

VECTOR ICON SET SPECIFICATION

IMPORTANT INSTRUCTIONS:

- 1) Please carefully and thoroughly read this design brief.
- 2) Then present us with design 2-3 concepts before creating the set.
- 3) Once we've approved a concept, please create the set of 9 icons.
- 3) When that is approved, then create the variations.

We are a small video effects company that creates plugins and sells them on www.newbluefx.com. We require a complete original vector-form icon set, which we will use to define our 9 product categories:

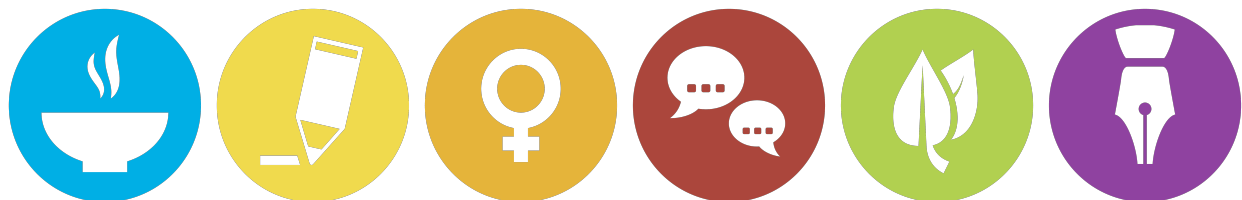
- Elements*
- Essentials*
- Filters*
- Stylizers*
- Tiling *
 - o Titler Styles
 - o Titler Lower 3rds
- TotalFX
- Transitions*

Once the 9 icons are designed, we need 3 variations of the 6 product categories marked with an asterisk (*) above. We need these variations because each product category marked with an * above contains 3 product versions. You'll find more detail about the variations later in this document.

Work must be original and copyright free.

REFERENCE DESIGN

We're looking for a fresh, clean design inspired by the following example:













NOTE: These icons can be circular, square or hexagonal. They are aimed at professionals and should not be “cute”.

TARGET MARKET

Our target market is men, ages 25-55, who are technical and have strong video editing skills. Please design according to this audience.

COLOR PALETTE

Icons should borrow from the following color palette, with a specific color being associated with a give category.

| | | | |
|--|---|---|--|
|  |  |  |  |
| PMS 138C CMYK 0 51 100 0 RGB 245 167 28 #F5A71C | PMS 1797C CMYK 0 94 94 6 RGB 224 39 38 #E02726 | PMS 116C CMYK 0 51 94 0 RGB 255 208 13 #FFD00D | PMS 302C CMYK 100 19 0 51 RGB 31 80 104 #1F5068 |
|  |  |  |  |
| PMS 2985C CMYK 72 0 0 0 RGB 0 166 206 #00A6CE | PMS 300C CMYK 100 43 0 0 RGB 0 113 185 #0071B9 | PMS 376C CMYK 56 0 100 0 RGB 149 200 61 #95C83D | PMS 2695C CMYK 100 94 0 38 RGB 53 53 90 #35355A |
| |  |  | |
| | PMS Process Black CMYK 100 0 0 0 RGB 0 0 0 #000000 | PMS Cool Gray 7C CMYK 0 0 0 47 RGB 153 155 157 #999B9D | |

CATEGORY DESCRIPTIONS

Each category icon should depict the category it represents. Below are descriptions of each category, plus suggestions for icon images:

Elements*

The Elements collection features video plugins that allow a user to arrange video elements on the screen, such as picture-in-picture. Suggested image: An atom shape.

Essentials*

The Essentials collection contains tools and problem solvers. Suggested image: Tools.

Filters*

The Filters collection features plugins that apply a certain look to the overall image. Suggested image: A camera lens.

Stylizers*

The Stylizers collection includes plugins that add creative flair to a video image. Suggested image: An artist's paintbrush.

Titling*

The Titling collection features software to create video text titles. Suggested image: The letter "T".

Titler Styles

The Titler Styles collection provides text style designs to be used with our titling software. It is a subset of the Titling collection. Suggested image: Some italic letters that relate to the Titling image above.

Titler Lower 3rds

The Titler Lower 3rds collection includes text templates used with our titling software. Suggested image: A derivation of the Titling image above using the letter "L3".

TotalFX

TotalFX includes all the NewBlueFX products in one package. Suggested image: The letters "FX".

Transitions*

The Transitions collection includes plugins that enable a user to stylize the connection between one clip and the next. Suggested image(s): Two arrows crossing or a bridge.

ICON VARIATIONS

Once each icon is designed, we need 3 variations of the following 6 product categories:

- Elements
- Essentials
- Filters
- Stylizers
- Titling
- Transitions

These variations need to visually demonstrate an increase in value using color or design.

We need these variations because each major product category contains 3 product versions. For example, the Elements category features:

- Elements 3
- Elements 3 Elite
- Elements 3 Ultimate

Thus, we want 3 icon variations for each product category. The same 3 style variations would apply across the board for each of the 6 categories.

SPECIFICATIONS

All icons to be delivered as .AI Illustrator vector files, converted to curves where appropriate. In addition, we require PNGs (with transparency) of the following sizes for each icon and variation:

- 60x60
- 160x160
- 600x600

All artwork must be original and copyright free.