
FLYINGFLIP STUDIOS, LLC.



Corporate Web Design Treatment

FlyingFlip.com

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SUMMARY OF OBJECTIVES & FEATURE SET

PRODUCT DESCRIPTION

This design is for a new web site design and not a redesign of an existing site. We have an existing logo with a basic color palette that we would like the design tailored to.

FlyingFlip Studios, LLC is a software and applications development organization that produces client, software as a service (SaaS) products and contributed works for other entities such as WordPress and Drupal.

SITE DESIGN MISSION

The goal of this web site is simple. To provide an information and corporate information site for people who click on company links from other web sites. Put simply, this web site is primarily a brochure web site for the parent business. It will contain information about the company and our products with links to those products. It will be designed as a small web site but scalable as we add more products and services to our repertoire.\

DESIGN PAGES NEEDED

Detailed below are the pages that are needed for the design. I have provided a bare wireframe for both desktop and mobile versions of the following pages. We would like the design to be responsive - in that the design is done in a manner in which it will translate well to mobile

SPECIAL NOTE: I welcome outside the box ideas. Even though I have guidelines, Feel free to hit me with something creative I may not have thought of. The last design that won met the criteria of the document, but did so in an unexpected and completely welcome way. Don't be afraid to experiment and submit multiple designs.

The design will have images and text, but will lean more informational with some image use. There are a few basic ground rules for the design of the site.

1. No carousels. We do not use carousels on any of our apps or properties and do not recommend them for our clients or business partners. As such, there will be no carousels anywhere on the site.
 2. Hero images (if the design includes any) on any page will not consume more than 25% of the area "above the fold" or viewable without scrolling.
 3. Color Palette: We will have a light color palette. There will be no dark palette given the nature of our corporate colors. To this end, there will be no "Dark Mode". The colors are in the assets and are also included on the next page.
 4. Logos: The existing corporate logos are to be featured as per the recommendations. There are two primary logos. One is the square-ish logo used in smaller spaces, and the other is the word treatment to be used everywhere else.
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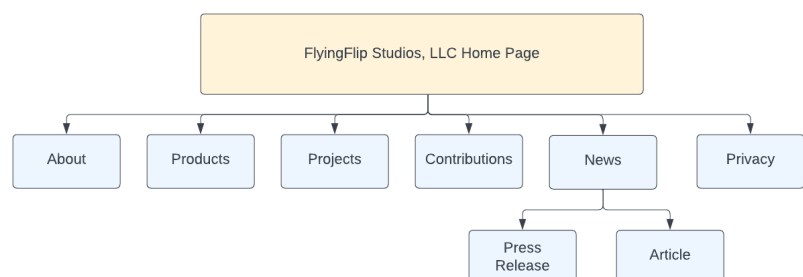
5. The font used in the logo is Goliath and is included in the assets available for download for the designer. The logo font should NOT be used in any content due to readability, but is included in the event the designer wishes to find a creative use for it within the design.
6. Color Palette:
 1. Primary: Orange: #f8981d;
 2. Secondary: Grey/Blue: #7f88c3
 3. Tertiary Color: Grey: #939598
 4. Text Color: Black #000000



TEMPLATES NEEDED

The following pages are needed as part of the build out. I am specifying Therese here for complete transparency and clarification. A broad site map is to the below and to the right with a layout of the pages. It is very difficult to find example pages because most have too much information for what we are looking to do, but I have done my best here. Note that the site should definitely not be a “one page” design.

1. Home Page - A home page that has an image feature, text, and up to three features of current projects. The project features should not dominate the page, but should be eye-catching. These will be image focused with text underneath.
2. Interior page template - The interior page will have a narrower hero image (15 - 20% of the top space) and have a headline and text with places to add images.
3. News/Press Release pages - Note that these are not blog pages. No comments. Just a place for us to publish press releases and for those to be readable and searchable.
4. Example pages:
 1. <https://www.atiba.com/ios-app-development/>
I want something more creative than this, but this is an example of the kinds of information that will be



presented and has a close balance of the images and text. Note that our content is about our products. We are a product based company and not a service based company. When in doubt, just use Lorem ipsum for the demo content :-D

2. <https://www.weblinaglobal.com/>

Too dense, but I like the approach. We don't need everything on one page.

3. <https://www.zco.com/>

Industry leader. They have a lot more products than we do (we currently have three in development). We're much smaller, but this is what we aspire to be.

I hope this provides enough guidance. Please feel free to reach out in the comments section if any clarification is needed.

Thank you.

Revision History

Date	Version	Author	Changes
08/12/2023	1.0	Bagnall	Initial version
8/13/2023	1.1	Bagnall	Includes clarification on the designs desired with examples.