**The Sanctity of Life Website Brief**

**The Client:**   
The Sanctity of Life is an organization that accompanies families dealing with severe illnesses of a family member. A team of rabbis and doctors provide support and real-time responses to these families.

**Website Goals:**

1. Educate: Site will educate via articles about Jewish law and medicine.
2. Contact: Site will offer a 24/7 Hotline
3. Fundraise: Site should raise brand awareness and attract donations.

In summary, the site should combine learning, education, community connection, and dealing with ethical challenges.

**Website Target Market:**   
Jewish families in crisis

**Website Style:**

The site theme is medicine and law, but the target market is religious Jewish families in crisis. Thus, the site design needs to combine:

* **professional, conservative, serious**
* **spiritual**
* **warm hug**

Here are some ideas for the design style:

1. Classic and Calm: A classic design style can emphasize seriousness and tradition. Using subtle and neutral colors can create a sense of tranquility and calm.
2. Minimalist and Clean: A minimalist style suits those looking for a modern and uncluttered design. It can help maintain readability and focus on content.

**Sans Serif Fonts**

conservate, serious, traditional, but easily readable, accessible.

**Color Palette**    
The site color palette should say both professional and warm hug.



**Logo**

Same design (Medicine and Law), but new colors needed.   
   
**Homepage**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Dedication 1 | | Dedication 2 | Hotline | Contact | | Facebook | | Search |
| Logo | Navigation Bar | | | | | | | |
| Main slide with slogan   On the left side of the image rotating questions:  Should morphine be given to the patient?  Should the patient be resuscitated?  Should cancer patients continue treatment? | | | | | | | | |
| About Us text | | | | About Us video | | | | |
| Image of the rabbis | | | | More moral issues  with rotating animation | | | | |
| Teaser 4:  Hotline 24/7 (pic, text, link) | | Teaser 3: Lectures  (pic, text, link) | | Teaser 2: Conferences (pic, text, link) | | | Teaser 1: Courses  (pic, text, link) | |
| Rotating Testimonials | | | | | | | | |
| News Item 3: (pic, text, link) | News Item 2: (pic, text, link) | | | | News Item 1: (pic, text, link) | | | |
| Contact / Ask the rabbi | | | | | | | | |
| Subscribe newsletter | | | | | | | | |
| Bottom menu  copyright | | | | | | | | |