

Briefing for lotu.de Icon-Set

1. What do we need?

What is needed is a main picture which describes two products separately with a plus sign. There is a single word under each product.

Each product has certain properties, which should be displayed with icons. It is desirable that all icons are visible on the image. Only the properties that belong to the product are highlighted. It is important that the file is a PSD file, where the user can enable or disable the icons by visibility and invisibility (Through the eye icon in Photoshop).

The Size of the File must be 2000x1333 Pixel and 350 dpi.

It's about products where the holder is attached to the boat to then mount on the holder00 any accessories. For understanding; A product is always either a holder or an accessory. There are several ways to mount the bracket and there are different types of boats.

We need a total of 12 icons for this purpose. 2 icons to describe if the product is a holder or an accessory. 4 icons to describe how the bracket is mounted on the boat and 6 icons describe the type of boat.

1.1. Mounting Methods (4 Icons)

1. Glue Icon (The holder must be glued on the boat with the brush)



2. Screw Icon (The holder must be tightened with a screwdriver)



3. Clamp Icon (The holder must be tied up by screwing in or with a tool)



4. No Mounting Method Icon (The product does not need to be attached on a boat)

1.2. Holder or Accessory (2 Icons)

A product always consists of an accessory and a holder. Hereby we want to show the customers that either only one holder or only one accessory is included or both.

1. Holder Icon
2. Accessory Icon

1.3. Boat kind (6 Icons)

1. Dinghy Icon (Brand: Bengar Dinghy / N-320)



2. Aluminum boat Icon (Brand: Aluminium Boat / Lund)



3. Kayak Icon (Brand: Kayak / Hobie)



4. Yacht Icon



5. Sup Icon



6. Belly Boat Icon (Brand: Belly Boat Savage Gear)



2. Examples

This is the actual picture at the moment we have and we want it to be changed. Please redesign this picture and place all the icons on it.

