

@CSGODEIMOS - Character / Mascot - Design Brief

A little about me:

- 24 years old, I have a lot of motivation to become a gaming blogger, vlogger and content creator.
- I used to write for a few low end gaming magazines, I ran my own also.
- Run multiple social media pages, mostly focusing on CSGO and creating a lot of my own content for these pages.
- My instagram @CSGODEIMOS is growing rapidly, I've almost gained 7,000 followers (1000 in a week), over a 6-7 month period and with only 374 posts.
- I have a YouTube which I've only just started, one of my videos on there has almost 13k views, I've gained almost 800 subs in less than 4 weeks.
- I'm never going to stop making content as it's something I do as a hobby and hope to pursue further when the opportunity arises.

Basics of what I'm looking for (more in depth at the bottom of this page):

- Character or cute looking mascot for all of my social media pages, for my *YouTube* and eventually my *Twitch* when I get it up and running.
- The colour scheme/palette, I'm thinking bright/vibrant colours, neon green, cyan, purple, with black. Anything you think would look cool.
- PNG Format, want the character to be on a transparent background so I can put it onto all of my own banners, avatars, videos, etc. I would also like the .psd or the native file format of whatever you designed it in.
- Resolution - 2560 x 1440 (YouTube banner size, plus it gives you a lot of work space)
- I'm thinking of a small character, maybe with a war helmet or Spartan helmet, something very cartoony/cute but HD looking. Would like quite a good outline on the character to make it stand-out.

What's in it for you?

- I'll happily promote the work you've done for me on my Instagram, free of charge and let all of my followers know my avatar came from you.
- Once I grow more on YouTube and Twitch, I'll happily make a short video talking about your work and basically promote you for that one video.
- Free to post the work in your portfolio and show companies/people it on my pages/channel.

What type of designer am I looking for?

- Anyone that wants to throw ideas back and forth, talk about the design and really help me nail my dream

Who will be the target audience?

- Anyone that enjoys gaming, eSports, comedy skits and more.

Art styles that are okay:

- http://41.media.tumblr.com/dfe1a3b73ef945188b987e2de78db782/tumblr_nmdjl2AWZe1shj3rko1_400.png
- <https://static.esea.net/global/images/users/469253.1418877922.png>

In-depth description / General / Links to my pages

Looking for a page character or mascot to overlay on my current banners, avatars and more. I hope to eventually get stickers made, maybe even a tshirt or two.

I'm really hoping for something cute but I can't specifically tell you what I have in mind because I don't actually have anything in my mind.

I want you to be as creative as possible. Try not to stick to the CSGO theme too much, as I'll eventually be branching off into different games. As I said, go crazy, and do it in your own style but please, no anime/manga. I would love them to have some kind of helmet, preferably a spartan helmet as my name 'Deimos' is the god of fear, and the son of Ares (God of War). He can be holding a nade, any type of weapon or even just have his hands free and by his side. I really don't mind, as I said previously, just get as creative as you like.

Colours, I would prefer bright colours to make it seem more happy, vibrant and bouncy. Green, Orange, Blue, Cyan, Purple. If the character has hair, please make it dark brown, the eyes must be bright blue.

File format has to be PNG so It has a transparent background which will make it easy to pop it onto my current designs. I currently make all my logos, banners, etc in Photoshop CS6, so any native adobe files are fine too. I want the resolution of the image to be large so I can scale it down with lossless quality, hence the PNG format.

I've always really wanted to start a YouTube channel but being busy with work I never had the time, I've recently got the opportunity to put a lot of my free time into trying to make my dream a reality and after hitting 6k followers on my gaming page on Instagram, I decided it was time.

Within 4 weeks of making that channel and not actually promoting it via my Instagram, I have gained almost 800 subscribers. I plan to make content daily (currently on vacation so I haven't been able to put as much out as I was but still growing).

Links to my pages:

I will be changing my current banner/avatar and completely changing it once I have a mascot.

<http://www.instagram.com/csgodeimos>

<http://www.twitter.com/csgodeimos>

<http://www.facebook.com/csgodeimos>

<http://www.youtube.com/csgodeimos>