**Client Name:** Mob Mentality

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

**Client Location:** Bromley, Kent.

**Client Requirements:**  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 not created a website as yet to promote their goods. They wish to do so as soon as the Graphics are created for this purpose. 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 will also need a **Static or Dynamic 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.

For the site to be consistent, they will also need a **Navigation Bar** that meets the house-style of the company, this should have at least 6 buttons and preferably be dynamic or interactive. It needs to be fashioned to suit the purpose and the site.

The client will also need the site to be more 21st Century so they are looking for **an additional graphic** that represent Mob Mentality or the Products they are planning on selling. This could come in the form of a web gallery, interactive gallery, hot spot linked image, or interactive menu for their App. Any other form of Graphic is up to you as long as it is agreed with the client.

**Client Needs:** 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 **Web Graphics** need to be interesting and it needs to have details of the company location and the website address.

**Preferred:** Consistency is important, e.g. the same font, size and colours 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 Web Graphics should make people think.

**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 so it should be Vector based. The **Banner** needs to be up to three times wider than height with little cropping of objects. The Web graphics should stand out 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 Web graphics need to be large but not wider than the screen width.

**Output Resolution:** The logo needs to be saved at 600dpi to allow it to be scalable. The banner can be output at 300dpi. The Web graphics 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 Web Graphics needs to be kept as a PNG 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 Web graphics should be available when the site is live and 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.