

Purpose:

Images needed for a rotating carousel header on a website homepage.

Description:

Create a matching set of 5 different images using text and accent graphics provided. The background should be consistent. Each image will slide left-to-right and overlay on top of background.

Creative Reference:

- Use different font styles to add interest and break-up the headline and subhead
- Collage or word-cloud techniques are encouraged
- Use images and copy provided; add additional graphic noise to suit your design if desired
- Key accent color is blue to match logo (see EPS file attached to this brief)
- General Style must be consistent for all 5 layouts
- Use the same background for each layout



Size and Scale:

Website will use the Joomla "Solar" Design Template

View a Live Demo: <http://www.yootheme.com/demo/themes/joomla/2013/solar/>

- Image Size: 400 px tall x up to 2500 px wide

Content:

Image 1:

Feeding time for the wild things.

CREATIVE STRATEGY: Food for ferocious developers, designers and copywriters.

A sound strategy that actually sells stuff. Because everything else is clever clutter.



Image 2:

A candy store for commercial content.

CONTENT DEVELOPMENT: Create and manage commentary, copy and quips.

Daily specials handmade from scratch or as added spice to your current fare.



Image 3:

You need a new, or renewed. Or a re-do.

BRANDING bravery requires a big umbrella.

Be bold. Have a Brandstorm.



Image 4:

"Our first game is called Well Begun is Half-Done." -*Mary Poppins*, 1964

PROJECT MANAGEMENT: Like the Mary Poppins of Marketing.

Because we can't have them gallivanting around like kangaroos, can we?



Image 5:

Arms akimbo and at your side.

FIELD MARKETING: To get better coverage, extend the reach of your outreach.

Get a wider wingspan for presentations, pitches and promotions.

