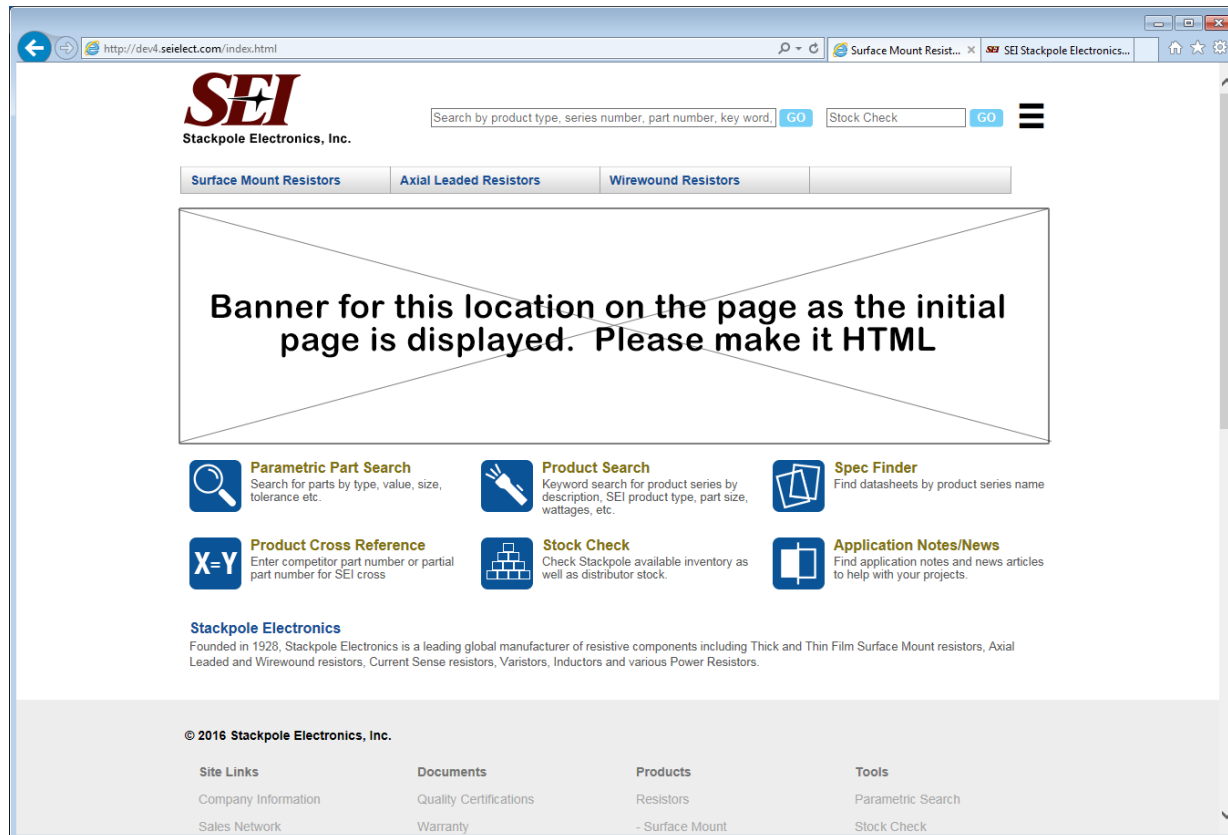


Stackpole Electronics Web Site Intro Banner

- Stackpole Electronics is a resistor manufacturer.
- We are developing a new customer facing web presence.
- Basic design has been completed, however, we need a company introduction banner for the page.
- This document basically describes the request for a banner.
- The design, colors, elements, etc are all open to consideration, with the exception of our Logo, which can not be changed.

Requirements

- Intro needs to clearly show SEI Stackpole Electronics, Inc.
- Please incorporate the maroon color #5f0603
- Incorporate our Logo as part of the intro
- Solid or % transparent background is ok as long as it doesn't overpower the page
- Try to incorporate "Resistive Product Solutions" somehow
- Width:960px max height: 300px



Deliverables

- The final product must have at a minimum:
 - Individual elements of the design (unless given the a photoshop or illustrator file)
 - Graphics
 - CSS (if applicable)
 - Fonts List (used in the design)
 - Any special notes regarding the design
- Design will not be used as a straight graphics banner. This will be generated via HTML.
 - Design must be capable of rendering via HTML and CSS.
 - The design does not have to be provided in HTML with CSS However that would be a plus.

Project Files Provided

- Stackpole Logo File (in photoshop format)
- Stackpole Logo in .jpeg format
- New website with banner area empty.
- Some product pictures that might be helpful (or not).

Current Design with a product banner.


The screenshot shows the SEI Stackpole Electronics website. The browser address bar displays <http://dev4.seiect.com/index.html>. The page features the SEI logo and the company name "Stackpole Electronics, Inc." at the top left. A search bar with the placeholder text "Search by product type, series number, part number, key word," and a "GO" button is located at the top right. Below the search bar, there are three tabs: "Surface Mount Resistors", "Axial Leaded Resistors", and "Wirewound Resistors". The main content area is titled "SM Series - Surface Mount Wirewound". It includes an image of a resistor labeled "SM4 100Ω 5%", a description "General Purpose and Precision Wirewound Resistor", and specifications: "Wattages from 1W to 4W", "Tolerances from 0.1% to 5%", and "Ohmic values from 0.01 to 3K". To the right of the specifications is a small thumbnail image of a datasheet. Below the main content, there are six icons with corresponding text: "Parametric Part Search" (magnifying glass icon), "Product Search" (lightbulb icon), "Spec Finder" (document icon), "Product Cross Reference" (X=Y icon), "Stock Check" (stack of blocks icon), and "Application Notes/News" (book icon). At the bottom of the page, there is a footer section with the copyright notice "© 2016 Stackpole Electronics, Inc." and four columns of links: "Site Links" (Company Information, Sales Network), "Documents" (Quality Certifications, Warranty), "Products" (Resistors, - Surface Mount), and "Tools" (Parametric Search, Stock Check).

SEI
Stackpole Electronics, Inc.

Search by product type, series number, part number, key word,

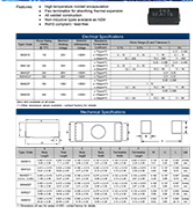
Surface Mount Resistors **Axial Leaded Resistors** **Wirewound Resistors**





SM Series - Surface Mount Wirewound









General Purpose and Precision Wirewound Resistor

Wattages from 1W to 4W
Tolerances from 0.1% to 5%
Ohmic values from 0.01 to 3K



-  **SM Series Parametric Search**
-  **SM Cross References**
-  **SM Stock Check**
-  **SM App Notes**

-  **Parametric Part Search**
Search for parts by type, value, size, tolerance etc.
-  **Product Search**
Keyword search for product series by description, SEI product type, part size, wattages, etc.
-  **Spec Finder**
Find datasheets by product series name
-  **Product Cross Reference**
Enter competitor part number or partial part number for SEI cross
-  **Stock Check**
Check Stackpole available inventory as well as distributor stock.
-  **Application Notes/News**
Find application notes and news articles to help with your projects.

Stackpole Electronics
Founded in 1928, Stackpole Electronics is a leading global manufacturer of resistive components including Thick and Thin Film Surface Mount resistors, Axial Leaded and Wirewound resistors, Current Sense resistors, Varistors, Inductors and various Power Resistors.

© 2016 Stackpole Electronics, Inc.

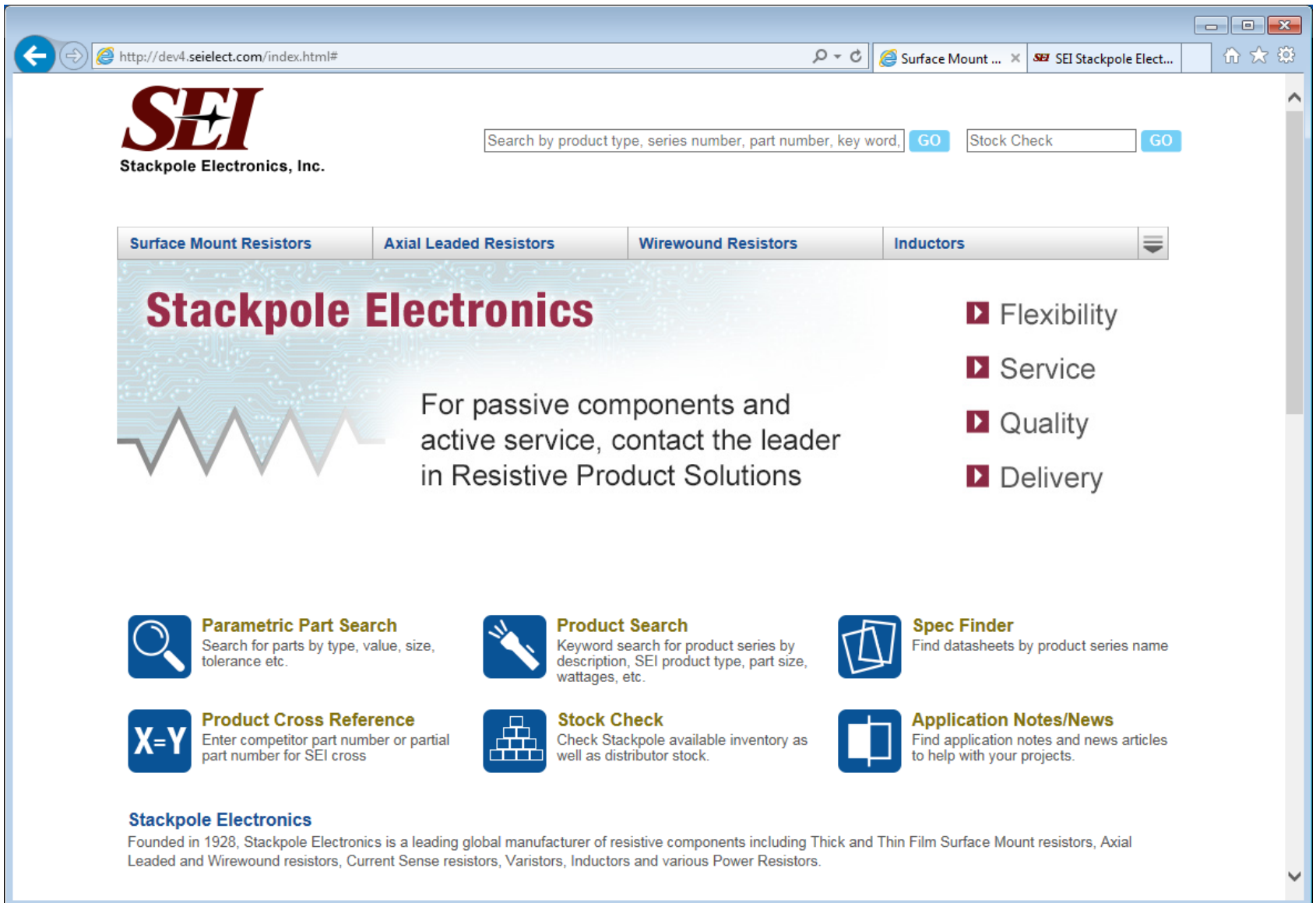
Site Links	Documents	Products	Tools
Company Information	Quality Certifications	Resistors	Parametric Search
Sales Network	Warranty	- Surface Mount	Stock Check

Example of page too simple

- This is old style and not a professional commercial feel to art work.
- Need something more but not over powering the page.
- Like the tag line and the Flexibility, service, etc as a menu list but want it to be more professional looking.



Simple example on page



The screenshot shows a web browser window with the URL `http://dev4.seiselect.com/index.html#`. The page features the SEI Stackpole Electronics logo and a search bar with the text "Search by product type, series number, part number, key word," and a "GO" button. A "Stock Check" button is also visible. Below the search bar, there are four tabs: "Surface Mount Resistors", "Axial Leaded Resistors", "Wirewound Resistors", and "Inductors". The main content area has a large heading "Stackpole Electronics" and a subheading "For passive components and active service, contact the leader in Resistive Product Solutions". To the right of this heading, there is a list of four bullet points: "Flexibility", "Service", "Quality", and "Delivery". Below this, there are six icons representing different services: "Parametric Part Search", "Product Search", "Spec Finder", "Product Cross Reference", "Stock Check", and "Application Notes/News". Each icon is accompanied by a brief description of the service. At the bottom of the page, there is a section titled "Stackpole Electronics" with a paragraph of text describing the company's history and products.

SEI
Stackpole Electronics, Inc.


Search by product type, series number, part number, key word,


Surface Mount Resistors Axial Leaded Resistors Wirewound Resistors Inductors


Stackpole Electronics


For passive components and active service, contact the leader in Resistive Product Solutions


- Flexibility
- Service
- Quality
- Delivery


 **Parametric Part Search**
Search for parts by type, value, size, tolerance etc.

 **Product Search**
Keyword search for product series by description, SEI product type, part size, wattages, etc.

 **Spec Finder**
Find datasheets by product series name

 **Product Cross Reference**
Enter competitor part number or partial part number for SEI cross

 **Stock Check**
Check Stackpole available inventory as well as distributor stock.

 **Application Notes/News**
Find application notes and news articles to help with your projects.

Stackpole Electronics
Founded in 1928, Stackpole Electronics is a leading global manufacturer of resistive components including Thick and Thin Film Surface Mount resistors, Axial Leaded and Wirewound resistors, Current Sense resistors, Varistors, Inductors and various Power Resistors.

Too busy

- Like the logo element on the page
- Like the tag lines
- Like the menu elements (not the bullets)
- Background is too distracting for the page as designed.
- This example just over powers the page, it's format is just to rich.



STACKPOLE ELECTRONICS, INC.

*For passive components
& active service, contact
the leader in Resistive
Product Solutions.*

• FLEXIBILITY

• SERVICE

• QUALITY

• DELIVERY

Too busy example on page

The screenshot shows a web browser window displaying the SEI Stackpole Electronics website. The browser's address bar shows the URL `http://dev4.seiselect.com/index.html#`. The website header features the SEI logo and the text "Stackpole Electronics, Inc." on the left. On the right, there is a search bar with the placeholder text "Search by product type, series number, part number, key word," and a "GO" button. Next to it is a "Stock Check" input field with another "GO" button. Below the header, there is a navigation bar with four tabs: "Surface Mount Resistors", "Axial Leaded Resistors", "Wirewound Resistors", and "Inductors". A large banner with the SEI logo and the text "For passive components & active service, contact the leader in Resistive Product Solutions." is prominently displayed. To the right of the banner, a list of four bullet points highlights "FLEXIBILITY", "SERVICE", "QUALITY", and "DELIVERY". Below the banner, there are six service icons with corresponding text: "Parametric Part Search" (magnifying glass icon), "Product Search" (lightbulb icon), "Spec Finder" (document icon), "Product Cross Reference" (X=Y icon), "Stock Check" (stack of boxes icon), and "Application Notes/News" (book icon). At the bottom, a section titled "Stackpole Electronics" provides a brief history, stating it was founded in 1928 and is a leading global manufacturer of resistive components.

SEI
Stackpole Electronics, Inc.

Search by product type, series number, part number, key word, **GO** Stock Check **GO**

Surface Mount Resistors Axial Leaded Resistors Wirewound Resistors Inductors

SEI
STACKPOLE ELECTRONICS, INC.

*For passive components
& active service, contact
the leader in Resistive
Product Solutions.*

- FLEXIBILITY
- SERVICE
- QUALITY
- DELIVERY

Parametric Part Search
Search for parts by type, value, size, tolerance etc.

Product Search
Keyword search for product series by description, SEI product type, part size, wattages, etc.

Spec Finder
Find datasheets by product series name

X=Y Product Cross Reference
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