

CASE STUDY



A change in sponsorship saw Bentleigh Group engaged on a major project at Olympic Park in Sydney.

Due to the sensitive nature of sponsorship announcements, Bentleigh Group were engaged at the very initial planning stages of the sponsorship deal under a confidentiality agreement.

Our team offered expert signage advice and suggestions on the lighting and manufacture in line with our client's budget.

The goal was to develop a stand out brand presence for Qudos Bank, with a unique feature where the colours of the logo would synchronise – an element that had not been developed before.

RESULT

Working closely with our lighting partner through various trial and error system approaches, we developed a one of a kind synchronised RGB lighting solution.

The enormous signage involved 4 days of project installation precision, underpinned by safety and efficiencies we are renowned for.

