

CyBranding redesign

Unify the design of pages, integrate new logo

Are you able to apply your creativity to an existing layout? I'm convinced that even just a few touches can make a big difference to add personality and professionalism to a website design, and I'm looking for someone able to use existing ideas and bring them to the next level while keeping inside some given constraints.

In this document I tried to make those ideas and constraints as clear as possible. I also published some "alpha" pages so that you can experiment directly with them.

Background info

<http://hashtagify.me/> is a free social media analytics tool for Twitter hashtags. It's a single page website, launched a year and a half ago without a professional design. It has a steady number of dedicated users.

A new expanded professional version of hashtagify.me is ready to launch; with this launch, the new CyBranding brand will be also launched. The new product will be named **CyBranding Hashtag Intelligence**, and will be accessible from the website www.cybranding.com. For CyBranding we already have a professionally designed logo (it's monochrome, so the color can be changed/adapted needed).

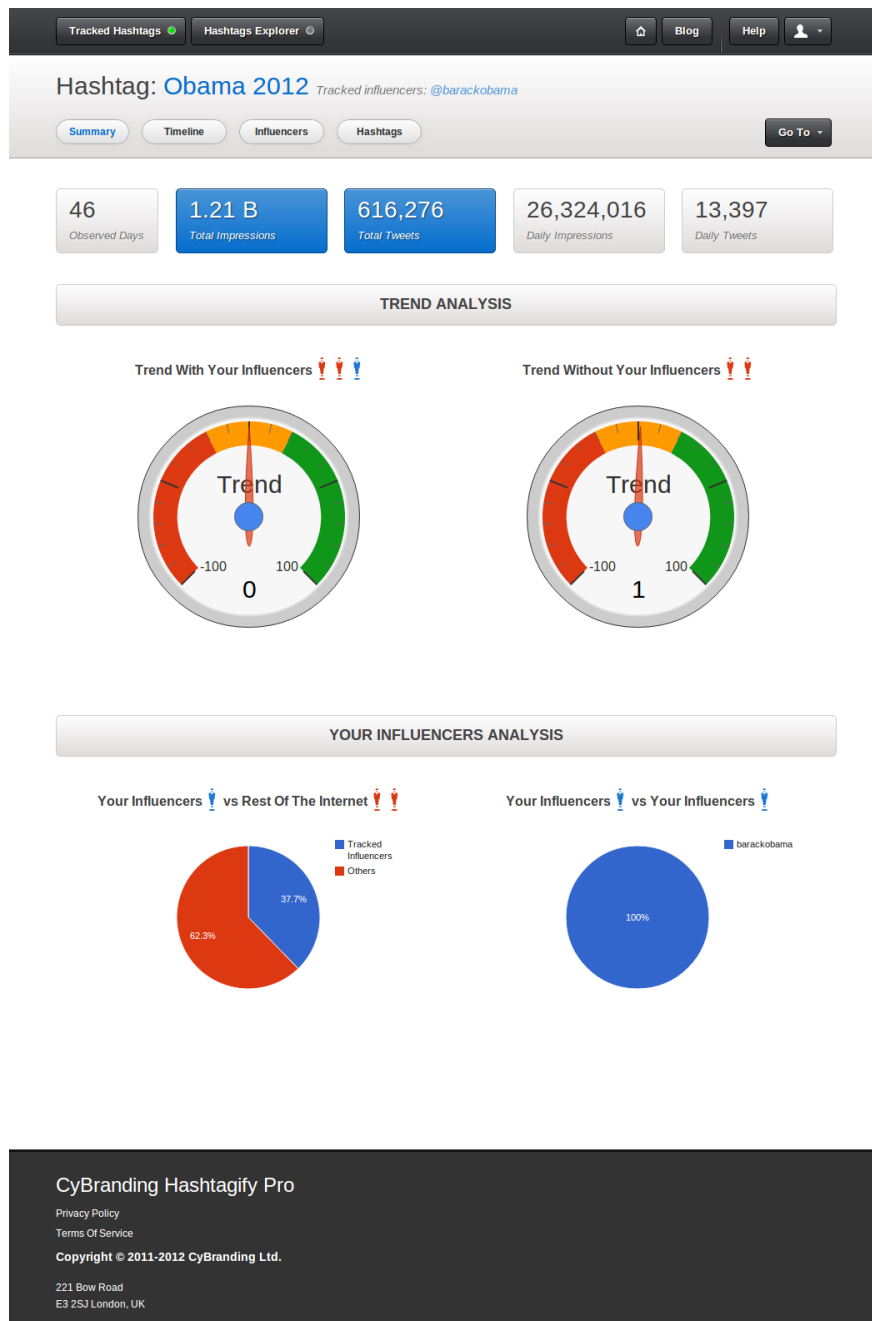


While exploring hashtags on hashtagify.me, users will see a prominent links/buttons inviting them to try CyBranding Hashtag Intelligence. When they click one of those button, users will be sent to a landing page on www.cybranding.com, where they will be prompted to register and pay to get a more detailed analysis for the hashtag(s) that interests them.

Upon registration and payment, the user will access the Hashtag Intelligence tool.

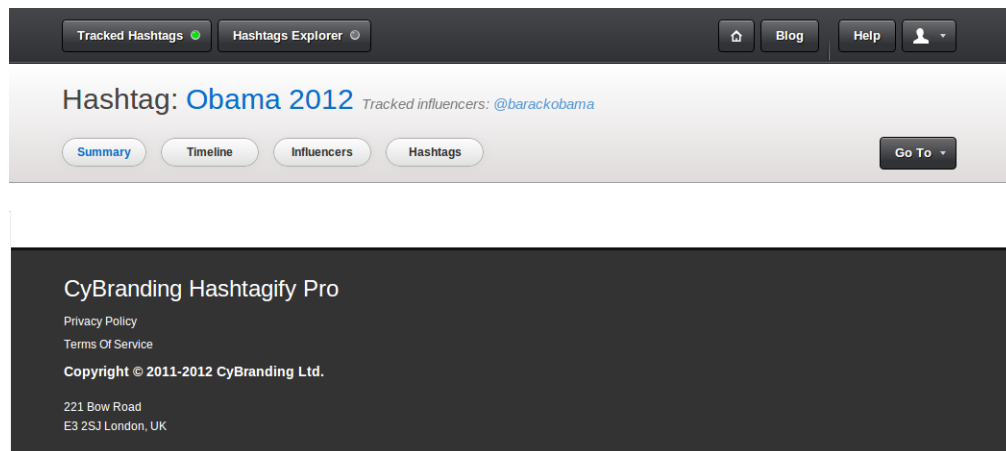
The redesign

The starting point for this redesign is the existing theme and layout used for the main analytics web app CyBranding Hashtag Intelligence (**first page layout** to design). This tool is currently based on a simple and clean, but rather anonymous, stock admin theme (24 columns layout, with a 960px width) shown below (live alpha page: <http://www.cybranding.com/dashboard/test>)

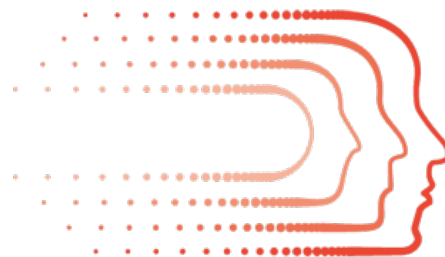


The layout of the content part of these pages can't be changed for technical reasons - this is the strongest constraint for this job, but it also means that you only need to make little work here. In the content part, if useful, the only changes that can be made are to the colors and typography of most elements (all excluding the timelines in the "timeline" tab, and partially the two gauges)

What can and should be changed, to give the whole design more personality and to integrate the CyBranding logo, are the menu and footer parts, and possibly the header:



Talking about personality, CyBranding is a startup that will help startups, established business and individuals that want to create their brand through social media. The CyBranding logo itself represents the personality of a brand (the face) that is created by all the small messages that the brand sends through social media (the points coming from the left).



CyBranding's three main attributes that you should keep in mind while working on this design are:

- Marketing savviness
- Technological competency and innovation
- Long-term drive: We have a mission we believe in (allow the small guys do better branding and let merit emerge on the internet). This first product is just a start.

Moving on, the **second page layout** to design is the "CyBranding Hashtag Intelligence landing page", where the sale must be done. For this page you have much bigger creative control of the

content part, the main constraint being that you should include all the messages and elements shown in the example below:

Products

Blog

About

CyBranding Hashtag Intelligence

Start getting detailed intelligence for #finance now!

- Discover and track trends as they develop
- Learn everything about up to 50 top influencers
- Evaluate and compare your own influencers
- Read the actual tweets where influence is exercised

Hashtag #2300finance

89 12,767,041 1,157 417,838 24

Watch Hashtag Intelligence at work -->

1. Create Your Account

Email

First Name

Last Name **caroline.mazzoni@gmail.com**

Password

Repeat Password

2. Checkout

only 5\$ per month

30 DAY MONEY BACK GUARANTEE

Buy Now

On FastSpring Secure Website

Want to learn more before buying?

Compare Features

	hashtagify.me	Hashtag Intelligence
	\$0	\$5
	Per Month	Per Month
Basic Hashtag Data	Yes	Yes
100% Sampling	No *	Yes
Trend Analysis	No	Yes
Up To 50 Top Influencers	No	Yes
Track Your Own Influencers	No	Yes
Up To 50 Related Hashtags	No	Yes
Read Actual Influential Tweets	No	Yes

Buy

Prices are per active hashtag, per month. You can cancel your account at any time. Sales taxes not included.

What people are saying

Mail sent through (InfoWeb) has the highest delivery rate of any competitor we have tested.

Jonathan Most

I just successfully put a signup web form on my website. Thanks to the complete and easy descriptive video and written instructions. Excellent if a middle-aged geologist with a graduate degree in finance and MBA is no web savvy can do it, then anyone can. Thanks!

Jim Steel MBA P.Don.

Your service is terrific! I've never dealt with an organization that responded so thoroughly, quickly, and patiently.

Gary Sorenson Page

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Gary Sorenson Page

Screenshots gallery

More videos

CyBranding

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211 Row Road

E3 2SJ London, UK

Live alpha: www.cybranding.com/hashtagify_pro_home/track_hashtag/yourhashtag

This page is very important, and probably the one where you will do most of your work.

The **third page layout** to design is the “CyBranding home page“. This will be, for now, little more than a placeholder page that will:

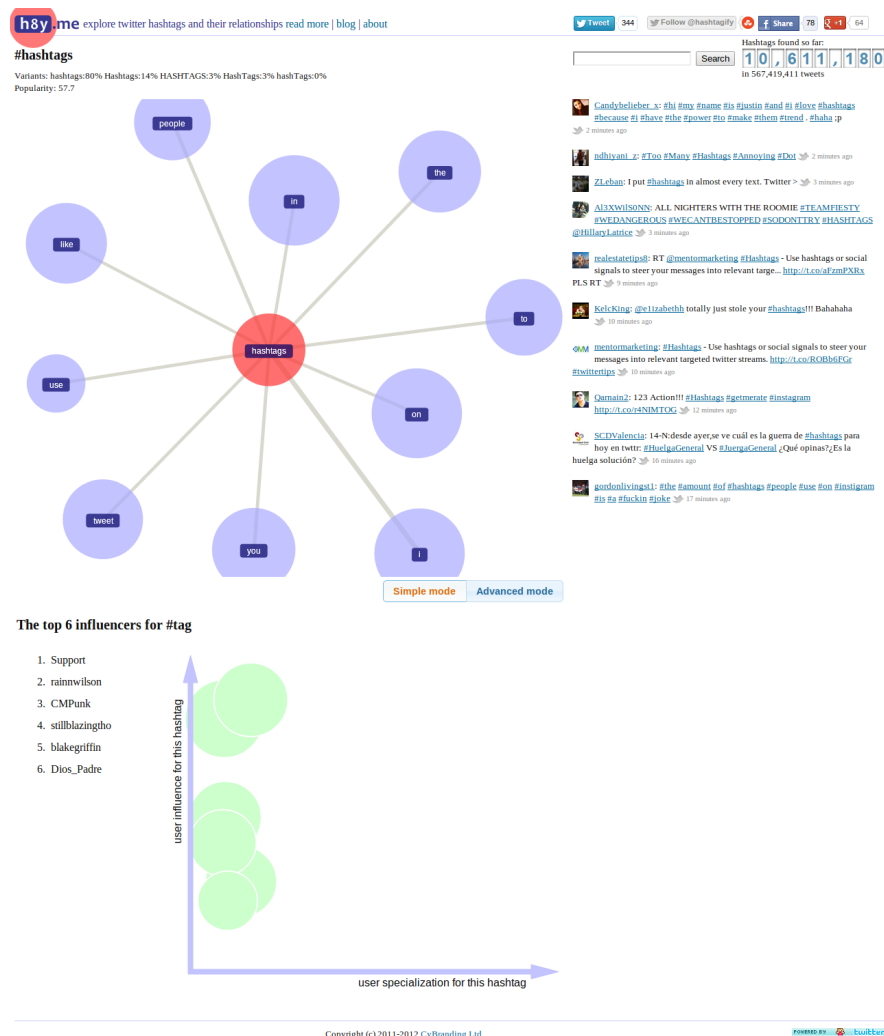
- show prominently our logo
 - this could be an animation of the logo - I’ll update you when I’ll have this defined
- introduce the CyBranding Hashtag Intelligence product
- link to short and simple “about” and “contacts” pages

Example page (live alpha: www.cybranding.com/alpha)



The **fourth page layout** to design is a simple “internal pages” layout that will be used for the mostly textual About, Contacts, Terms and conditions pages. You can use your own judgement here.

Last but not least, the **fifth page layout** to design is a redesign of the single page hashtagify.me app:




Hashtagify.me is already established as a free web app, and it will bring traffic to the CyBranding Hashtag Intelligence landing page. The objectives of the redesign of hashtagify.me are to:

- Rebrand hashtagify.me as part of CyBranding Ltd.
- Make its look much more professional
- Add prominent “CyBranding Hashtag Intelligence” links/buttons

This redesign could reuse the same menu, header and footer of cybranding.com, maybe (your call) with little changes to the color to distinguish it as the free website of the family. The functional elements need to be the same as now, but their positions, relative sizes, and especially colors can be changed. For usability reasons, the width of the website should stay wider than that of cybranding.com - in the example below I reused the 24 columns layout, but

with a 1270px width.

Together with the “landing page”, this is the most important part of the job. You can base your work on the following redesign, that partially adapts the tool to the current CyBranding Hashtag Intelligence theme (live alpha without the logo: <http://test.hashtagify.me/>):

 **Hashtagify.me** explore the hashtagspace

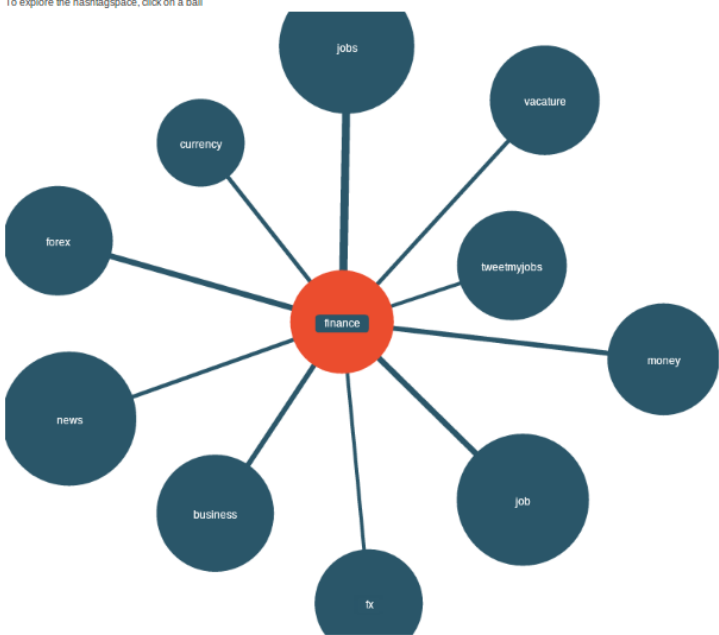
BlogAboutHelp

Data for: **#finance**Popularity: **64.1**

Top Related Hashtags | FreeTop Influencers | FreeVariants | FreeIn-Depth Intelligence | Pro

The top 10 related hashtags for #finance


To explore the hashtagspace, click on a ball





Simple modeAdvanced mode


Find all trending related hashtags for #finance with
CyBranding Hashtag Intelligence | Pro


Top recent tweets


 JobsMCFinance: #Jobs #Finance Sales Ledger Clerk: NW-Manchester, I am currently recruiting for a Sales Ledgers in S...
<http://t.co/0JE8Xh> #Manchester 41 seconds ago


 Alex_ribera: Ces français qui partent à l'étranger...<http://t.co/PpaBgj> via @next_finance #patrimoine #finance #finance 43 seconds ago


 wabusinessnews: Shares close lower: #finance <http://t.co/H5UtsCe> 1 minute ago


 ShariyahReview: #Islamic #Finance must adjust to new dynamics for sustainability... <http://t.co/5WYSAUH> 1 minute ago


 The_Loans: #Finance #Tips Parents, too, are hit hard by student debt - Boston Globe <http://t.co/UnihNjRT> #F4F Gooo 2 minutes ago

 ShariyahReview: #Egypt may struggle to meet #Islamic #finance target <http://t.co/PhwevHyp> <http://t.co/SSbftqgv> 2 minutes ago

 LegalAnalysis: Pennsylvania Changes its Banking Law: Why Does it Matter? <http://t.co/0PSJCIR2> | by @pepper_law #Finance 3 minutes ago

 VickiKerrigan: RT @1057darwin: \$55 thousand in a dormant bank account in the #NT. Does it belong to you? #money #finance #Topend <http://t.co/OFgcBrk> 4 minutes ago

 FinanceJobsUK: #Jobs #finance Business Analyst - Customer Communications: TT-North East England, Pracicus is fast becoming... <http://t.co/vYKDD8> #UK 5 minutes ago

 kimberlywyatts: What's up Yo! #marketing RT @LeGeek_Tech:

 **CyBranding Hashtagify.me**

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221 Bow Road
E3 2SJ London, UK

Two important elements are missing from this redesign and must find a placement on the page (and, if necessary, a redesign themselves):

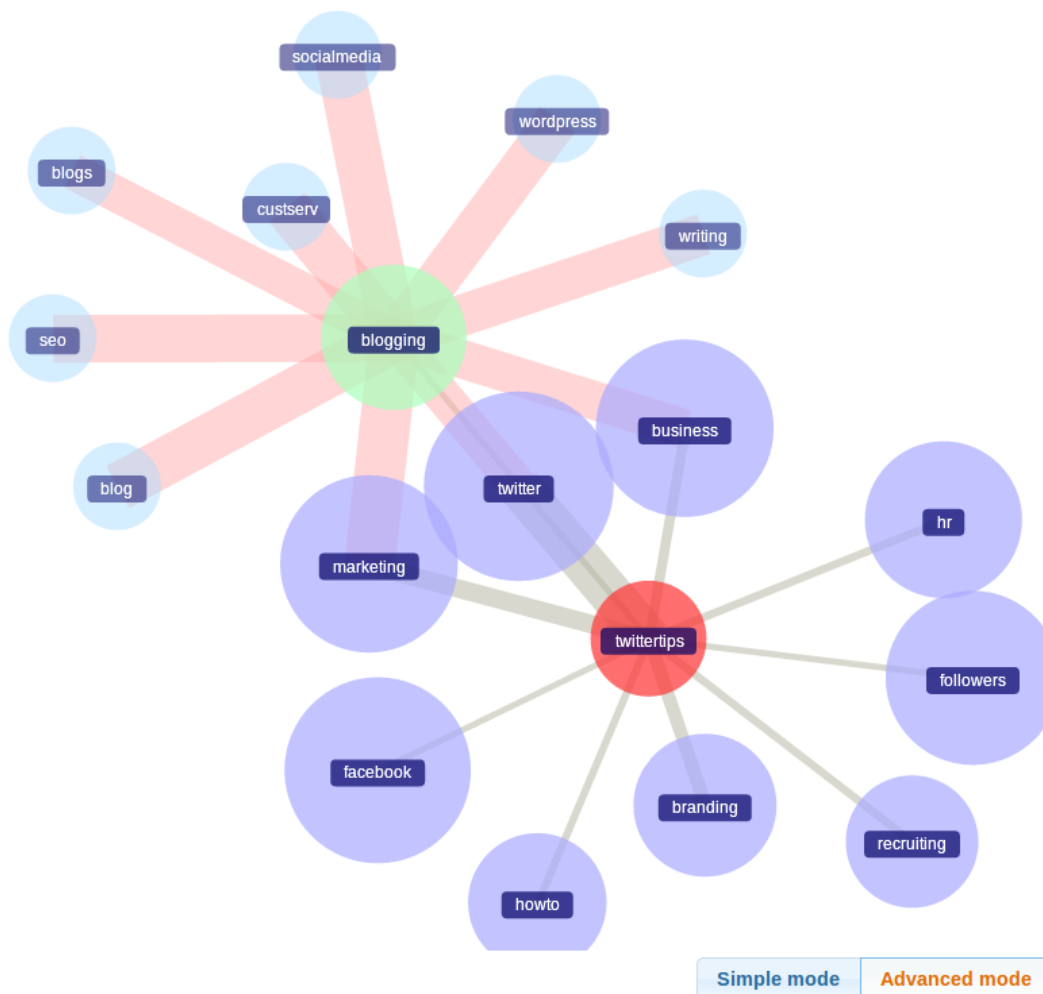
- The number of hashtags/tweets (here, from the current hashtagify.me); this should be near the search button

Hashtags found so far:
10,611,180
in 567,419,411 tweets

- The social media share links



One more thing to keep in mind is that the example above uses opaque colors for the balls and the connectors. This works well for the “simple mode”, but is a problem for the “advanced mode”, where there are many more elements shown at the same time, and where the balls can cover a big part of the connectors, as shown below:



The solution can be to have opaque colors in “simple mode” and semitransparent colors - at least for the balls - in “advanced mode”. Make your proposals about both the color combinations and transparency. You can see the advance mode live at <http://hashtagify.me>

Summary

For this job, you're not required to create a completely new, outstanding design, but to make changes to some existing layouts. Some require little work, some require more work:

- CyBranding Hashtag Intelligence tool page: few changes to an existing design (menu, header and footer)
- CyBranding Hashtag Intelligence landing page: new design of the content section, very important. Long page.
- CyBranding home page: new design of the content section, important. Very short page.
- CyBranding internal pages: very simple design of the content section.
- hashtagify.me: rebranding and more professional design. Very important.

To show me your ideas, you can start with:

- The redesign of the menu, header and footer in the CyBranding Hashtag Intelligence tool page
- The redesign of hashtagify.me
- A CyBranding Hashtag Intelligence landing page concept

For the final delivery, I can translate your design to html and css myself, but if you already can - at least partially - work directly on the current html and css this is a plus. If you need it, I can also send you the original vector files for the logo.

For any original artwork you'll create for this design I'll need the original files, preferably in vector format, and full copyright transfer. You can also use stock royalty free artwork, but with a price (considering the use on cybranding.com and/or hashtagify.me) that must be included in the total prize for the job.