**BECOME KNOWN**

**LoveAPet.com- NavMap**

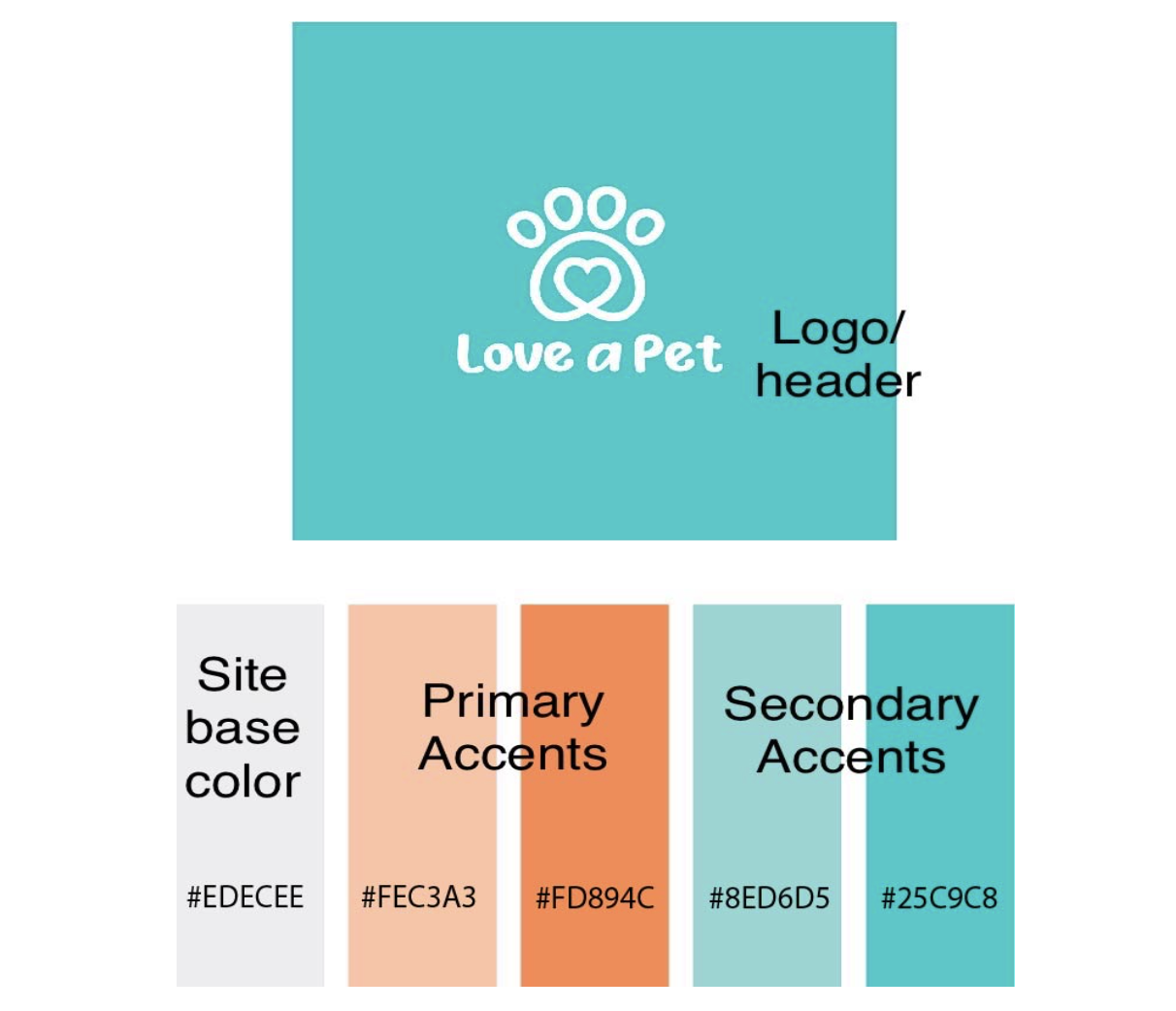
**Rev. 05/13/2021**

**By: Makayla Martin**

For our Love A Pet website, we want this to be fun and playful but with a touch of your creativity! Love A Pet is a fun-loving brand that sells pet supplies and accessories focused on accentuating the love between pets and their owners. We want to advertise these products in a welcoming way, making the customer receive the happiness the brand offers. In our logo, we like to use a font called Asdonuts, which we would like to use for the headings on the website.

**(Font file is attached).**

* **COLOR PALETTE:**

This is the color palette we would like to use throughout the website: 

**HOME PAGE**

* **MAIN BANNER**

**Slider:**

1. Large, full width slide with three slides. Slides are full page width that will include full width temporary modern/ lifestyle photos with clean type over type and “Shop Now” button that links to the “Shop”/ Product page.

* **NAVIGATION BAR:**

1. Nav links in color that plays well off the logo/ color palette.
   1. **Logo is attached.**
2. Add a search button and a cart/ bag button next to the nav links.
3. Inspiration: we’re looking for something like <https://fablepets.com/> & <https://www.redspaceevents.com/> navbar. Clean and modern styles.
4. **Nav links:**

* Left align Logo: Home Button
* Shop
* Our Story
* Boop Blog
* Pet History 101
* **SALE BAR:**

1. Thin call to action banner for sale items: Bold, eye-catching color, “50% off sale going on now! Because we love you too”.

* **FEATURED PRODUCTS SECTION:**

1. Displaying 8 featured products at that moment.
2. Please title this with “Furry Favorites”.

* **BUY NOW, PAY LATER BANNER:**

1. “Buy Now, Pay Later” with Bread Financing logo and Klarna logo on an eye-catching banner.

* **TESTIMONIALS:**

a. Testimonials – Pictures of 4 happy pets with their funny “testimonials”.

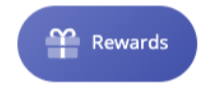
1. Testimonial 1: Bella (dog) “Before Love A Pet my human bought me gifts that made me want to dig a hole under the fence and run. Now I still dig, but it’s to bury all my awesome toys!”

2. Testimonial 2: Leo (cat) “My favorite thing to do is watch the birds out the window. Those birds are lucky my house is full of comfy stuff from Love A Pet so I don’t ever want to leave.”

3. Testimonial 3: Max (dog) “Love A Pet is the absolute best! Now if you’ll excuse me I think I heard someone drop some food on the floor.”

4. Testimonial 4: Dora (fish) “I could rave about Love A Pet until I was blue in the gills! Those other brands just seem a bit fishy to me.”

* **Chat & Rewards Buttons:**

1. **Anchored to the bottom of the page no matter where you scroll**
2. Live chat (right side) – I really like something simple like this from alphapaw.com :
3. Furrever Club Rewards (left side) – Also pulled from alphapaw.com

* **FOOTER:**

1. Definitely want this section to match the color theme. I like the

logo with the socials underneath like the Fablepets.com footer. I

also like the newsletter opt-in on the right hand side. The footer should include:

1. **COMPANY**

* Shop
* Our Story
* Boop Blog
* Pet History 1010

1. **HELP & SUPPORT**

* Returns & Exchanges
* FAQ
* [help@loveapet.com](mailto:help@loveapet.com)
* Search

1. **CONTACT:**

* (phone number) (With phone icon)
* [help@loveapet.com](mailto:help@loveapet.com) (With envelope icon)
* Facebook, Instagram, and Twitter icons with the links to those pages.

2. At the very bottom of the footer, please add:

1. Copyright 2021 loveapet.com: All rights reserved (With the Love A Pet logo.)