

Smart Stack 2023 Brochure - Project Brief

- I. **Company Name:** Smart Stack (operating under Smart Records Group)
- II. **Company Location:** Melbourne, Victoria, Australia
- III. **Contacts:** toby@smartrecordsgroup.com.au / lorenzo@smartrecordsgroup.com.au
- IV. **Project Type:** 12-page A4 Brochure
- V. **Project Goal:** A brochure that clearly communicates what we do from a product, service, and system perspective. The design should inspire trust, be clear and concise, but should also incorporate the fun spirit that embodies our company and our mascots, Jango and Alfi.
- VI. **Final Output Format:** .PDF and .AI or .INDD
- VII. **Project Details and Scope of Work:** We require a 14-page A4 brochure for our company based in Melbourne, VIC. Our company specializes in tailored archiving solutions for Australian schools of all sizes, and our main product is the "Smart Stack" archiving system. We have a ready-to-use brochure structure that can help designers get a better idea of what we're looking for in the final brochure. We will also provide imagery, graphics, and copy that will be used in the brochure - designers will just have to piece them all together, fill in any gaps, and add their own touch of flair to it!
- VIII. **Links to Existing Content:**
 - A. **Graphics/Imagery***
https://drive.google.com/drive/folders/1f9vNX345L9Z8fgmvvFnFQKkDncomcs0I?usp=share_link
 - B. **Brochure Copy**
<https://docs.google.com/document/d/1QcJP2buFegjkRiJSdn66d9rphtMqhg8gYim5Kqzrtuc/edit?usp=sharing>
 - C. **Photos**
https://drive.google.com/drive/folders/1gRCPBZ1lpen2qE_I1Vi8nKXCFqS7-VJx?usp=share_link
 - D. **Previous Smart Stack Brochures and Best Practice Design Examples Pages**
https://drive.google.com/drive/folders/1WnANOmhNz_bWFi7n-tMTta_jZ7vo6eiA?usp=share_link

* Each folder, named after different sections of the brochure, contains graphics we would like to be used for that corresponding page/section.

The photos in each folder are examples. Please refer to the Brochure Photo Folder for all options.