

# Project Overview

This project involves the creation of a website design including the homepage design, inside page design, and logo refinements. Our organization is Orion, and we are a not-for-profit hunting ethics organization.

The focus of the new website design is to bring attention the mission of our organization, provide an overview of the areas where our organization deploys its resources to support the modern hunter, and to encourage visitors to support our organization by donating in support of the organization's mission.

The winning design will be implemented in Wordpress by our in-house team. If you have questions about how any particular design element may translate to Wordpress, please feel free to post questions in response to this brief. In general, however, we're more focused on the evolution and delivery of a strong overall design aesthetic – we'll shoulder the responsibility of how we translate that design into Wordpress.

## Deliverables

This winning designer will deliver the following final materials for their design:

- Layered design files in Adobe Photoshop or Adobe Illustrator format
- Links to all selected stock images so that we can directly obtain the final license when we build out the website
- And, as outlined in this brief, the design will include:
  - Homepage Design with designated content placement
  - Design of at least 2 Sliders / Feature Images for the Homepage
  - Design of at least 1 internal page with designated content placement
  - A refreshed logo design to complement the website

## Brand Recap

**Customer** - Orion's customer/audience is the hunter. Orion does not cater to any particular type of hunter (eg; not just deer hunters or bird hunters) but rather all hunters. The website design should therefore provide appeal across all types of hunting.

**Brand Vision & Mission** - Orion's purpose is to protect the future of hunting by setting the example for the modern hunter. Orion pursues this mission by providing information to the hunter so that the hunter can educate him/herself on the moral and ethical values, beliefs and principles.

**Brand Essence & Personality** – Orion is positioned a neutral party in providing access to information that hunters can use to assist in making personal decisions and assessments about hunting ethics. The brand image is one expressing an open, honest passion for the sport of hunting, a strong connection to the right of passage for young hunters entering the sport, a connection to the core of who someone is, and a sense of obligation to protect hunting for future generations. The design elements of the website should speak to this brand essence and personality.

**Positioning Statement** – Orion's stated purpose is to provide access to information and resources to help hunters determine their own preferences and positions in regard to hunting-related ethics and sustainability issues.

Orion is the leader in setting the example for the modern hunter.

## **Brand Identity**

- Brand Colors
  - The Orion brand colors are currently blue and gold and we anticipate them remaining in those color families. The specific color palette, however, is open for interpretation and refinement. For example, you might determine that a darker blue may bring more maturity to the brand. We feel the gold should reflect an earth tone in maintaining a connection to hunting the outdoors.
- Logo
  - There are currently two logos that have been used to identify the brand in the past. As part of the website design, we like to see a refresh of the logo to maximize its presentation value on the website and to enhance the overall cohesiveness of the final design.
  - We don't have any source files for the previous/current logo designs so you'll have to use the supplied JPGs as influence but recreate a logo and incorporate it into the website design.
  - The refreshed logo should include the name Orion and the brand tag line (see tag line section of this document)
  - The refreshed logo should not include any animals nor guns/weapons.
  - Get creative and let us see how you think the refreshed logo can convey the brand image outlined earlier in this document.
- Photography
  - Use of stock photography to support and enhance the brand image is strongly desired, especially on the homepage. As you consider imagery, keep these guidelines in mind:

- Pictures should reflect hunters with animals
- Pictures should reflect hunting landscapes
- Pictures that show or speak to multigenerational hunters are important (eg; grandparents & grandkids, parents & children)

### **General Design Direction**

- Final design should reflect a clean and professional aesthetic
- Design should take into account that the website audience spans all age groups:
  - Keep things simple and clean enough for and older audience to understand
  - Keep the design modern enough to feel relevant to younger, more Internet savvy individuals
- Design should make consideration of being easy to navigate with navigation placed in a well known/common location.

### **Tag Line**

“Protecting the future of hunting.”

*Secondary / Longer version* – “Protecting the future of hunting as leaders in setting the example for the modern hunter.”

### **Similar Websites**

The following websites display attributes that we think are relevant to our own website. See specific notes below each example for what we like about the designated website.

- Montana Wildlife Federation - <http://montanawildlife.org/>
  - This website has a nice clean design, good use of hunting landscapes, and clear access to key information. It's simple yet attractive and appealing.
- United Sportsman Alliance - <http://www.ussportsmen.org/>
  - This website also has a nice clean design and bright, fresh feeling
- Special Forces – <http://www.specialforcescharitabletrust.org>
  - This website does a good job of using imagery and message to create a strong sense of emotional connection / compels you to donate. The use of very large photography to draw attention and convey the messages is appealing.

# Website Structure

Below are some key directives in regard to the navigational, functional, and content elements that your design should accommodate:

## Primary Navigation

- About Us
- Hunting Ethics
- Conservation
- Get Involved
- Contact Us
- Donate
  - This button should have visual importance on the page to draw attention to it, standing out from the other main navigational items in some fashion.

## Homepage Slider / Feature Image

- Use stock imagery that conforms to the instructions provided about imagery earlier in this document.
- Create two sliders and choose one or both of the following approaches to what you create:
  - Make an emotional appeal that connects the visitor and encourages them to get involved or make a donation:
    - “Protect the heritage of hunting”
    - “Help us protect the future of hunting”
    - “Support us as we empower the modern hunter”
  - Present the organization and its mission in a more factual light with less emotional appeal / marketing spin:
    - “The leader in ethics and conservation issues”
    - “Leaders in setting the example for the modern hunter”
    - “Helping hunters make informed decisions on the issues that matter most”

## Homepage Widgets

Incorporate three widgets/areas on the homepage below the feature image / slider. These items will be linked to draw users into the designated areas of the website:

- Hunting Ethics
- Conservation
- Get Involved

## **Additional Homepage Content**

- Below the three widgets, incorporate one or more areas into the design that use creative to bring focus to the organization's mission.

## **Footer**

- Develop a footer that you feel creatively complements the website and incorporates appropriate demonstration content that you would expect to see presented in a footer.

## **Inside Page**

- Design a inside page that includes a header that brings the creative concept from the homepage into the website
- Demonstrate 2-5 paragraphs of content in Lorem Ipsum with a design and formatting for each of the following elements:
  - Titles (H1, H2, H3, H4, H5)
  - Lists (Ordered Lists and Unordered Lists)
  - Paragraphs
  - Tabular Information (table formatting)
- Incorporate one or more design elements that show how images can be used to enhance and complement the content area of each inside page.