1. **CLIENT**

Ofek Management:

Ofek Management is the professional body that manages and oversees urban projects in the city of Modiin. Ofek is responsible for the city’s technology park, commercial area, central park, municipal sports center, transportation center, municipal signage and more.

Current URL: <http://www.minhelet.com/>

Site Goal: public relations – make a professional impression.

Target audience: adult residents of the city of Modiin

1. **SITE DESIGN**

Logo: 🡪

Favorite Websites:   
<https://hacal.co.il>

<https://www.playdate.co.il/>

Language: Hebrew (RTL)

Site should project: professional, cutting-edge, innovative, friendly

Site should be: pleasant in terms of navigation, colors

font style: modern, clean, innovative,

site style: (elegant-bold): elegant

site style (playful-serious): neutral

site style (conservative-modern): neutral

site style (personal - professional): professional  
site style (feminine - masculine) neutral

site color: neutral, pleasant, easy on the eye

1. **SITE LAYOUT**

Sitemap:

1. Home
2. About
3. Business Promotion
4. Project Management
5. Tech and Commercial Areas
6. Tenders
7. Signage and Publication
8. Projects
9. Contact

Homepage Layout:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| LOGO  Large Background Image   |  |  |  |  | | --- | --- | --- | --- | | Teaser: icon on transparent background, title, link | Teaser: icon on transparent background, title, link | Teaser: icon on transparent background, title, link | Teaser: icon on transparent background, title, link | | | | Sticky Side Nav Bar with **Icons** as in  www.hacal.co.il |
| About Us | | |
| Slideshow of Projects | | |
| Contact Form | | |
| About | Contact Details | Links |
| Up Arrow | Copyright | Branding |

Inner Pages:

We need a static banner image that includes the LOGO on it in some way.

Please provide one sample inner page banner in psd format.