

Turning complex energy programs and technical information into clear, accessible, brand-consistent communications.

Company overview

Del Co Design Lab helps utilities, energy providers, and infrastructure organizations translate complex programs and regulatory information into clear communications. As an extension of internal marketing teams, we provide senior-level creative direction and production across print, digital, presentation, and event channels. Our experience includes energy-efficiency campaigns, rebate materials, technical publications, data visualization, and stakeholder outreach.

Why Del Co Design Lab

Utility expertise: Experience meeting compliance, safety, and brand requirements for major power providers.

Production excellence: Efficient cross-channel delivery aligned with brand standards and stakeholder reviews.

Supplier diversity: Woman-owned small business; CPUC Supplier Clearinghouse WBE certification verified August 13, 2026.

Company information

Legal business name:

D'Eliseo & Company, LLC
dba Del Co Design Lab

Location: Carlsbad, California

WBE CPUC: 26001389

UNSPC code: 82140000

Primary SIC code: 7336

Primary NAICS code: 541430

Sam.gov UEI: HFGVAP9C4YQ9

Website: www.delco.design

Primary contacts

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Services for utility communications

Customer programs: Energy-efficiency campaigns, conservation initiatives, rebates, catalogs, and direct mail.

Technical documents: White papers, compliance reports, forms, and executive summaries.

Data visualization: Infographics for grid data, infrastructure updates, and technical diagrams.

Event graphics: Signage, presentations, banners, and environmental displays.

Digital & accessible media: Digital ads, social assets, email graphics, and accessibility-conscious PDFs.

Relevant utility & energy experience

Pacific Gas and Electric Company (PG&E): Before founding Del Co Design Lab, Laura D'Eliseo supported PG&E through a creative staffing agency, creating communications for energy-efficiency programs, appliance rebates, and public outreach. Deliverables included billboards, point-of-sale displays, catalogs, forms, banners, and presentations produced within established brand standards.

GE Power & Utilities: Produced ebooks, technical diagrams, event banners, and digital thought-leadership assets.

ProCom Consulting: Designed operational reports, pitch books, and framework presentations for regulated public-sector, government, and telecom work.

Siemens (Enlighted) & NV5: Created collateral supporting smart-grid systems, infrastructure proposals, and geospatial data reporting.

Explore selected work: delco.design/portfolio

