**Design Brief for Exhibition Graphics**

Company Name:

aerospaceHV Ltd

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**Overview**

We are looking for reusable graphics and materials for future exhibitions in the aerospace industry. Our goal is to attract attention, communicate our brand clearly, and engage potential customers.

**Objectives**

* Create a visually compelling booth presence that reflects our brand identity.
* Communicate key messages and product/service offerings quickly and clearly.
* Encourage foot traffic and interaction at the booth.
* Ensure all materials are print-ready (if reusable materials cannot also be provided).

**Deliverables**

We require the following design assets:

1. **Exhibition Booth Graphics**
   * 2 Panel Walls (Booth dimensions: 3m x 3m), each with 3 panels. We’d like a total of 6 panels, in accordance with the picture provided.

A white and black room with a black text

AI-generated content may be incorrect.

**Target Audience**

Our primary audience at this event will be:

* Aerospace Industry Professionals looking for bespoke electrical testing on behalf of their companies.

**Brand Guidelines**

Please adhere to our existing brand identity. We will provide:

* Logo
* Recent branded materials for reference
* Brand voice/tone guidance

**Key Messages to Communicate**

**Our Vision**

To be a recognized leader in the provision of design and test services for high voltage systems to drive net zero.

**Our Mission**

To become a household brand in high voltage insulation systems through the provision of design and test services that leverage cutting-edge knowledge and rigorous evaluation services.

**Brand voice / tone:**

1. Supportive
2. Technical excellence
3. Friendly
4. Adaptable

**Key messages**

- Please refer to our portal website for this: <https://portal.ahv.solutions/>

**What makes us unique:**

1. We help deliver machine testing for applications that are beyond the scope of existing standards
2. We design and develop tests in house to be a best fit for customer requirements
3. We’re a total testing solution provider for both established and novel test requirements

**Call to action:**

QR code for the portal sign up / enquiry form

QR code for the ‘talk to an expert’ page on the portal.

Look at the training courses

**Timeline**

Our exhibition is on Oct 1-2, so we’re looking for complete prints before Sept 26. If these materials can be provided by this date, we are flexible with design schedules. If this is not possible, our deadline for completed designs is Sept 15.

**Budget**

TBD (depending on availability of reusable materials)

**Additional Notes**

* Final files must be delivered in print-ready formats (PDF/X-1a preferred).
* Please account for bleed and safety margins in all printed materials.
* We welcome your creative input, especially in maximizing booth impact within our space.