

Briefing for lotu.de

1. What do we need?

We need a new design in a pirate style for our Onlineshop: lotu.de. lotu.de is an Onlineshop selling accessories for boats. The placement of the elements on the website should not be changed. However, only the background, colors, buttons and the font need to be changed. The layout remains the same. The whole website should be a full-color website.

2. For which pages are designs needed?

There are three pages to be designed:

1. Homepage: <https://lotu.de>
2. Category view: <https://www.lotu.de/fasten>
3. Product view: https://www.lotu.de/fasten-grundschloss-fs219_153_1092

3. Style

- **Background:** The background must have a dark (gray or black) color and The background must be a picture. The resolution of this picture must have a minimum resolution of (2560 x 1600).
- **Colors:** The texts must be in white color. The color with the Pantone 116U (hex: FFCE00) Can be used (ATTENTION: we like a black and white website much better.). **Font:** The font can be decided freely. We need the font as a file. If the font is free we only need the name.
- **Elements on the Website:** Skeleton head, barrel, gold chest, fire, whiskey bottle, shark and ship can to be use on the background image (not must).

4. Additional details

- A video always appears in the description in the product view above the text
- All elements such as images, menu, buttons, font, footer, header remain in the same place and must not be changed.

5. Examples



We like this style of the background image