Three concepts for Northfield

Client summit, spring 2027

Prepared November 22, 2026 · Equerry, from FundOpsHQ

Curated	The room box
Branded	The summit notebook
Commissioned	The speaker’s block



Specimen. This is what a buyer receives from “Three concepts in two business days, free”: a brief read back, three concepts with the mark placed on them, and the next steps. Northfield is a fictional software company invented for this sample. No real company, brief or piece is shown.

The brief, as we understood it

A two-day summit for about 120 clients.

We read three moments in it: the room on the first night, the sessions, and the stage. One concept for each, so you can choose one or put two together.

How to read these pages

Each concept is one page: a concept render with your mark placed on it, what is in it, the materials, how it arrives, the order of work in words, and what we would need from you.

What is not here

Prices, quantities beyond the brief, and dates. Those are settled in the consultation, against your date and your list.

Who	Northfield, a software company (fictional, for this specimen)
Occasion	Annual client summit, two days, at a city hotel
When	Spring 2027
Guests	About 120 clients, and about 15 speakers and hosts
Who receives	Senior clients in operations, finance and technology; some at banks and public companies
They like	Things used at a desk, quiet design, American makers
Never	Apparel, anything with a battery, anything with a slogan
Gift policies	Not sure, so each concept is kept simple to declare (see the last page)
Their mark	The Northfield wordmark, one color

The room · Concept one · Curated

The room box

For every guest, waiting on the first night. Chosen from things we can source and pack for 120.

The sessions · Concept two · Branded

The summit notebook

For every guest, handed over at registration and carried for two days. Your mark, made to last past the event.

The stage · Concept three · Commissioned

The speaker’s block

For the speakers and hosts only, each engraved for one person. Made to your drawing, not from a catalog.



Concept one · Curated

The room box

A green cloth-covered box waiting in each guest's room on the first night, with a few useful things for two days away from the office and a card with their name. Your mark is pressed into the lid with no color, so it reads as a gift before it reads as a logo.

In it	A pocket notebook and a pencil A bar of single-origin chocolate from a US maker A cotton pouch for chargers and cables A card with their guest's name
Materials	Green book cloth over board, lift-off lid Cotton tissue Uncoated card
Your mark	Blind deboss on the lid, centered, no foil
Made for	About 120 guests, one each
Arrives as	Packed and named for each guest, sent to the hotel in cartons sorted by your room list, set in rooms the afternoon guests arrive



Lid, from above.
About 6 by 6 in. Mark about 2.5 in wide, centered, blind deboss.

Layout drawing, not to scale.

The order of work, in words

Contents settled in the consultation. A drawn proof of the lid and the name card follows. Making starts when you sign the proof; boxes are packed, named and checked against your list, then delivered to the hotel ahead of check-in.

What we would need from you

- Your logo as a vector file
- The guest list, names as they should appear
- The hotel's receiving address and contact
- Any dietary notes, for the chocolate

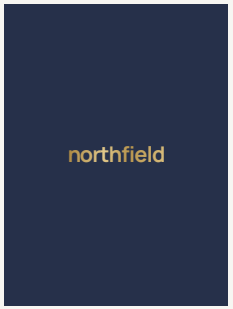


Concept two · Branded

The summit notebook

A cloth-bound notebook with gilt edges that every guest carries through two days of sessions, the agenda printed on its first leaf. Something to write in on the day and a book for the desk after; your mark in gold on the cover.

In it	A cloth-bound notebook, about 7 by 9.5 in Lined cream pages and a ribbon marker The summit agenda printed on the first leaf
Materials	Navy book cloth over board Gilt page edges Cream uncoated paper
Your mark	Gold foil on the front cover, centered; the summit name small on the spine
Made for	About 120 guests, with a few spares for late additions
Arrives as	Each in a cream paper sleeve, boxed by tens and labelled, delivered to the registration desk



Front cover.
About 7 by 9.5 in. Mark about 3 in wide, centered, gold foil. Summit name small on the spine.

Layout drawing, not to scale.

The order of work, in words

Cover, paper and the agenda page settled in the consultation. A drawn proof of the cover and first leaf follows. Binding starts when you sign the proof; the books reach the venue boxed for the registration desk.

What we would need from you

- Your logo as a vector file
- The final agenda, or the date it will be final
- Your brand’s foil or ink color, if you have one
- The venue’s delivery address

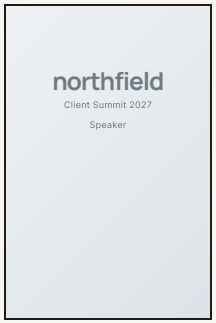


Concept three · Commissioned

The speaker’s block

A clear crystal block on a walnut base, made only for the people on the stage: your mark, the summit and the session each one led, engraved on the face. A piece for a shelf rather than a drawer.

In it	An optical crystal block, about 4 by 6 in, on a walnut base A card with a line from your host
Materials	Optical crystal Solid walnut, oiled Uncoated card
Your mark	Engraved on the front face, with the summit name and each speaker’s session
Made for	About 15 speakers and hosts, each engraved for one person
Arrives as	In a fitted box with a lift-off lid, ready to hand over on stage or at the speakers’ dinner



Front face.
About 4 by 6 in. Mark and two lines, engraved, set in the upper third.

Layout drawing, not to scale.

The order of work, in words

Size, base and the words on the face settled in the consultation. A drawn proof of each face, one per speaker, for you to check. Making starts when every proof is signed; delivered to you, or to the venue for the dinner.

What we would need from you

- Your logo as a vector file
- Speakers’ names and session titles, spelled as they should be engraved
- Who hands them over, and when
- Any speaker’s employer gift policy you know of

Next

If one of these is right

1	**Book a consultation**	A short call: pick one concept, or two together, and we settle contents, materials and what is possible by your date.
2	**A drawn proof**	Your mark placed to size, every material named. Nothing is made until you sign it.
3	**A sample, when you are close**	A physical sample of the piece, for the concepts that need one.
4	**Made, packed and delivered**	One dedicated lead takes it from brief to delivery, anywhere in the United States.

Book a consultation

fundopshq.com/equerry/consultation



What these pages are

Concept renders made for Northfield to show direction. They are not photographs of made pieces, not a quote and not a proof. Materials, finishes and what is possible by your date are settled in the consultation. Nothing is made until you have signed a drawn proof.

Gift policies

Some of your guests work under a gift policy. We ask about each recipient's policy and design to it; your compliance team decides.

Your logo

In a real set, your logo is used only to prepare these concepts for you, and we do not show them to anyone else. This specimen uses an invented name so it can be shared.

Equerry

Equerry, from FundOpsHQ · equerry@fundopshq.com · fundopshq.com/equerry