



Clearly Christian Website Design

Tapestry Productions Inc, on behalf of Clearly Christian is launching a design of their new website.

Clearly Christian is a new 501c3 pending Non Profit Ministry whose mission is to “Use every avenue to proclaim Christ and Biblical Truth”.

The website is an initial design that provides a point of contact for the ministry, ability to donate to the ministry and blog functionality.

The most important aspect of thre website however is that it serves as a “portal” to the daughter endeavors of the ministry (i.e. The Before I Formed You Foundation).

What Clearly Christian does is take new, fledging ministry or non profit concepts, under it wing as “endeavors” and grows them until they can stand on their own when they are spun off under their own 501c3. In other words, Clearly Christian is a non-profit “incubator”. So, the Endeavors pages is crucial to the success of the site.

This should be a simple and clean site.

Pages required: Home, About, Endeavors, Support and Blog

Once a design is template is approved, content will be provided.

Even though the initial site is not large, it should feel very highly designed and highly engaging.

Please see some additional guidelines below:

Site requires Design + Coding.

Must be mobile friendly.

Needs to have a CMS that is easily editable by user. Prefer option to self publish blog via html or better yet, robust editor that is integrated in the CMS. Prefer either Drupal or WordPress.

Web URL will be: ClearlyChristian.org

Pages should be accessible though a prominent nav bar.

Homepage layout should take into consideration that additional nav options will likely be needed in lower left footer at some future date (i.e.: <http://www.moonfruit.com/>)

NO FLASH!

www.TapestryProductions.com

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Going into all the world.... through Art!



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Must have embedded Social Media options. If WordPress, prefer Sexy Bookmarks by Shareaholic. Please keep in mind that this plug in does not always play nice with some shopping carts.

Must have dedicated Google Analytics account.

We are looking for a friendly , engaging site. Prefer using royalty free stock photos, if needed

Logo as file below.

Site should give us the opportunity to rapidly and easily expand the site as if needed.

Needs to look highly designed, highly professional, highly engaging & friendly.

Must have Favicon.

Prefer a Persistent corner pointing to the Support page

Support page needs to have a Major Donor recognition feature.

Some things we like:

While we're not thrilled with the color scheme or the failure to use the sidebars, both: <http://www.mifa.org/> and <http://www.plantwithpurpose.org/> are clean and get the point of the organization across rapidly.

www.longhollow.com (see how each of their action items (Come, Connect, Grow) are icons. Also, the 3 slider features are available directly below the banner. We do not like the part below the fold. A little too template-y.

www.fbcoviedo.org (see how the I'm New, Online Giving, etc are overlapping into the site with the design icon (bubbles?) interweaving. That is great element integration. Not thrilled with their design but the element integration is nice.

missionhillschurch.com (Don't know that we love the design but it's a clean and self contained layout. Layout looks inviting, not intimidating. The slide transition is way too fast)

A site we really dislike:

gatewaylondon.org/(Too vertical, too busy)



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We look forward to seeing your work! Please feel free to communicate with us through Private Message! Thanks!