

Web Design Data Sheet

General Info:

Primary Contact: Sheeda Aluko

sheedaaluko@gmail.com

Company: Christian Mayer Resources Ltd.

64 Awolowo way

Ikoyi, Lagos Nigeria 12341

tel: +15404465227; +2347036805227

Timeline:

Start project day: May 20th 2013

Launch date: July 2nd 2013

Scope:

Christian Mayer Resources is a Nigerian multi-industry company with operations headquartered in Lagos. With over 13 years of experience, it is one of the leading procurement companies in west Africa. It's principal activities are in the sectors of Oil & Gas, Telecommunication, Logistics and Security. Christian Mayer's key mission is to strive to improve sustainability in the region and to promote corporate responsibility by developing eco-friendly processes in all its business models.

Primary Audience(s):

Since it is a multi-industry website, the group of people we would be catering to will vary based on the industry viewed. However, upon visiting the website, all groups of visitors should be able to

- i) view company profile via video
- ii) see news & events
- iii) Investors page
- iv) list of services/products provided
- v) subscribe to a newsletter;
- vi) blog/editorial section
- vii) social media links

Features

The whole idea is to build the website, with the ability to expand on it with more dynamic feature and additional functionality. The desired look and feel of the new site should be modern, innovative, savvy, yet very clean and easy to look at.

A couple of website designs that are in line with what is envisioned include:

<http://www.linnenergy.com/>

<http://www.siemens.com/entry/cc/en/>

<http://www.ramboll.com/>

<http://www.mastercard.us/>

Some specific features we like on each of these website:

1. The homepage of Ramboll is a definite because it at a first glance, it looks editorial; all tabs for each industry can be seen; information (title, with headings/pictures) can be seen
2. Organization of information and layout on Mastercard site is very desirable and is in line with what we are looking for.
3. Colors we would prefer is something similar to the Mastercard site, i.e., yellow(gold), hint of silver-grey(as supposed to the black they have) and a hint of blue (similar to the picture below).

The logo for Nielsen Small. The word "nielsen" is in a blue, lowercase, sans-serif font. Below it are seven dots of the same color. To the right of the dots, the word "Small" is written in a large, orange, sans-serif font.