

Design Brief

# The Company: theologyontap.com.au

Theology on Tap, founded August 2007, provides young adults (18 - 30 years) with an opportunity to explore issues and topics that relate to the Catholic faith in a fun and casual environment. We host various talks by both religious and lay speakers to encourage thoughtful discussions and a deeper understanding of the faith.

# Project Name: Theology on Tap

# Project Brief:

Theology on Tap is a non-for-profit with limited budget and we are in need of a logo design, landing page and sub pages to promote our events.

The theme should reflect our events. The event topics are Catholic, elegant, educational and bold; and many times confronting to the modern world as the question always arises, what is the purpose of our existence?

## Our Target:

We have two main targets

* General public aged 18 to 30
* Religious (i.e. Priests etc…)

We will carefully consider the effort required to turn the designs into wordpress pages. As such, we want to see practical designs that will allow for all sorts of browser widths (within reason). The site must operate on Personal Computers and Mobile Devices (iPhone, Android)

## Key word: **Fun**

## Style:

The feel must be fun, energetic and youthful, and at the same time containing bold undertones, drawing the viewer to connect with the brand and its product.

The look should be warm, modern and up lifting

## colors:

There are no restrictions on colors, however there should only be 2 to 3 primary colors throughout the website.

## Structure:

This structure is only a recommendation and can be changed for improved visibility:

## Technical:

The site can be developed in wordpress and must be easily administrated

It must be Google and Bing friendly, and allow for key word management, indexing and easy improvement.

The site should have the ability to post and or manage latest Twitter and Facebook feed’s

# Outcome:

The following outputs are required:

1. 1 x Logo design
2. 1 x Website design and wordpress development
3. Website and content management instructions (updating events, contacts, emails, facebook & twitter posts etc…)

# Web sites I like:

Below are the website designs which we would like to influence this project.

1. [http://www.koawater.com](http://www.koawater.com/)
2. <http://www.colouredlines.com.au/>
3. <http://fervr.net/>
4. <http://www.christianitytoday.com/iyf/>