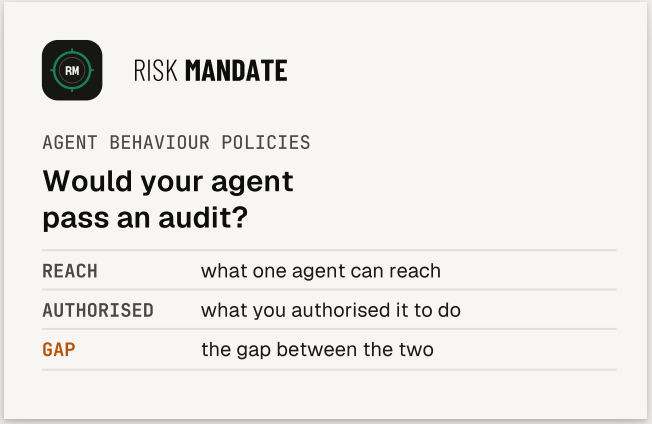
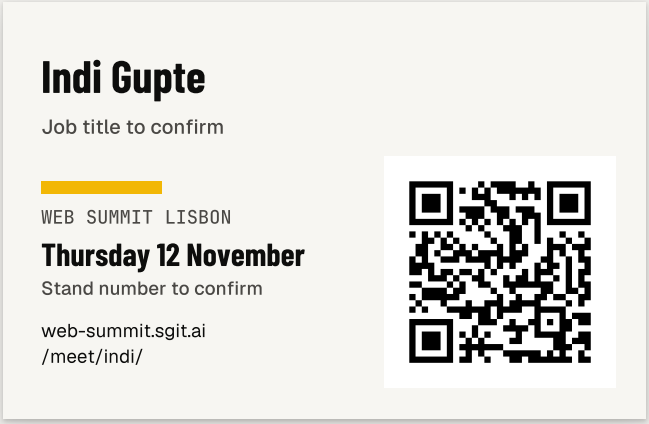
Round 3: the revamp, after the user tests

Record for everyone and Terminal for engineers, at real size. Grey "Job title to confirm" and "Stand number to confirm" are placeholders until the team gives them.

R3-1 Record for everyone



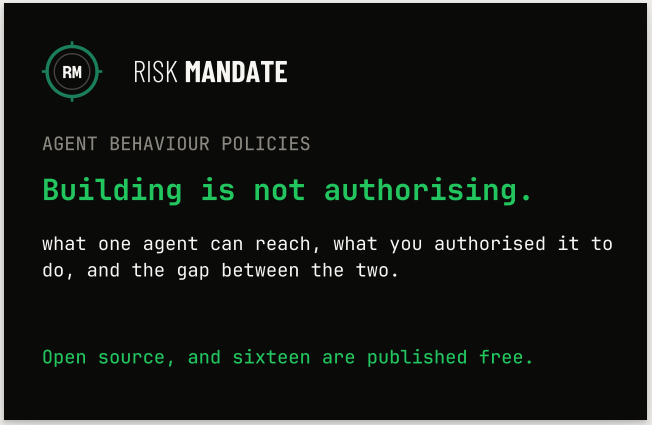
front



back

The test winner, fixed: RiskMandate and what it does on the front, a plain title, Web Summit Lisbon and the stand beside the QR.

R3-2 Terminal for engineers



front



back

For engineering conversations: the line engineers liked, the same product line as Record, and a number that is true.

What changed after the tests

- **What RiskMandate does** is on the front, in the brand's own line: what one agent can reach, what you authorised it to do, and the gap between the two.
- **RISK MANDATE in words** beside the seal, so nobody has to guess the company.
- **Web Summit Lisbon** and Thursday 12 November next to the QR, with the stand number once we know it.
- **A plain job title** under the name, in place of the team roles.
- **The URL beside the QR**, which a careful reader checks before scanning.
- **Gone:** personal slogans, "Talk to my agent" (not live yet) and the "Meet me" / "Book a meeting" pair.

Still to give

- Seven job titles
- The stand number

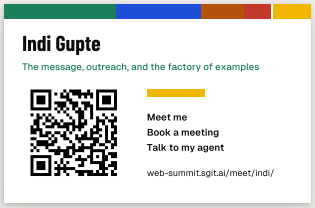
Round 2: six designs for Web Summit, and round 1's B

Front and back side by side, at half real size.

R2-1 Seal for everyone



front



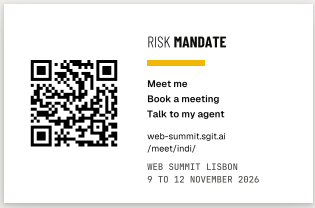
back

The chosen B, now pointing to the stand: the seal leads on the container black, the brand strip ends in your colour.

R2-2 Pass for everyone



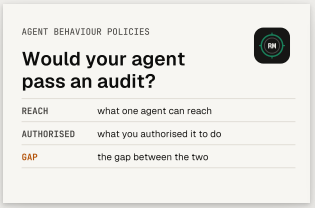
front



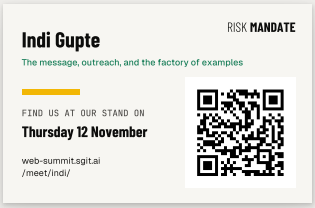
back

The card as a ticket to our stand: Web Summit and the day on the main part, the seal and your colour on the stub.

R2-3 Record for Risk & Policy



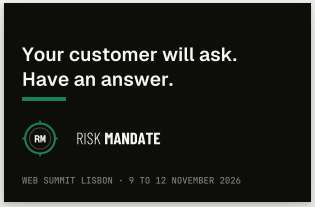
front



back

For risk and policy people: the card reads like the record RiskMandate makes, the reach, the mandate and the gap, with the seal as its stamp.

R2-4 Boardroom for C-Level



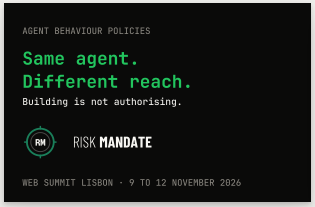
front



back

For executives: one question about what their customers will ask, a lot of quiet, and a meeting at our stand.

R2-5 Terminal for Tech & Engineering



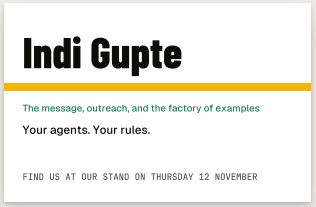
front



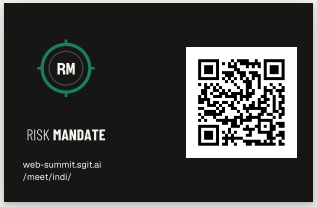
back

For engineers: set in the brand's machine-output face on the darkest canvas, about reach, not models.

R2-6 Signature for everyone



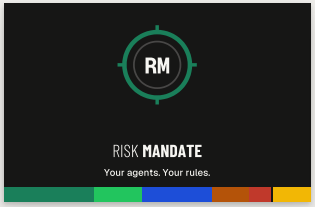
front



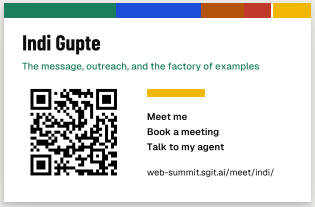
back

Name first, as big as the card allows, over a line in your colour; the seal and the QR together on the dark back.

B. Seal for everyone



front



back

The seal leads, big, on the container black; a strip of the brand's own accents makes it pop; the white side puts the name and the QR together.