

The image features a dark background with vibrant green light trails. A large, circular, multi-layered light trail is the central focus. To the left, a silhouette of a person is visible, and a vertical light trail descends from the top. The overall aesthetic is futuristic and creative.

Deloitte.

PCOE - CoRe Creative Services

Consulting Design Services
FY20



PCOE– CoRe Creative Services (CCS)

In CoRe Creative Services, **we support and deliver on flagship pursuits and creative design solutions, to business as usual transitional design.**

We provide **graphic design, branding, formatting**, and more to most types of Deloitte documents and digital assets.

We **design proposals and bids, presentations, brochures, newsletters, reports, and ~20 more project types.** We support **digital and print media, design animation and motion graphics, illustrations, infographics, video editing, wall design, environmental branding, and much more.**

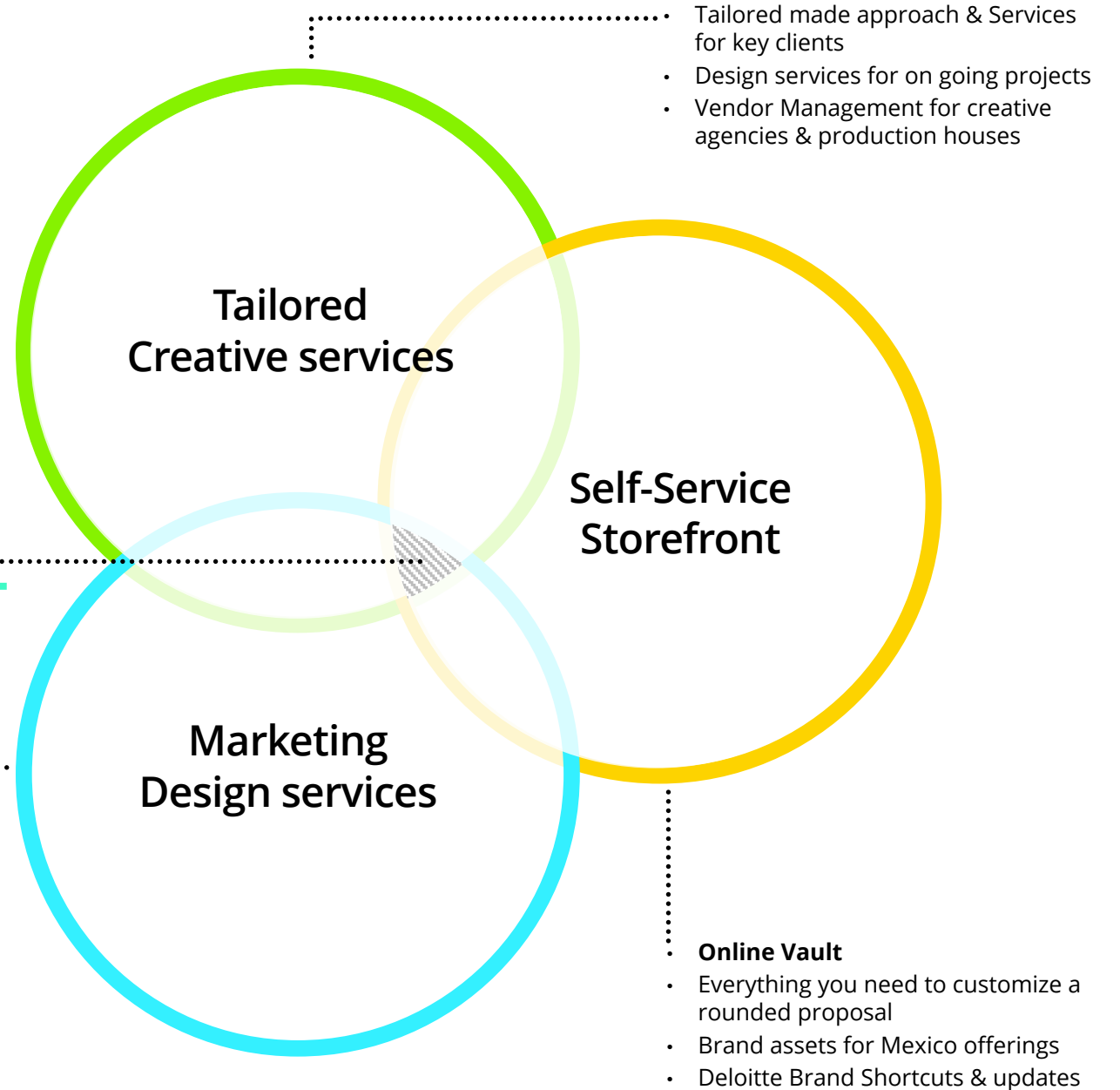
We identify, produce and provide services **on a creative process, the user experience and the best product value as our main objective,** providing **design services** and an **effective user strategy** that will lead to the best experiences the market is demanding.

PCoE- CCS

We understand design needs may vary from project to project, based on intended use, coverage and strategic value. We have therefore categorized "Design need" into three categories:

CREATIVE SERVICES & DESIGN WORKSHOP

- Shared design services for DCG
- Enabling areas & Brand design solutions
- Visual design for mkt channels
- Event creative coordination & art production



Workflow Governance

All services and capabilities towards CCS will be requested by an appointed PM or Lead that requires our services.



Clients & Industries

**DCG Offerings/
Project
Leaders**

**Marketing &
Enabling Areas**

Self Service Storefront
Everything you need to customize a rounded proposal

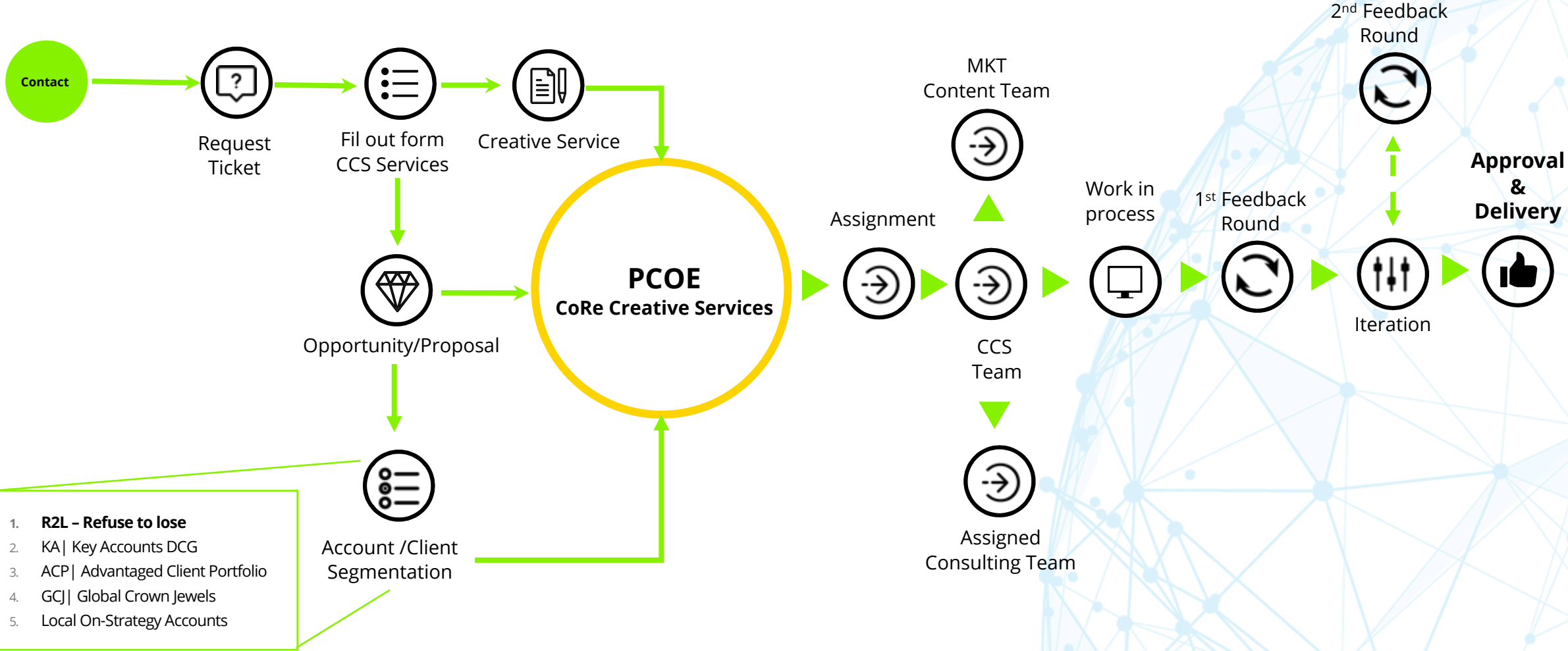
Tailored Creative Services
Tailored made design services for key clients and ongoing projects

Marketing Design Services
Shared design services for DCG Mkt & Enabling Areas

Core Creative Services

Workflow Process

Every requirement will be received by the PCOE/CCS portal and contact this will be registered and attended under a segmentation process and service level



- 1. **R2L – Refuse to lose**
- 2. KA| Key Accounts DCG
- 3. ACP| Advantaged Client Portfolio
- 4. GCJ| Global Crown Jewels
- 5. Local On-Strategy Accounts

PCOE CoRe Creative Services - Portfolio

Self Service Storefront

- Industry template
- Best Practices deck
- Key client templates
- Key market information
- Offering templates
- Media library
- PCOE Portal
- Workshop in a box

Tailored Creative Services

- Proposal brand templates
- Customized Media Production
- Workshop Design
- Storyboarding
- Proposal Delivery & project design pack
- UX Research & Benchmarking
- Proposal Client feedback & adjustments
- Prototypes POCs Mocks
- Brand Project Playbook
- Orals - Video Editing & Animation
- Content curation & templates
- UX UI Design
- Usability testing
- Deliverables & process illustration for Proposals

Marketing Design Services

- Brochure design
- Newsletter templates
- Flyers
- Mailings (OFT)
- Postcard
- Platform development
- Bulletin
- Event Concept Art & Material
- Microsite
- Web design
- Video Editing, filming and photo shoot
- Printed material
- Multimedia Vendor Management
- Design services for initiatives

Design Outputs*

- Account Branding
- Advertisement/Twitter Card
- Animation/Motion Graphics
- Brochure/Booklet
- Certificate
- E-signature preparation
- Email/Newsletter
- Graph/Table/Organization and Flow Chart
- Graphic/Imagery
- Infographic
- Interactive PDF
- Invitation/Postcard
- Live Sketch
- Magazine
- Placemat
- Presentation
- Report/POV/White Paper
- SharePoint/Microsites Design and Form Creation

*Available for any service category



Thank you.

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PCOE – CCS

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