**International Trade Mission - Design Brief**

**Background:**

* I am starting up my own business facilitating Trade Missions between Australia and a range of countries including, Asia, the US and Europe.
* The business operates across the following Sectors – Oil and Gas, Resources and Mining, Space and Defence.
* I have been conducting this kind of work for 25 years with my previous employer and am now “going out on my own” to monetise this very successful business model.
* The business is really designed around me and my own highly-credible reputation in this field – i.e. it’s not a business I will be employing a range of people and looking to create an empire to sell one day!
* People are buying my 25-year connection, business knowledge and ability to connect prospective delegates with the right organisation to make a deal. military and business career experiences, stories and lessons learned.
* The business offers a highly tailored, personalised service akin to a concierge-feel for a trade mission
* Delegates pay over $10,000 to attend these trade missions and attendance is highly competitive and not guaranteed
* The target audience for delegates are C-Suite Executives – CEO, COO, CIO, and VP level

**Logo Look and Feel**

* Established
* Trusted
* Very Professional and Smart
* Worthy of 25 years’ experience
* Wealthy (these delegations generate ten of millions of dollars in trade value)
* Luxury and Value
* Elite
* Respected
* Worth of Government endorsement

**Target Audience**

* Government
* Defence
* Oil & Gas
* Resources
* Energy
* Mining
* Space

**Colour Palette:**

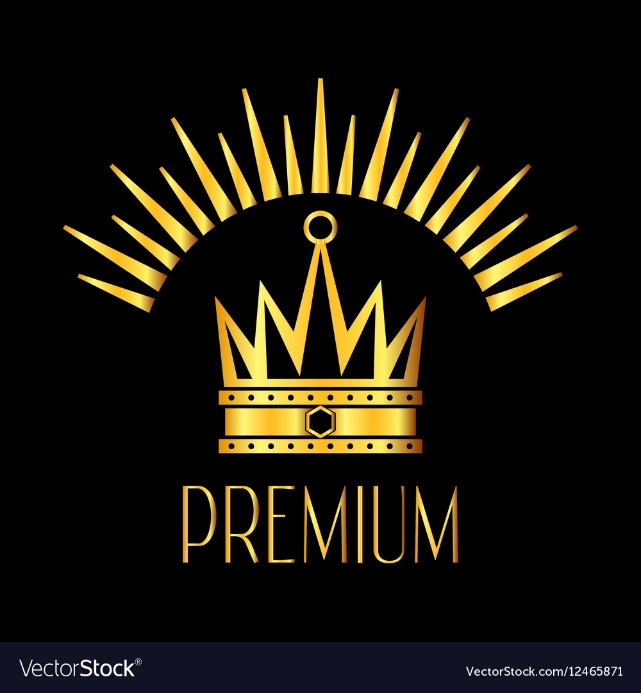
* Rich and Luxurious colours
* Black and Gold
* Luxe and Elegant

**Examples**

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