

Design Brief

Indo Pacific 2023

What We Need

- Brassetts Group Technology Division will be attending Indo Pacific, International Maritime Exposition and have a 6x 6m stand which we require a Wall Design for. I have included exact specifications below.
- The Exhibition caters to Defence, Government and Industry across the globe.
- Brassetts Group will be displaying a range of our technology including our Tactical Trailer, Drone, radar and sonar technology as well as introducing our Biometric technology.
- Since our stand has a large number of items on display we want to keep the walls quite minimal whilst bringing all the elements together. One image, Key words across the top. Same design for both walls.

Who Are Brassets Group?

Who Are We

Brassets International is a 100% Australian owned, 50% Indigenous owned small to medium enterprise, headquartered in Brisbane, Australia. We develop an engaged working community, fostering our values, beliefs and behaviours to deliver great work in an enjoyable environment. Founded in 2011 by Managing Director Steve Brass and Technical Director, Scott Dunemann, Brassets Group now employs a global network of forward-thinking technology specialists. Brassets International are recognised in the top 20 small to medium enterprise suppliers to the Australian Department of Defence, and as a Veteran Employer.

What is our Mission

At Brassets Group, we believe that corporate responsibility means creating products and services that truly make a difference in the world and contribute to a safer, more sustainable future. Our mission is to develop and deliver cutting-edge technologies that not only meet the needs of our customers but also support the greater good. We achieve this through a relentless focus on innovation, an exceptional team of experts, and a commitment to sustainable practices. We are proud to be leading the way towards a safer and more secure world, and we believe that our work is not only important but essential for the future prosperity of our planet.

What We Do

We provide specialist technology services to Defence, Critical Infrastructure, and Government entities. We invest in research and development to inspire new ways of thinking, to deliver innovative and flexible solutions. We are partnered with the world's leading technology manufacturers and innovators, to accelerate the delivery of increased capability and value. We hold international accreditations including ISO 9001, ISO 45001, and ISO 27001, which are independently audited for continuous improvement of our systems and processes.

Learn More about Brassets Group Here:

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

<https://www.brassetsgroup.com/security-services/>

Style Guide

Company Colours and Logo

- Brassetts Group Technology primary colour is dark blue and secondary colour is the light blue



BrassettsGroup

Light Blue	Dark Blue
X=597, Y=243	X=357, Y=153
HEX #01b0d6	HEX #002e62
RGB (1,176,214)	RGB (0,46,98)
CMYK (100,18,0,16)	CMYK (100,53,0,62)

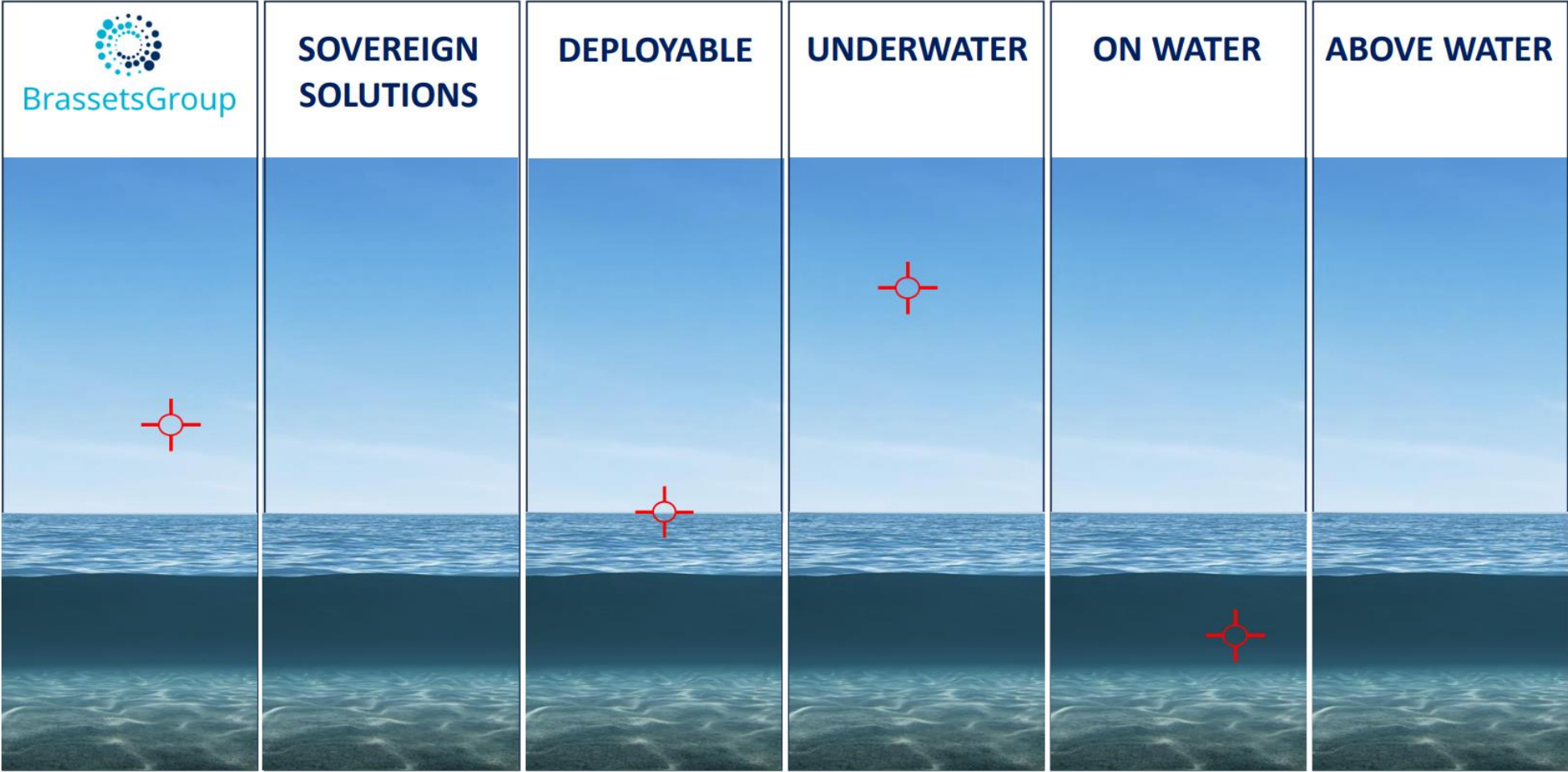
Tone

Modern
Innovative
Minimalist

Existing Stand Elements

- The floor is white
- The 2 plinths at the front of the stand are white
- The table is black but we may put a white cloth over
- The trailer is Nato Green
- We have a white suspended circular banner with our logo on it.

Idea



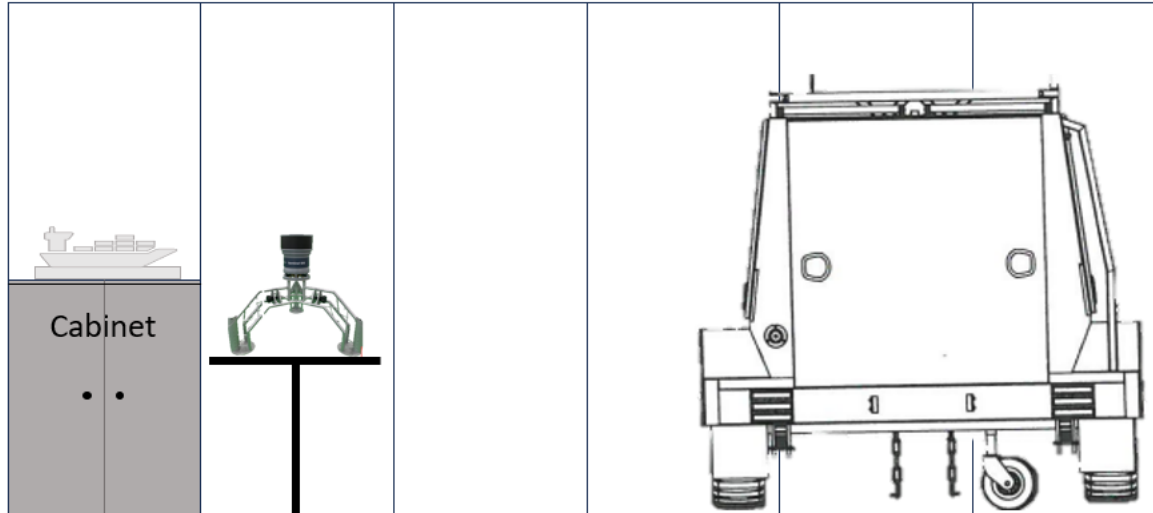
Include logo and these keywords across the top

Have a single image, image to be water with sky, surface and below visible

Have crosshairs or targets incorporated (the idea is that brassets group can detect threats above water, on water and below the surface, this is indicative of this

Wall Space Available

Wall 1



Cabinet: 992mmW x 500mmL x 1100mmH

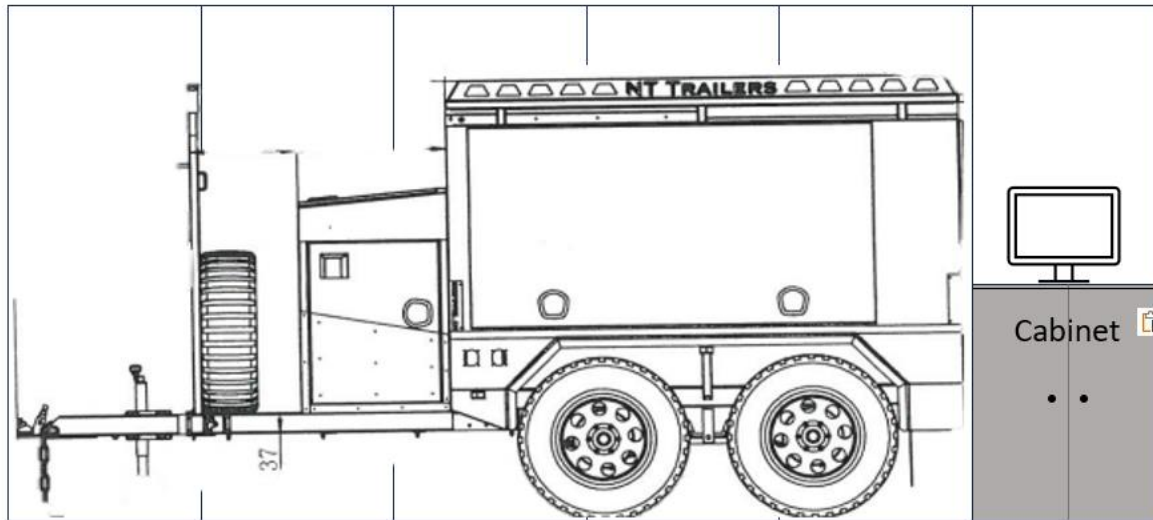
Ship display: 90cm x 12cm x 31cm

Table: 800mm Dia 720mmH

Sonar model: 674mm W 563mm H

Trailer: 2195.50mmW, 2176.37mmH

Wall 2

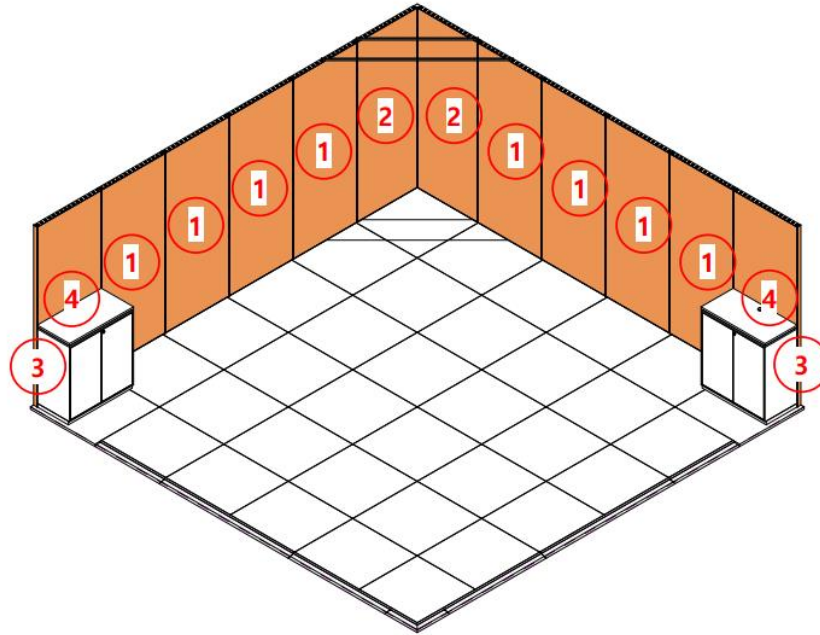


Cabinet: 992mmW x 500mmL x 1100mmH

Monitor: Approx 540mm x 420mmH

Trailer: 4472.42mmL, 2176.37mmH

Sign Schedule - Overall							
Sign Number	Count	Sign Description	Width	Height	Substrate	Finish	Comments
1	8	Digital Print 3mm PVC Single Sided	986	2412	PVC 3mm	Digital Print	<varies>
2	2	Digital Print 3mm PVC Single Sided	924	2412	PVC 3mm	Digital Print	
3	2	Aluvision Coverstrip Straight - 3mm PVC Digital Print	55	2418	PVC	Digital Print	
4	2	Digital Print 3mm PVC Single Sided	986	2412	PVC 3mm	Digital Print	Bottom 1100mm blocked by cabinet



1 Isometric

Brassets Group @ Indo Pacific 2023

account: Mark H	stand: 4N8	venue: ICC Sydney
designer: Ryan B	size: 6m x 6m	date: 7th - 9th November 2023
revision by:	revision: 1	contract No: INDONN23-57

Signage Schedule

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23/08/2023 9:25:55 AM

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exponet
EXHIBITIONS & EVENTS

GRAPHIC DESIGN REQUIREMENTS

Artwork Requirements for Signage

FILE FORMATS ACCEPTED

PDF • ADOBE ACROBAT

- All fonts and strokes must be converted to outlines, or provide fonts with artwork.
- A hi res PDF file exported as specified in 'Linked Files / image' instructions.

AI • ADOBE ILLUSTRATOR

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

INDD • ADOBE INDESIGN

- A packaged InDesign document must be supplied including all fonts and links

EPS • ENCAPSULATED POSTSCRIPT

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

SCALING AND RESOLUTION

- Resolution - 1000dpi (10% Scale) or 100dpi (100% Scale).
- Scaling - 10% (1000dpi) or 100% (100dpi).

FONTS

- Outline all fonts to maintain integrity of artwork, otherwise you will need to supply the font and will delay output.

LINKED FILES / IMAGES

- All linked files should be supplied with the final art.
- All linked images must be converted to CMYK Process.
- DPI must be 100dpi at 1:1 and 1000dpi at 1:10.

LOGOS

- Please supply logos in vector format i.e. EPS or AI

FILE DELIVERY

- Email (files smaller than 5MB)
- WeTransfer.com
- Dropbox.com

Glossary of Terms

Resolution

The number of dots/pixels per unit of measure to form an image. In the United States, image resolution is calculated per inch, hence the abbreviation dpi/ppi.

Pixelation

A phenomenon in bitmap images that results from insufficient or overenlargement. Individual pixels become visible, especially on the edges of objects, creating a stairstepped or jagged look.

Vector

Vector-based drawing applications such as Adobe Illustrator build images by using mathematical formulas to describe points, lines, and shapes. Unlike scans, which depend on proper resolution for realistic rendering, vector graphics are resolution independent and can be enlarged to any size without loss of quality.