Design Crowd Concept

Mission

* To provide exceptional learning, training and certification opportunities to professional individuals pursuing aquatics, recreation, sport or health industries.

Logo:

* The logo needs to be adaptable in three orientations: (1) colour, (2) black on white, and (3) white on black
* The logo must be able to be printed as a “badge” for the front of a baseball hat, the chest of a shirt, as well as business stationary.
* The shape can be circular in nature, rectangular, square, or diamond, or slight variation to any of those
* There should be a “simple” variation to the logo as well as a “formal” adaptation
* Attached are some other logos that I like, and could be used as insipiration… or something else could be designed that can blow me away

Goals of the Website:

* To promote services available to be rendered, that will generate revenue
* To host training seminars, workshops, sessions online to connect to people on a broader radius
* To sell small quantity of products via an online website
* To have high traffic, to eventually sell advertising space
* To have an ability for clients to “register” in upcoming trainings, courses
* To have a members only login page (pages) where a login and/or password would be required to access

Audience Targets

* Professional businesses, (private industry or public sector) seeking professional training or consulting services in managing small to large part-time teams in the recreation and sport industry
* Prospective leaders/staff looking for development, resources, etc. (ages 16 to 24+)
* Current Supervisors/Managers in the field
* Individuals in aquatics, recreation, sport and health seeking specific certifications

Style:

* Modern / Sleek / Attractive
* Professional
* Clean / Not too busy
* Colour scheme based on a few colours rather than many colours

Features and functionality of the site:

* Must be mobile friendly, there can be certain aspects of the site that are optimized for desktop use… but otherwise majority of the site needs to be viewable on a cell phone / tablet
* Ability for “e-learning” type of learning modules, where people can sign-up and register for either free or paid trainings online
* A “member only” section for common resources, or exclusive areas
* Ability for video clips to be added by host or user
* Setup a “upload resource” section, where if someone wants a file they have to pay money for it…and the person that uploads the file, gets a royalty
* Social media buttons linking to social media accounts

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| **Main Page** | **Sub Pages** | **Content** |
| Landing Page |  |  |
| About | What We Do |  |
|  | Testimonials |  |
|  | FAQ |  |
| Services Offered | Training |  |
|  | Consulting |  |
|  | Coaching |  |
|  | Inspections |  |
| Resources | Public Access Page | Conference Sessions |
|  |  |  |
|  | Restricted Access Page (with login) |  |
|  |  |  |
| e-Commerce Page |  |  |
| Upcoming Courses | High Level Page of courses offered | Specific course dates/time/locations and ability to register |
| Contact |  |  |