

Info Graphic Project Design Brief

T2 SYSTEMS, INC.

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Type of company & industry: Parking technology provider; cloud-based solutions. T2 Systems provides a unified parking management system via software, hardware and partner integrations.

Company description: Since 1994, T2 Systems has delivered proven parking solutions that meet the ever-changing needs of the parking industry, and this commitment shows in T2's quality of products and services, thought leadership and strong customer service relationships. With its broad range of software, hardware, management and technology services, T2 Systems is trusted by nearly 400 organizations in the US and Canada including universities, cities, towns, hospitals, private operators and airports. For more information on how T2 Systems can help you manage your parking more efficiently, call 800-434-1502, or visit us on the web at www.T2systems.com.

PROJECT DETAILS

We are seeking an experienced Illustrator® graphic designer to produce a nearly 18' wide illustration that showcases our unified parking management solution. T2 will add callouts and text. The designer should refer to our white board sketch as well as have a conversation to better understand what we want to convey in the graphic.

Deadline: ASAP: ideally produced no later than Saturday, April 13th
Files: Must furnish all Illustrator files and source files used to produce final graphic; no restricted rights or licensing

Project Brief

PMS Colors to incorporate (not limited to these colors):

PMS 3015C and PMS 129C (primary); PMS 152C and PMS 584C (secondary)

PRODUCTS TO HIGHLIGHT IN ILLUSTRATION

[Includes concept ideas]

Cloud (T2 Hosting)

- Show clouds above (representing our solutions are in the cloud)
- Widgets in the cloud (T2 will add or send to artist)

Dashboards/Data

- Consider showing someone in an office building at the computer

Citation Collections Services (CCS)

- Money

Enforcement

- Handhelds, officer in uniform (khakis and polo and hat)
- License Plate-Enabled Parking (LEP)
- Pay-by-Cell (consumer standing on street paying with mobile device)
- Pay-by-Space (show station on corner)

Permit Management

[infer visual] Connecting (events, surface lots, PARCS—visually connect them all)

- Show Lot A

PARCS

- gate, pay on foot, entry/exit, swiping card from car upon entry and/or exit

Events

- Show stadium and event parking lot
- Attendant with handheld, apron, etc.

eBusiness

- We will refer to this as mCommerce
- Show consumer at corner coffee shop outdoors with laptop