**Client Name:** Mob Mentality

**Client products:** New and emerging mobile technologies and unique gadgets.

**Client Location:** Bromley, Kent.

**Company Needs:**  Mob Mentality is a new start-up personal mobile sales company who sell Mobile and emerging technologies that are seen as too difficult to get hold of such as the [New Ring Clock](http://www.ringclock.net/), [Foldable Phones](http://www.computerworld.com/s/article/9240697/Samsung_shows_off_foldable_phone_that_changes_color), [GlucoM Writstband](http://www.designbuzz.com/glucom-writstband-med-gadget-becomes-fashion-accessory-for-trendy-users/), 3d printers and other [luxury goods](http://www.gushmagazine.com/category/Toys) and Techy Toys. They are new to the market but have every intention of using their advertising to promote the company so it is important that their Logo is memorable as well as interesting. The Logo is not allowed to be product specific but they will be focussing on Smart technologies. They will also need a Static Web Banner that best displays a range of goods in an interesting manner and this will include a small range of new and emerging technologies that might interest the user as well as capture their intention. This banner will be the main focus of the Company’s webpage so all the rules associated with banners should apply. It needs to be consistent in manner and colour scheme of the logo to maintain a level of consistency.

In the near future the company will want to create a road side hoarding to advertise the company, this image will be quite large and needs to engage and interest the customer within the first 5 seconds. It needs to be interesting, intriguing and contain the corporate image somewhere eon the hoarding. It needs to be consistent in manner and colour scheme of the logo to maintain a level of consistency.

**Must Have’s:** Logo must be easily distinguishable on all products. The logo needs to be funny as well as interesting, something the customers will recognise. The Web Banner needs to contain at least three emerging and different technologies to appear to a wider target audience. It needs to contain at least one image from a camera and one image scanned, that will add to the appeal of the products. This can be an image of the shop or a product being worn but does not need to be real. An edited image can be used as long as it does not detract from the company image or outside the house style of the company. The Hoarding needs to be interesting and it needs to have details of the company location and the website address, visible from a car’s distance away.

**Preferred:** consistency is important, the same fonts used throughout. The logo should contain the company name in it. The banner should try to blend in with the black motif of the company website. All writing should be readable from the angle of the customer. Some consideration for visually impaired should be made. The Hoarding should make people think, should not contain too much area that can be used to graffiti on.

**Final Output:** The logo is going to be printed on all company documents so it needs to be scalable down as well as up without loss of quality. The banner needs to be up to three times wider than height with little cropping of objects. The Hoarding will be large so there can be a good range of detail used.

**Proportions:** The logo needs to be created at least 10cm in height, scalable down to 3.4cm. tall. The banner needs to be less than 10cm in height and proportional to screen width. The Hoarding needs to be large, created at least at 1200x800 pixels.

**Output Resolution:** The logo needs to be saved at 600dpi to allow it to be scalable. The banner can be output at 300dpi. The Hoarding should be saved at 600-1200 dpi.

**File Format:** The Logo can be output as a Jpeg but must also be kept as a PNG file or an .AI file. The banner and Hoarding needs to be kept as a PSD file and output as a Jpeg.

**Technical Output Needs:** The Logo should be saved in three PNG format sizes, large, medium and small so that it can be output onto advertising materials as well as created company images.

**Timescale:** It will be necessary for the Logo file to be created first so that it can be used within the graphics of the other images. Deadline line for this is a week after contract agreement with the deadline for completion after discussion and alterations. The creation of the banner will begin after the conclusion of the first week and should be completed two weeks after the start to have it provided for when the Website goes live. The Hoarding should take a month to complete to be ready for the beginning of the Christmas season. This can start at the same time as the logo but needs to be ready two weeks after the Website is live to reinvest interest in the company.