**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, Foldable Phones, GlucoM Writstband, 3d printers and other luxury goods and Techy Toys.

Firstly they would like you to create a logo for the company. Although they are new to the market they 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 also need an animated 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.

Mob Mentality would also like you to look at an intuitive navigation system which would use good quality graphics as well as the logo to make a consistent whole. This will be used on their website alongside the banner that you created.

In the near future the company will want to create a poster along with a flyer to advertise the company, the poster will be A3 in size 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 on the poster. The flyer should follow on from the poster and be similar in concept ensuring the contact details of Mob Mentality are prominent.

The company will be expanding to create a mobile app in the near future so they would also like you to create an icon for the company. Although this does not need to contain the logo it should focus on the name or initials of Mob Mentality.

Lastly they would like you to create a design for their shop front. This should include the logo prominently and ensure that it looks professional and has contact information included. Although they have not decided on premises yet you could demonstrate how it would look by taking a photo of an existing shop and replacing the signage with your design.

All the products need 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 professional 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 poster and flyer need 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. All writing should be readable from the angle of the customer. Some consideration for visually impaired should be made. The poster should make people think, should not contain too much white space 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 should be a standard web banner size. The poster should be A3 so there can be a good range of detail used. The flyer should be A5 in size to easily fit through letterboxes or to be handed out. The icon should be standard iPhone icon size.

**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 poster needs to be A3 in size.

**Output Resolution:** The logo needs to be saved at 600dpi unless it is a vector, to allow it to be scalable. The banner can be output at 300dpi. The poster should be saved at 600-1200 dpi.

**File Format:** The Logo should be saved initially as a vector graphic but can be exported as a Jpeg but must also be kept as a PNG file or an .AI file. The banner and poster 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 poster 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.