

## MOUSPIKE® — LANDING PAGE CONCEPT PACK

**Brand Name:** Mouspike®

**Client Department:** Mouspike® Studio — Art Direction Team

**Legal Entity:** Mouspike® Legal Department (Registered UK Trademark No. UK00004191032)

### Project Purpose:

- Create a **single vertical illustration** for the Coming Soon section of our Shopify website.
- The artwork will serve as a **scrollable long-form piece**, visually divided into **two sections (upper and lower)**, but it is a **single continuous composition**.
- The final image must be **symbolic, rebellious, urban, dark, and elegant**.

**Not Allowed:** cartoonish, comic, childish, or overly commercial styles.

**Expected Mood:** mature, gritty, atmospheric, with semi-realistic or high-detail elements.

**Focus:** rich textures, atmospheric lighting, glass/crystal/smoke/fire details, and realistic wear-and-tear effects.

### Canvas Size and Technical Details:

Minimum width: **2200px** (ideally between **2200px to 2600px**)

Height: approximately **5000px to 6600px** (flexible depending on your composition).

Resolution: **300 DPI minimum**

Color Mode: **RGB (for web display)**

Format: **PSD (layered), high-resolution PNG**, plus any additional requested formats.

**IMPORTANT:** Standard paper sizes (A4, A3, etc.) will not be accepted as this artwork is **designed for a vertically scrolling Shopify landing page**, requiring superior quality and flexible dimensions for animation and responsive design.

## Full Creative Brief - Mouspike® Landing Page Illustration

### General Overview:

Below we share the full and detailed description of the main illustration for our Coming Soon page of Mouspike®. The illustration is a **single long composition (vertical-extended format)**, which will be used on our website, visually divided into two sections: upper part and lower part.

**Important to clarify the following:** this is only **one illustration**, NOT two separate pieces.

Additionally, we will provide AI-generated images as reference/sketches to help you visualize the direction, but you have total freedom to use your own artistic style, always respecting the central concept. We highly value your identity as an artist; we only want the essence of the scene to be **urban, street-inspired, symbolic, with a strong conceptual atmosphere and, if possible, a semi-realistic touch**.

We are **not looking for a commercial, childish, cartoonish, or anime style**, but a mature, dark, streetwise, conceptual style with a rebellious touch.

### General Concept – Scene Description:

The illustration represents an old fashion museum that has been vandalized. Visually, we want it to convey the feeling of an “ancient fashion temple” that has been invaded and destroyed by rebellious forces, leaving symbols of Mouspike® throughout the scene. The scene is divided into two visual sections, **upper part and lower part, but everything connected within a single composition**.

### Upper Part:

The upper part shows a wall of the museum still standing but clearly intervened by rebels. It should convey the feeling of what remained of the museum before being completely destroyed.

### Environment and atmosphere:

- Background of a dark stone or concrete wall, visibly aged, with subtle cracks, wear, rough textures, clearly old and almost forgotten space.
- At the top of the wall, there should be a stone carved plaque or sign with the words **“THE FASHION”**, representing the original section of the museum.
- Over this carved plaque, as a mark of rebellion, the word **“MOUSPIKE”** appears painted with graffiti. This graffiti should be in white or in the color that contrasts best,

as if someone had painted it quickly over the stone plaque, partially covering “**THE FASHION**”.

- The main lighting comes from an overhead spotlight (light from above), with a museum-style spotlight effect, illuminating the central area (where the display case is), while the edges remain dark.
- Some floating glass fragments can be seen around the display case, showing it was violently broken.
- On the floor or near the display case, there is a large **stone with a tribal symbol carved (up to your creativity)**, showing that this stone was used to break the glass.

### **Central element – the display case:**

In the center of the composition, **there is a large broken display case**, with visible cracks or impact marks, symbolizing the collapse of the "museum."

Inside the display case, there should be an old men's fashion garment that represents the classic elitist fashion that Mouspike comes to disrupt.

Options may be:

- Option 1: an old aristocratic-style men's shirt (long sleeves, elegant collar).
- Option 2: an old, worn-out denim jacket.
- Option 3: any garment that visually conveys "**old elitist fashion**".

The garment is hanging crooked, with a rusty or old hanger.

Over the garment, painted at an angle of **approximately 40 to 70 degrees, is the original Mouspike logo in graffiti**. The color should contrast well with the garment (it can be red, white, or a tone that stands out). The graffiti should look messy, with spray drips, quickly done as part of the vandalism, **but the Mouspike logo must remain clearly visible**.

The broken glass should have floating details or effects of glass falling or suspended in the air.

### **LOWER PART:**

The lower part shows the museum area already collapsed, more deteriorated, with a total sense of abandonment, where the rebels have left their mark definitively.

### **Environment and atmosphere:**

- The same wall continues, but much more deteriorated: much larger cracks, presence of mold, humidity, accumulated dust, stains, clear dirt, or dark marks that show deterioration.

- A poster stuck on the wall in a careless way **should have an “underground” style** (like a torn street poster), folded, wrinkled, visible glue residue, with detached corners, showing the **Humanoid Bull character**.
- The Bull character should appear as a mysterious figure, with an oversized coat with a hood, no zipper, hands inside the pockets, and a relaxed pose, as if representing the new rebellious era, but it **must not be in comic or cartoon style; it must be conceptual, more symbol than character**.
- Small graffiti with symbolic phrases can be seen on the wall. Some essential examples are: **“JUST A WARNING” (this is mandatory)**.  
**Others can also appear such as:**  
“The drop will burn”  
“One way in, no way back”  
“Fragment?”

Some subtle tribal marks distributed around, **but avoiding overloading the wall**.

- On the floor, closer to the visual foreground, there should be a **broken tribal stone with a symbol carved (up to your creativity)**, as if that stone had been the object used to break the display case.
- From below, there can be a small backlight effect, but with dim lighting, highlighting dust particles or small floating debris.

### Mandatory Elements (not optional):

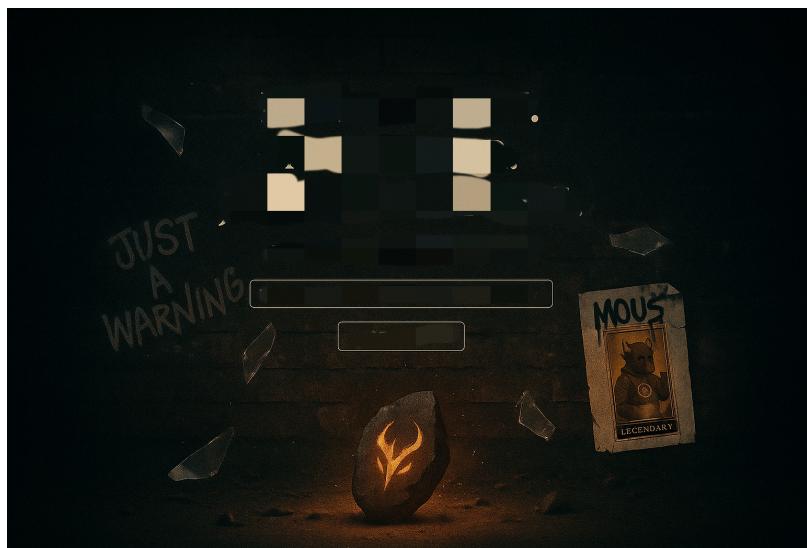
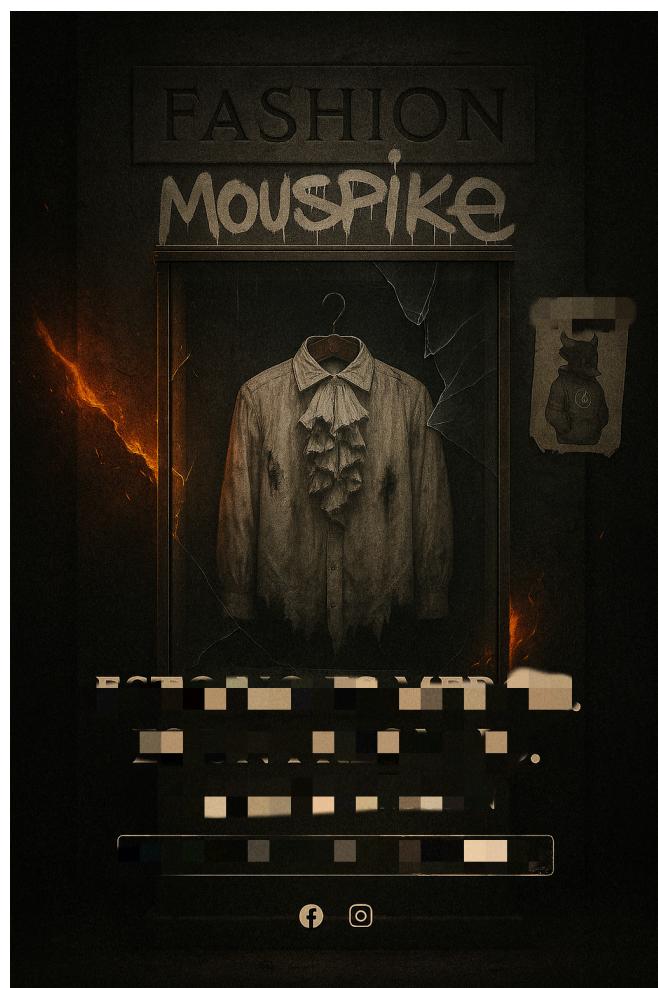
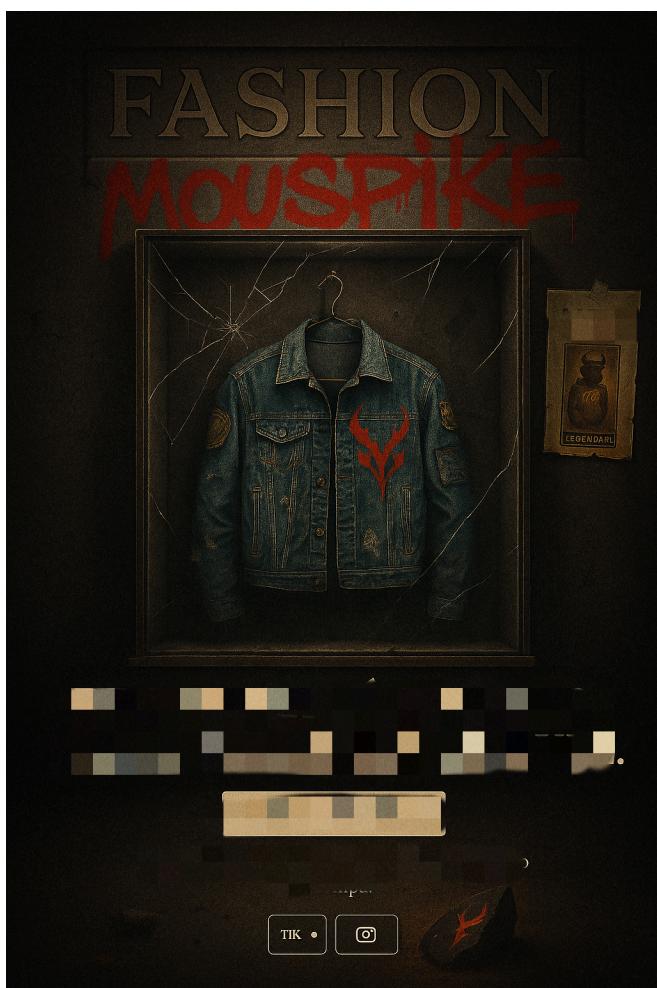
#### **Upper part:**

- Deteriorated stone or concrete wall.
- Carved sign “THE FASHION”.
- Graffiti covering “THE FASHION” with the word “MOUSPIKE”.
- Overhead light.
- Broken display case.
- Old garment inside the display case.
- Graffiti of the Mouspike logo on the garment.
- Floating glass fragments.

#### **Lower part:**

- The continuation of the wall even more destroyed.
- Poster of the Humanoid Bull (coat with hood, hands in pockets, relaxed pose).
- Graffiti “JUST A WARNING”.
- Broken and floating glass fragments.
- Tribal stone with carved symbol.
- Optional additional graffiti phrases like “The drop will burn”, “One way in, no way back”, “Fragment?”, or some tribal mark.

## Files We Will Provide For Reference:



## **Important Layering For Delivery:**

We request that all **key elements are in separate layers**, ideally with clear naming. Some examples:

- Wall background.
- Dirt textures.
- Floating glass.
- Display case and central garment.
- Mouspike graffiti logo.
- Tribal stone.
- Bull poster.
- Small graffiti.
- Lighting effects (spotlight and floor light)..

## **Confidentiality Notice:**

This document and all attached **visual materials are strictly confidential and intended solely for internal collaboration between Mouspike® and the commissioned artist.**

Sharing, disclosing, or reproducing any part of this brief, including sketches, drafts, or final artwork, with third parties without prior written permission from Mouspike® is strictly prohibited. **All project details, visual concepts, and intellectual property remain under the full ownership of Mouspike® as per the signed Freelancer Services Agreement.**

Please review this brief in detail and let us know if anything is unclear before starting the first draft.

We look forward to seeing your artistic vision come to life while respecting the core direction outlined here.

## **Additional Materials Provided:**

You will receive the official Mouspike® isotype in high-resolution **PNG format**, provided separately for your reference. This is exclusively for proper integration into the illustration as required by the project. Any use of the isotype outside this commissioned work is strictly prohibited under the terms of the Freelancer Agreement.

**Let us know if you need any clarification before starting.**