

Appendix A

Graphic system overview

Tender

Exhibition experience:

Narrative overview: Key messaging

BRITISH ARMY'S CHANGING ROLE IN GERMANY: **FROM FOE TO FRIEND**

THE SOUL OF THE BRITISH ARMY WAS IN GERMANY: **1.25 MILLION PLUS SOLDIERS OVER 75 YEARS**

GERMANY WAS THE FRONTLINE OF WHERE THE COLD WAR WAS FOUGHT AND WON: **THE BRITISH ARMY TRAINED ON A SCALE NEVER SEEN BEFORE**

THE DRAWDOWN OF TROOPS AS A PART OF ARMY 2020 **AFTER 75 YRS OF THE BRITISH ARMY ON THE RHINE, THE BRITISH ARMY IS LEAVING GERMANY**

Exhibition experience:

Graphic panel codes

ET	Exhibition Title
IN	Intro panel
WP	Wallpaper (graphic)
PP	Primary Panel
SP	Secondary Panel
HP	Highlight Panel
IP	Image Panel
AV	Audio Visual
OL	Object Label
OLR	Object Label Rail
MFOL	MFO box LID
MFOF	MFO box FRONT
MFO_CAP	MFO box caption
QU	Quote
FLIP	Flipbook
BRIX	Brixmis Panel
LG	Large Graphic
VYN	Vinyl
INT	Interactive
INS	linstructional panel
ACK	Acknowledgements panel

SECTION TITLE

Parkson black
Displayface
(opt/-10)

SECONDARY TITLE SUB-TITLE

TT Hoves black
Titles / Subtitles
(opt/-5)

SECTION TITLE

Phosphate Pro Inline
Secondary displayface
(opt/-5)

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Ut eget auctor justo, in porttitor leo.
Aliquam accumsan nunc vitae elit.

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Ut eget auctor justo, in porttitor leo. Aliquam
accumsan nunc vitae elit.

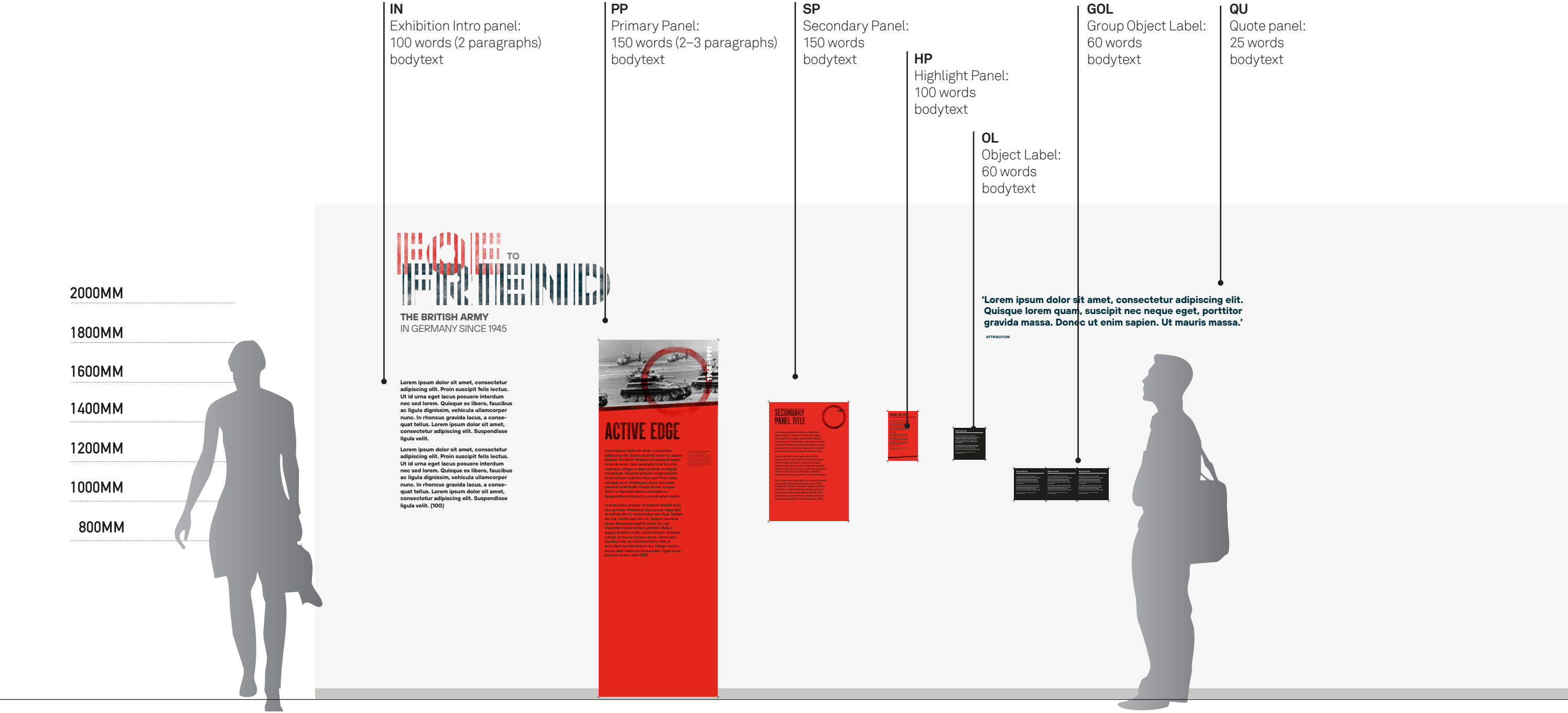
TT Hoves regular
Bodytext / object labels
(opt/-10)

TT Hoves medium
Bodytext / primary and secondary panels
(opt/-10)

Exhibition experience:

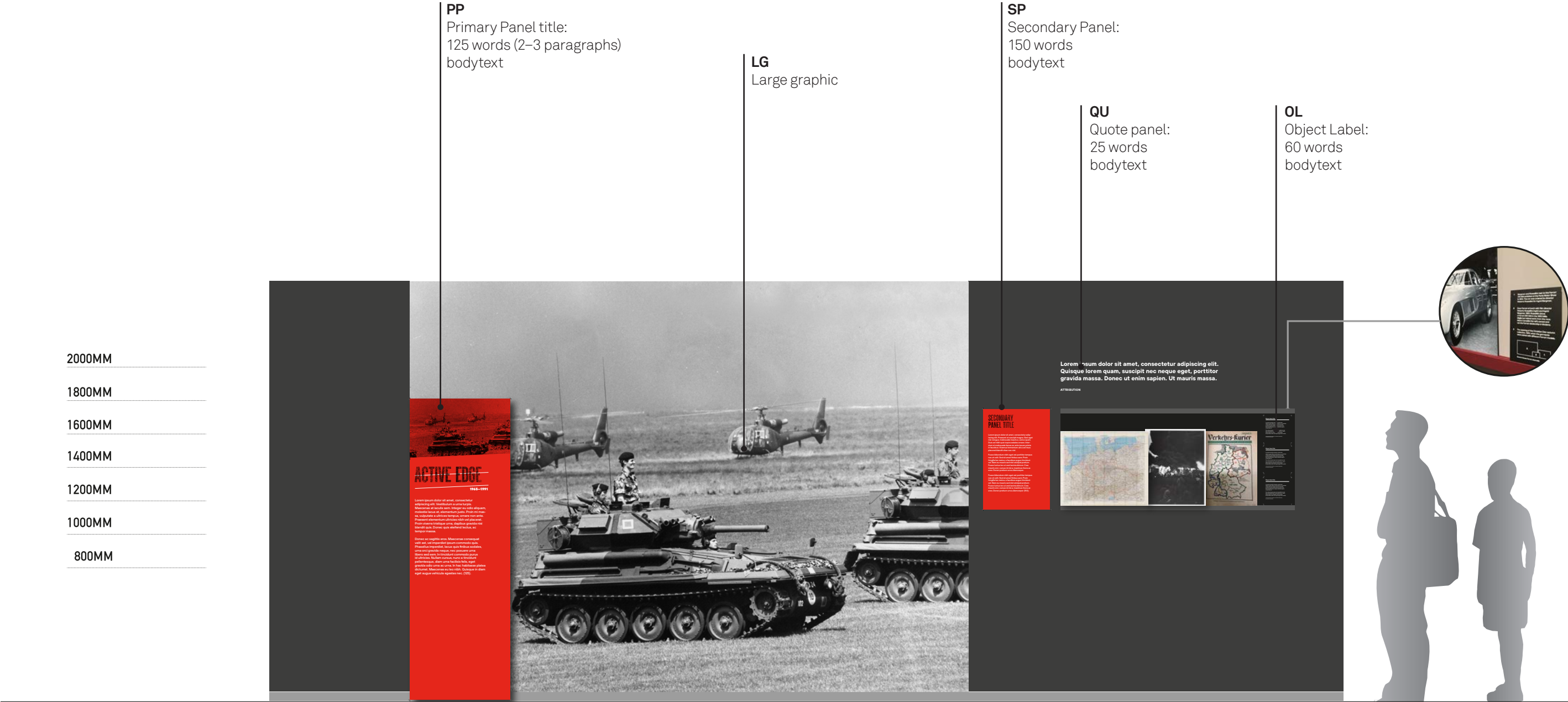
Look and feel: Graphic system overview with word counts

1:20 scale



Exhibition experience:

Look and feel: Graphic system overview with word counts



Exhibition experience:
Look and feel: Graphic system
Primary Panels



VICTORY IN WAR AND PEACE

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Donec sit amet lorem eu
 aliquam tincidunt. Praesent id placerat quam,
 in lauculis enim. Sed venenatis mi at lobortis
 maximus. Integer a diam sit amet mi aliquet
 consequat. Vivamus posuere magna ipsum,
 et accumsan nulla faucibus sed. Proin vitae
 volutpat urna. Vestibulum id leo quis ante
 placerat sollicitudin. Fusce auctor congue
 dolor, in dignissim libero venenatis eu.
 Suspendisse tincidunt a urna sit amet mattis.

In at faucibus magna. Ut pretium blandit enim nec porttitor. Phasellus risus purus, imperdiet et sollicitudin id, consectetur nec risus. Nullam dui nisi, mattis sed nibh ac, tempor faucibus lacus. Maecenas sagittis tortor mi, non imperdiet metus tempor pretium. Nulla a augue at tellus mollis condimentum. Quisque rutrum, lectus ac luctus rutrum, lorem sem faucibus nisi, eu maximus libero nibh at arcu. Nam vel fermentum dui. Integer auctor, turpis vitae maximus consectetur, ligula lacus posuere quam, vitae (150).



WALLS AND WIRE

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Donec sit amet lorem eu sapien
 aliquam tincidunt. Praesent id placerat quam,
 in iaculis enim. Sed venenatis mi at lobortis
 maximus. Integer a diam sit amet mi aliquet
 consequat. Vivamus posuere magna ipsum,
 et accumsan nulla faucibus sed. Proin vitae
 volutpat urna. Vestibulum id leo quis ante
 placerat sollicitudin. Fusce auctor congue
 dolor, in dignissim libero venenatis eu.
 Suspendisse tincidunt a urna sit amet mattis.

In at faucibus magna. Ut pretium blandit enim nec porttitor. Phasellus risus purus, imperdiet et sollicitudin id, consectetur nec risus. Nullam dui nisi, mattis sed nibh ac, tempor faucibus lacus. Maecenas sagittis tortor mi, non imperdiet metus tempor pretium. Nulla a augue at tellus mollis condimentum. Quisque rutrum, lectus ac luctus rutrum, lorem sem faucibus nisi, eu maximus libero nibh at arcu. Nam vel fermentum dui. Integer auctor, turpis vitae maximus consectetur, ligula lacus posuere quam, vitae (150).



ACTIVE EDGE

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Donec sit amet lorem lo eu sapien
 aliquam tincidunt. Praesent id placerat quam,
 in iaculis enim. Sed venenatis mi at lobortis
 maximus. Integer a diam sit amet aliquet
 consequat. Vivamus posuere magna ipsum,
 et accumsan nulla faucibus sed. Proin vitae
 volutpat urna. Vestibulum id leo quis ante
 placerat sollicitudin. Fusce auctor congue
 dolor, in dignissim libero venenatis eu.
 Suspendisse tincidunt a urna sit amet mattis.

In at faucibus magna. Ut pretium blandit enim nec porttitor. Phasellus risus purus, imperdiet et sollicitudin id, consectetur nec risus. Nullam dui nisi, mattis sed nibh ac, tempor faucibus lacus. Maecenas sagittis tortor mi, non imperdiet metus tempor pretium. Nulla a augue at tellus mollis condimentum. Quisque rutrum, lectus ac luctus rutrum, lorem sem faucibus nisi, eu maximus libero nibh at arcu. Nam vel fermentum dui. Integer auctor, turpis vitae maximus consectetur, ligula lacus posuere quam, vitae (150).



DEPLOYMENTS

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Donec sit amet lorem lo sapien
 aliquam tincidunt. Praesent id placerat quam,
 in iaculis enim. Sed venenatis mi at lobortis
 maximus. Integer a diam sit amet mi aliquet
 consequat. Vivamus posuere magna ipsum,
 et accumsan nulla faucibus sed. Proin vitae
 volutpat urna. Vestibulum id leo quis ante
 placerat sollicitudin. Fusce arcu congue
 dolor, in dignissim libero venenatis u.
 Suspendisse tincidunt a diam sit amet mattis.

In at faucibus magna. Ut pretium blandit enim nec porttitor. Phasellus risus purus, imperdiet et sollicitudin id, consectetur nec risus. Nullam laci nisi, mattis sed nibh ac, tempor faucibus lacus. Maecenas sagittis tortor mi, non imperdiet metus tempor pretium. Nulla a augue at tellus mollis condimentum. Quisque rutrum, lectus ac luctus rutrum, lorem sem faucibus nisi, eu maximus libero nibh at arcu. Nam vel fermentum dui. Integer auctor, turpis vitae maximus consectetur, ligula lacus posuere quam, vitae (150).



LEGACY

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Donec sit amet lorem eu sapien
 aliquam tincidunt. Praesent id placerat quam,
 in aculis enim. Sed venenatis mi at lobortis
 maximus. Integer a diam sit amet mi aliquet
 consequat. Vivamus posuere magna ipsum,
 et accumsan nulla faucibus sed. Proin vitae
 volutpat urna. Vestibulum id leo quis ante
 placerat sollicitudin. Fusce auctor congue
 dolor, in dignissim libero venenatis eu.
 Suspendisse tincidunt a urna sit amet mattis.

In at faucibus magna. Ut pretium blandit enim nec porttitor. Phasellus risus purus, imperdiet et sollicitudin id, consectetur nec risus. Nullam dui nisi, mattis sed nibh ac, tempor faucibus lacus. Maecenas sagittis tortor mi, non imperdiet metus tempor pretium. Nulla a augue at tellus mollis condimentum. Quisque rutrum, lectus ac luctus rutrum, lorem sem faucibus nisi, eu maximus libero nibh at arcu. Nam vel fermentum dui. Integer auctor, turpis vitae maximus consectetur, ligula lacus posuere quam, vitae (150).



600 x 1800mm



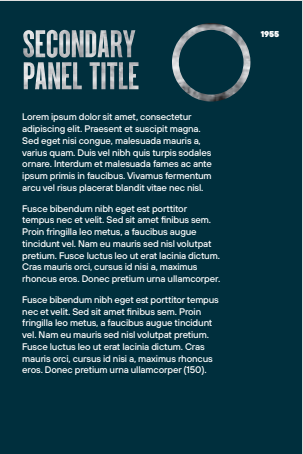
PP
Primary Panel:
150 words
(2–3 paragraphs) bodytext

Production spec:
600 x 1800mm (wxh)
 3mm Digital White Dibond
 5mm Radiusd edges
 DTM print with spot-ink
Fixing: Ali-split batten

Exhibition experience:

Look and feel: Graphic system

Secondary Panels



400 x 600mm



SP
Secondary Panel:
150 words
(2–3 paragraphs) bodytext

Production spec:
400 x 600mm (wxh)
3mm Digital White Dibond
5mm Radiused edges
DTM print with spot-ink
Fixing: Ali-split batten

Exhibition experience:
Look and feel: Graphic system
Highlight Object Panels



150 x 250mm

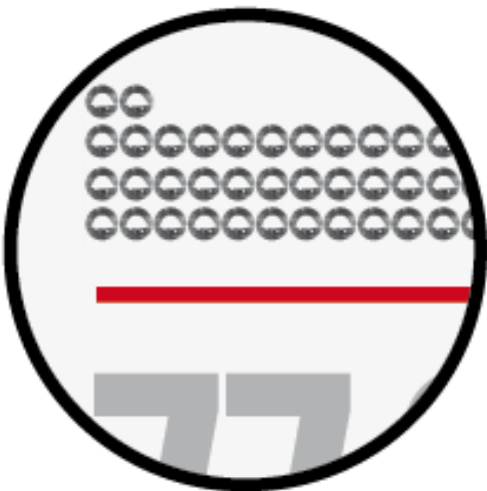


HP Highlight Panel: 100 words (2–3 paragraphs) bodytext	Production spec: 150 x 250mm (wxh) 3mm Digital White Dibond 5mm Radiused edges DTM print with spot-ink Fixing: Ali-split batten
---	---

Exhibition experience:

Look and feel: Drawdown infographics

Infographic of drawdown of UK troops in Germany to be presented throughout the exhibition sections and also within the *Legacy* section to demonstrate throughout the years. Visual soldier helmet icon per one thousand troops.



Exhibition experience:
Look and feel: Silhouettes and Icons

