

Design Brief: Double-Sided A4 Flyer – CUBE LED Video Walls for Schools

Project Overview:

We are seeking a professional, eye-catching, double-sided A4 flyer to promote our **CUBE LED video walls** to primary and secondary schools across Victoria. The flyer should communicate the benefits of our product in a clear and engaging way, targeting school decision-makers, and encourage immediate action.

Objectives:

- Promote CUBE LED video walls as an ideal solution for student engagement, learning and participation.
- Highlight that installation can be completed and operational **for the start of the 2026 school year**.
- Encourage schools to book a **free on-site demonstration** of the CUBE LED video wall NOW.

Content to Include:

- **CUBE LED video wall logo**
- **Show that we are located in Melbourne, Sydney, Brisbane, Perth**
- **Website:** www.cubevideowalls.com.au
- Strong **call-to-action**: Free on-site demonstration at your school

Design Style:

- Bright, modern, and professional.
- Appealing to school administrators and teachers.
- Visually highlight the product (images of the CUBE LED video wall in use).
- Double-sided, full colour.

Deliverables:

- Print-ready A4 double-sided PDF
- Editable source files (AI, PSD, or equivalent)

Deadline:

Flyer must be ready for distribution **before end of October**

Notes:

Creativity is encouraged — we want the flyer to stand out while clearly conveying the benefits of CUBE LED video walls for schools.

Front Side – Attention & Product Highlight

Header / Title (Bold & Eye-catching):

“Transform Your School for 2026 with CUBE LED Video Walls!”

Hero Image:

- Large, high-quality image of a CUBE LED video wall installed in a school environment (assembly hall)

Key Benefits (Bulleted or Icons):

- Engaging, high-resolution displays for assemblies, lessons, and events
- Easy-to-use and fully supported by AV Media Systems
- Designed for Education
- Start 2026 with this stunning video display at your school

Call to Action (Prominent, Bright Color):

“Book Your FREE On-Site Demonstration Today!”

- Include a small button-style graphic or arrow pointing to website/contact

Footer:

- **CUBE LED Video Wall Logo**
 - **Website:** www.cubevideowalls.com.au
 - **AV Media Systems – Melbourne – Sydney – Perth- Brisbane**
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Back Side – Details & Contact

Headline:

“See the CUBE Difference in Action”

Content / Body Text:

CUBE LED video walls bring vibrant, engaging displays to your school. Perfect for assemblies, student engagement, fundraising, sports scoreboards and special events. Our Team can have a CUBE LED video wall designed, installed and fully operational in time for the 2026 school year.

Experience the impact first-hand with a **free on-site demonstration at your school**. Our team will show you how easy it is to transform your learning spaces with CUBE LED video walls.

Visuals:

- Smaller lifestyle images showing the video wall school hall.
- Icons representing features: Brightness, Easy Installation, Support

Footer / Contact Block:

- **Website:** www.cubevideowalls.com.au
- **CUBE LED Video Wall Logo**
- **AV Media Systems Office Addresses**
- Optional: Phone number or email for demo bookings

Color Palette:

- **Primary Colors (CUBE Branding):**
 - CUBE Red: #E30613 (for headers, call-to-action buttons)
 - Dark Grey/Charcoal: #333333 (text, subheaders)
 - White: #FFFFFF (background and negative space)
- **Accent Colors:**
 - Light Grey: #F2F2F2 (background sections)
 - Blue: #0072CE (secondary buttons/icons if needed)

Typography:

- **Headlines / Titles:** Bold, modern sans-serif (e.g., Montserrat Bold, Open Sans Bold)
 - **Subheadings:** Semi-bold sans-serif (e.g., Montserrat Semi-Bold)
 - **Body Text:** Clean, readable sans-serif (e.g., Open Sans Regular, Lato Regular)
 - **Call-to-Action:** Bold + bright accent color (#E30613)
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Front Side Layout Suggestions:

1. **Top Section:** Large, bold headline – “Transform Your School for 2026 with CUBE LED Video Walls!”
 2. **Hero Image:** Full-width image of a CUBE LED video wall in a school setting
 3. **Middle Section (Benefits):** 3–5 bullet points or small icons with short text
 4. **Bottom Section:**
 - Call-to-action: “Book Your FREE On-Site Demonstration Today!” in red button style
 - Logo placement: bottom left or right
 - Website and office addresses in smaller font
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Back Side Layout Suggestions:

1. **Top Section:** Headline – “See the CUBE Difference in Action”
 2. **Body Section:** Short paragraph describing benefits and the free demo
 3. **Visuals:** 2–3 smaller images showing installation examples in classrooms or halls
 4. **Bottom Section (Contact):**
 - Logo
 - Website: www.cubevideowalls.com.au
 - Office addresses
 - Optional: phone/email for demo bookings
 5. **Icons:** Optional small icons for features like Brightness, Easy Installation, Support
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Visual Style Notes:

- Bright, modern, professional, and school-friendly
- Use high-quality product images
- Maintain clean white space; avoid clutter
- Ensure key call-to-action (free demo) is very prominent

Notes for Designer:

- Maintain clean white space; avoid clutter.
- Ensure front-side call-to-action is very prominent.
- Use consistent fonts, colors, and icons from brand guidelines.
- Large Front Hero image should capture attention and show product in real use.