

Notes and additional information for DesignCrowd brochure design project for ResponSight:

Objectives:

The brochure template is required for two primary purposes:

1. to be used as a company/corporate overview document, and
2. to be used as a “how it works” and case study data sheet.

We require a general purpose template in Powerpoint format so that we can update the content internally (since we do not have easy access to designers). Ideally, the design will be consistent with other examples in the industry (refer below), but also still stand out as unique and different! Don't feel like you have to copy existing ideas just to make it corporate-looking, feel free to bring your own unique ideas to the table.

This project can be delivered as a single “general purpose” design template, or as two specific templates to meet the above requirements. In both cases, you are also welcome to include assets and objects that could be used for alternative versions of the template (i.e. icons, graphics, vectors, etc).

Formats:

As mentioned previously, we have limited access to designers. Therefore, all deliverables should be in Powerpoint (PPT/PPTX) for the design itself and Photoshop PSD files for any custom artwork. We are not able to easily work with AI or EPS files, so they won't be accepted for final delivery (yes, we know this limits our options, but it is what it is and is not going to change).

High resolution stock images will be purchased directly, if we like the stock images you have selected. Include unlicensed versions in the samples you submit, and if your design is selected then you will need to provide us with links to the stock site you used for the samples. If you already get a great deal on stock images and can save us some dollars, let us know (highly appreciated!).

Examples of other company brochures in Cyber/Security:

The following are examples of cyber/security brochures commonly in use. They are for reference/context only; ideally it would be nice to do something different but still sufficiently corporate to be shown to large bank or government executives.

- Damballa (basic/infographic style) - https://www.damballa.com/wp-content/uploads/2015/03/Damballa_Overview.pdf
- Damballa (intermediate, a good example) - https://www.damballa.com/wp-content/uploads/2015/03/Damballa_Datasheet.pdf
- CrowdStrike (intermediate, but too many pages) - <http://download.crowdstrike.com/brochures/crowdstrike-corproate-brochure.pdf>
- LightCyber (advanced/technical) - http://lightcyber.com/wp-content/uploads/2016/01/LightCyber_DS.pdf
- BioCatch (basic, could use more pics/infographics) - http://cdn2.hubspot.net/hubfs/1828513/Brochures/BioCatch_New_Account_Fraud_Final.pdf
- Tanium (intermediate, an OK example) - <http://offers.tanium.com/rs/839-LGZ-453/images/Datasheet-Tanium-ProtectFINAL.pdf>
- Tanium (intermediate, very wordy) - <http://offers.tanium.com/rs/tanium/images/resources-datasheet-tanium-incident-response.pdf>
- Cylance (basic) - https://cdn2.hubspot.net/hubfs/270968/assets/PROTECT/Cylance_Protect_Datasheet.pdf
- Cylance (basic) - https://cdn2.hubspot.net/hubfs/270968/2015_cylance_website/assets/case_studys/Protect_N_extgen.pdf