://coatinglaunch.com/>

<https://servicelegend.com/>

<https://concretemarketingcrew.com/>

<https://www.contractor.click/>

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

<https://www.plumberseo.net/>

<https://lawnline.marketing/>

Target Client Websites:

<https://rockitcoatings.com/>

<https://zonegarage.ca/>

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

**Design Brief for ConcretePro Digital’s Services Booklet**

**Project Overview:** ConcretePro Digital is creating a multi-page PDF booklet that serves as a digital catalog outlining our comprehensive marketing services. This booklet will highlight our lead generation system and full marketing system, using a combination of text and illustrative visuals to communicate our processes and results effectively.

**Target Audience:**

* Potential clients in the concrete coating and epoxy flooring industry.
* Business owners seeking effective and scalable marketing solutions.

**Objectives:**

* Showcase the effectiveness of our lead generation system.
* Illustrate the benefits of our full marketing system.
* Highlight the ease and effectiveness of using our services through visuals and real-life examples.

**Content Sections:**

**Design Requirements:**

* **Style:** Clean, professional, masculine, and modern. Use brand colors and fonts for consistency.
* **Layout:** Balanced mix of text and visuals to maintain reader engagement. Ensure no page is overly cluttered.
* **Images:** High-quality, relevant images of epoxy flooring, marketing visuals (ads, CRM, reviews), and diagrams.
* **Typography:** Clear, readable fonts for headings and body text.
* **Icons/Graphics:** Use icons for sections like CRM, text sequences, etc.

**File Specifications:**

* Format: PDF, optimized for both digital viewing and print.
* Dimensions: Standard 8.5" x 11" (letter size) or A4.

**Timeline:**

* Initial concepts and sketches: [Insert Date]
* First draft delivery: [Insert Date]
* Feedback and revisions: [Insert Date]
* Final delivery: [Insert Date]

**Budget:** [Insert Budget]

**Additional Notes:**

* Ensure brand consistency across all pages.
* Focus on user-friendly design that guides the reader naturally through the content.

This brief should provide your designer with a clear understanding of your needs. Let me know if there’s anything else you’d like to add!

##### **You said:**