

## **Brief For creating brand identity design of comicszone.com**

### **Basic Description of our project**

ComicsZone.com is web based social network community for creating and sharing of visual and video content. The main benefit of product will be fast and intuitive interface working well in both desktop and mobile for easy creating and sharing picture based content as Comics, Meme, Gag etc. In product development will be used basically cutting edge web technologies in both design in coding part of product development. Both Desktop and Mobile Version of the site should look modern, fresh and catchy with easy and intuitive interface and navigation. Design of product should be create in a way that content will have maximum visibility on every resolution. Product will have Multi Language interface. Basic parts of the product should have responsive design and should use latest Html5 and CSS3 technologies. Design of product should be create in a way that content will have maximum visibility on every resolution.

### **Target Audience:**

Basic product audience will be young people between 18-34 years living in North America and Europe which want to have fun in creating and sharing visual content and have enough time to look through other users content and interact with this content and users.

### **Similar Web sites (Functionalities):**

- <http://9gag.com/>
- <http://www.cheezburger.com/>
- <http://www.quickmeme.com/>
- <http://fishki.net/>
- <http://www.ebaumsworld.com/>
- <http://www.memecenter.com/>
- <http://www.funnyjunk.com/>

### **Sites that we like:**

- <http://marvel.com/> (colour scheme)
- <http://www.deviantart.com/> (content distribution via webpage)
- <http://9gag.com/> (navigation)

## **What we need?**

We need full visual concept of our project including:

- Colour Scheme
- Design of Header, Body and Footer
- Design of Homepage, List Page and Content page
- We need all this on .psd files (not css and html). Design of every single page should be in separate .psd file where all elements should be organized by layers and group in a way to be easy navigable and described so the team of creating css and html to be easy to edit file and create additional pages where it's necessary.

## **General Requirements:**

- All design elements have to be related to website context (comicszone.com), basic project description and target audience
- Design should be "responsive" ready. We need to see preview of design for mobile and tablet device.
- Design should be creating in the way to be expandable- adding more menus, buttons, links etc.
- We do not want to use paid fonts in design.

## **Colour Scheme Requirements**

We want to use comics based colour schemes (<http://visual.ly/comic-book-color-palettes>) but is not mandatory. You can set different colour schemes. No special requirements. Think about project name, general project description and general visual requirements.

## **Design of Header, Body and Footer Requirements**

No special requirements.

## **Design of Homepage, List Page and Content page Requirements**

No special requirements. Keep in mind that menus may be different in numbers and in number of characters.