

Big Hug Kids Website

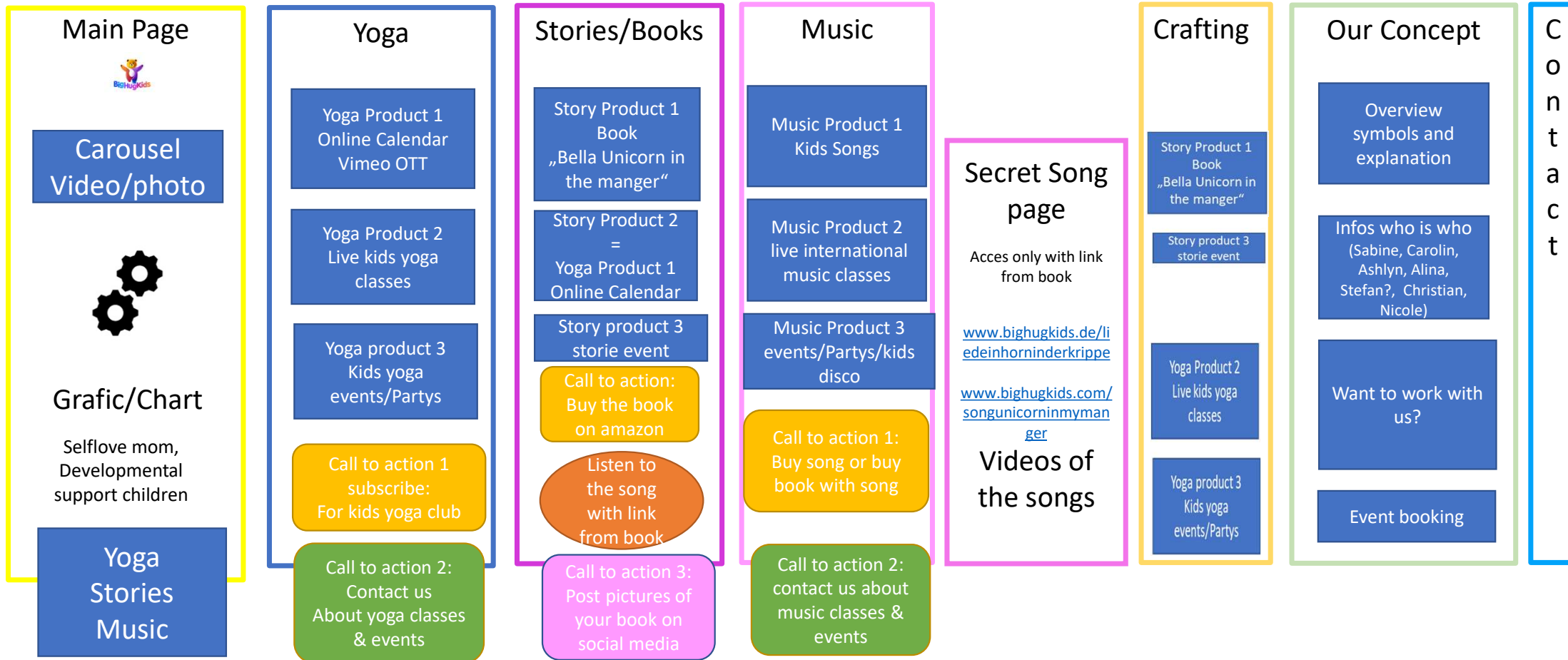
www.bighugkids.de



Web Design for www.bighugkids.de

- www.bighugkids.de I started working on my website by buying a theme. But I don't like it. And I can not adjust it to my needs. I need a **new Design** that transports the style and feeling of my logo and my concept
- **Big Hug Kids sells services and products** in the 3 main areas: 1. Kids Yoga, 2. Kids Stories/Books, 3. Kids Music, Crafting is included in some of the products
- **Our Concept:** Our products **stand out from other products** in their fields by **bringing these different areas together and unite them** to provide even more positive effects on the child's development. For example: A Book is not only a book! It comes with a song and crafting elements inside the book. A Live Yoga session is not only movement and meditation, it incorporates also music, dancing and crafting. A live music class also incorporates international songs and yoga elements.
- **Markets:** Germany and USA/UK
- **Target groups:** mothers, fathers, caregivers, families with kids (age 0-10), well educated with middle to high income
- **Business target groups:** preschools, elementary schools, small businesses (for events), kids TV and radio programs, book stores, crafting stores
- **Look & feel of the website:** modern, playful, colorful
- **Video/Picture Slider/carousel** (3 different videos or pictures) on main page
- I need some cool **colorful icons** that explain positive effects of the products and the problems they adress
- I need a nice **overview of all the icons** to write more about each icon.
- I need **1 chart/graphic on main page t** that matches with the new look and feel of the website to explain my concept (Bear with colorful icons)
- **WordPress** preferably
- Website in 2 languages: First language **German**. Second language **English**

Pages overview



Menu Categories:

Main Categories with Drop Down

Yoga/Yoga

- ❖ Yoga video course
- ❖ Yoga live
- ❖ Yoga events

Stories/Geschichten

- ❖ Unicorn Bella in the manger Book
- ❖ Dinosaur Luca in the manger Book
- ❖ Yoga video course
- ❖ Story events

Music/Musik

- ❖ Songs
- ❖ Live classes international music program
- ❖ Music events

Secret song page

- ❖ Einhorn in der Krippe
www.bighugkids.de/lied/einhorninderkrippe
- ❖ Unicorn in my manger
www.bighugkids.com/songunicorninmymanger

Crafting/Basteln

- ❖ Unicorn Bella in the manger Book
- ❖ Dinosaur Luca in the manger Book
- ❖ Story events
- ❖ Yoga live
- ❖ Yoga events

Our concept/ Unser Kozept

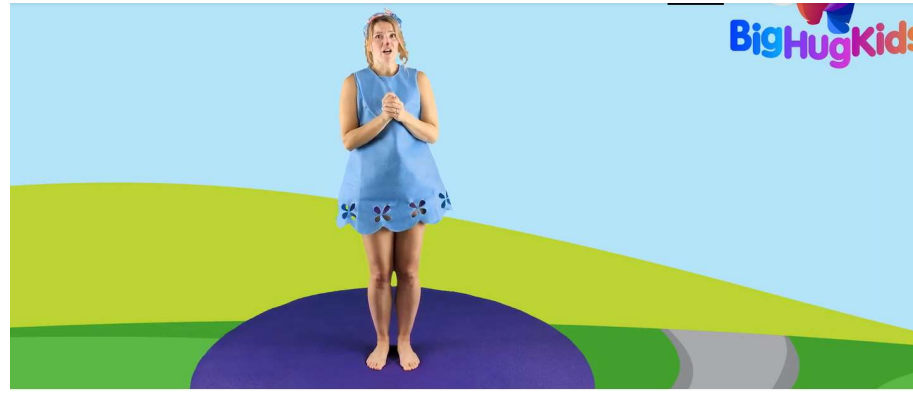
- ❖ Overview Concept
- ❖ Who is who
- ❖ Work with us
- ❖ Event booking

Contact/Kontakt



Main Page

[Yoga](#) [Stories](#) [Music](#) [Crafting](#) [Our Concept](#) [Contact](#)



Main Page should incorporate a video/picture carousel
(Videos should start automatically)



Main page



Etwas Wundervolles wird passieren!

Dank Yoga, Geschichten und Musik wachsen Kinder über sich hinaus und entwickeln Fähigkeiten, die sie ihr ganzes Leben lang unterstützen.

Something wonderful is about to happen!
Through yoga, storytelling and music, children grow and develop lifelong skills.

Entspannen, Konzentration verbessern, aktiv sein und stark werden, Gleichgewicht schulen.
Begleiten sie ihre Kinder in eine Welt voller Mit viel Spaß und voller Ernst vermitteln wir
Selbstliebe,

Some Text
underneath the
carousel for a
slogan and
some
explanation.

Main Page



Carousel
Video/photo



Grafic/Chart

Yoga
Stories
Music

Carousel video/photo:

- 3 video/photo slides should show the 3 main product areas of the brand: Yoga, Music, Story
- I have some free videos on my youtube channel (Big Hug Kids) 1 of them could be used as an example for the yoga slide.

Grafic/Picture to explain the concept of the brand:

- Big Hug Kids supports the development of children trough yoga, music, stories, self love and fun
- **Focus on positive effects:** All Big Hug Kids services and products incorporate a variety of positive effects on children. The grafic should show that. (For example: A Big Hug Kids book incoporates also crafting and music besides beeing a normal book.)
- **Icons:** I would love to work with icons that show the different positive effects and educate caregivers about it.
- **Colors:** Icons should be categorized in groups and each group of icons should be assigned a special colors to help with understanding and visibility.
- **Bear Logo:** The Big Hug Kids Bear in the Big Hug Kids Logo show a lot of different colors and visually incorporate these positive effects together. He could/should be a part of the grafic. Maybe without the Name of the brand underneath.

Introducing the Main categories:

- The main page should give a first impression of the main categories (yoga, stories, music)

Yoga Product 1
Online Calendar
Vimeo OTT

Categorie Page

Yoga



This Kids Yoga Calendar has 24 kids yoga sessions.
Each yoga session tells a part of the story....

Discover the surprise object of the day and
experience fun ways to use it during the yoga



Promotes:

- Strength
- Flexibility
- Concentration
- Relaxation

Helpful with:

- Hyperactivity
- Problems concentrating
- Problems sleeping

Yoga Product 2
Live kids yoga
classes



Kids Yoga Live classes
Come to our kids yoga classes!

Mommy and me Yoga Classes

Kids Yoga classes (age 4-9)



- Story based
- Animal poses
- Songs
- Dancing

- Mindful activity/crafting
- Meditation
- Toega (yoga for toes)
- Emotional education

Kinderyoga und seine Wirkung

Yoga gibt es schon seit über 5000 Jahren. Es entstand im alten Indien und konzentrierte sich Anfangs vor allem auf Meditation und Atmung, um den Geist zu stärken. Später kamen die ersten körperlichen Dehnübungen hinzu, heute Asanas genannt, um den Körper nach den stundenlangen Meditationen beweglich und gesund zu halten. Heutzutage gibt es eine Vielzahl von Yoga Stilen und Richtungen, je nachdem wo man den Schwerpunkt legt wie Fluss mit der Atmung, Meditation, stärkere Beweglichkeit durch erhöhte Raumtemperatur....

Kinderyoga gibt es seit... Es leitet sich aus dem Erwachsenen Yoga ab, ist in der Regel jedoch gezielt an die Bedürfnisse und Fähigkeiten von Kindern angepasst. Auch wenn die Grundelemente wie Meditation, Atmung, körperliche Übungen gleich sind, unterscheidet es sich durchaus von einer klassischen Erwachsenen Yoga Stunde. Kinder sollen und dürfen altersgerecht lernen und sollen vor allem Spaß haben! Denn so lernt man bekanntlich am besten!

Zahlreiche Studien belegen die vielseitigen Vorteile von Yoga wie zum Beispiel....

Die Effekte hat auch Kinderyoga.

Auch Kinder mit besonderen Lernbedürfnissen und Anforderungen profitieren stark von Kinderyoga.

Yoga

Yoga product 3
Kids yoga
events/Partys

Categorie Page



Kids Yoga Live events

Book a kids yoga live event or a special class for your kids birthday or your business event like store opening or book publishing or your school or preschool!



- Story based
- Animal poses
- Songs
- Dancing
- Mindful activity/crafting
- Meditation
- Toega (yoga for toes)
- Emotional education

Popular themes:

- You favorite Book
- Unicorn, Fairies and Mermaids
- Dragons, Dinosours and Ninjas
- Treasure hunt in the Jungle
- Your favorite movie: Frozen, Toy Story and co.

Music Product 1 Kids Songs



This Kids Yoga Calendar has 24 kids yoga sessions.
Each yoga session tells a part of the story....

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Helpful with:

- Hyperactivity
- Problems concentrating
- Problems sleeping

Music Product 2 live international music classes



Kids Yoga Live classes
Come to our kids yoga classes!

Book a kids yoga live event or a special class for your
kids birthday or your business event like store
opening or book publishing or your school or
preschool!



- Story based
- Animal poses
- Songs
- Dancing

- Mindful activity/crafting
- Meditation
- Toega (yoga for toes)
- Emotional education

Categorie Page

Music

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Die Effekte hat auch Kinderyoga.

Auch Kinder mit besonderen Lernbedürfnissen und Anforderungen profitieren stark von Kinderyoga.

Music Product 3
events/parties/kids
disco

Categorie Page

Music



This Kids Yoga Calendar has 24 kids yoga sessions.
Each yoga session tells a part of the story....



Promotes:

- Strength
- Flexibility
- Concentration
- Relaxation

Helpful with:

- Hyperactivity
- Problems concentrating
- Problems sleeping

Design favorites

- New design should match the logo and it's colors
- Colorful and modern look




Make It Happen with Adobe Stock | Episode 3: "Album Cover" | Adobe Creative Cloud



MAKE IT
HAPPEN

The Album Cover

 Adobe Stock
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Werbung überspringen ▶



0:05 / 5:46





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Creative Process.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

[READ MORE](#)



28 BEST WEBSITE DESIGNS 2021_

Use of colorful icons next to product/service

I want to put **icons** next or under the products/services to show the customers visually

1. The positive effects of the product/service
2. The problems that the products/services addresses

Special **colors for the icons:**

The icons should be **grouped in special colors** to make it easy to understand what part of the child's development they address.

Colorful Icons & Symbols for positive effects

- **Red:**

- love
- self love
- emotional development, self regulation
- Bonding between child and caregiver

- **Purple:**

- Social skills/ social development/
- build relationships to other people
- Empathy

- **pink:**

- Self expression
- self esteem, self confidence

- **Orange:**

- Creativity/Phantasy
- Better imagination

- **Yellow:**

- Fun/Joy/Happiness
- positive thinking
- Enjoy music
- Enjoy singing
- Enjoy crafting
- Enjoy movement
- Enjoy dancing
- Enjoy reading
- Enjoy a story

- **Green: (no green in Bear. Maybe other color?)**

- building strenght
- Flexibility
- Endurance/ Promoting cardiovascular System
- Promotes physical health
- Promoting fine motor skills
- Promoting gross motor skills
- Brain & body coordination, improves Balance

- **Blue:**

- calming
- Relaxation
- Reducing Stress
- Reducing anxiety

- **Brown:**

- healthy routine
- Participating in a group

- **Black/White:**

- Brain development/brain works harder
- Speech/language/reading development
- Math skills
- Listening skills
- Concentration improves
- Memory
- Rhythm skills



Stories

Yoga

Music



Music Yoga Stories

Colorful Icons & Symbols kids problems

- **Red:**

- fear
- Lack in self love
- Easily overwhelmed by own emotions
- lacking self regulation/control
- Bonding between child and caregiver

- **Purple:**

- Lack in social contacts and social skills/development
- Hard time communicating with others
- Hard time forming relationships to other people
- Hard time understanding other people's emotions

- **pink:**

- Self expression
- Lack of self esteem, insecurity

- **Orange:**

- Boredom
- Problems with imagination

- **Yellow:**

- Sadness
- Feeling depressed
- Lack in activities that bring Fun/Joy/Happiness
- negative thinking/pessimism
- Lack in motivation

- **Green:**

- Feeling weak
- Problems sleeping
- Spending too much time with electronic devices
- Problems attending sports activities
- Promotes physical health
- High blood pressure
- Lack in fine or gross motor skills
- Hard time balancing
- Brain & body coordination, improves Balance

- **Blue:**

- Being nervous
- Tension
- Stress
- anxiety

- **Brown:**

- unhealthy routines
- Problems participating in a group
- Misbehaves at preschool or school

- **Black/White:**

- Learning disabilities
- Delay in speech/language/reading
- Hard time understanding directions
- Hard time processing instructions
- Bad listening skills
- Concentration struggles
- Memory struggles
- Hard time recognizing rhythm patterns

Under Our concept: explain the icons

I would love to explain all the icons with an overview of them. Maybe you have a good idea how that could look like.

Devided into the two main groups:

1. Positive effects

2. Kids problems



Strength:

Strength is important for your child
to.....

Main page:

Grafic with icons and the logo bear

- On the main page I would love to see a grafic with the BigHugKids Bear and the icons.
- The idea is, that the bear combines all these different colors and adresses all these different positive effects and problems.
- The BigHugKids Bear has **no green yet**. That might be something to keep in mind.
- And I don't have a **Tagline** for the Logo yet. I might need a version of the logo with the 3 main categories Yoga & Stories & Music

