

## Design Brief – Smart Water Awards

We are:

- Professional
- Leading Edge
- Smart
- Modern
- Providing a quality experience
- 

Purpose and use:

- To style our website
- To create our printed materials

The materials we require to be produced are design elements that we can edit and use in different ways:

- Banner backgrounds 1024px x 300px
- slide backgrounds 1920 × 1080
- Letterhead (Microsoft word)
- Promotional postcards
- Event Invitations
- Program booklet cover and sample page layout (16pp InDesign file)
- square background we can use to create social media posts

All design files are to be provided.

### Corporate Colours:

Colour	CMYK
Pink	0, 100, 0, 2
Green	50, 0, 100, 0
Orange	0, 50, 100, 0
Blue	100, 10, 0, 0

Logo:



## Previous Designs



## 2016 Smart Water Awards

Excellence Destined for Growth

