

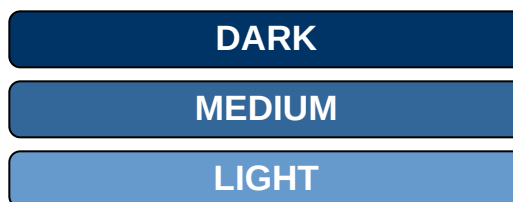
LeapKick

Logo

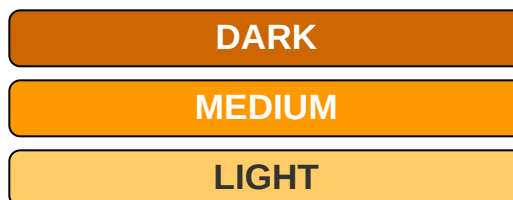
TBD.

Palette

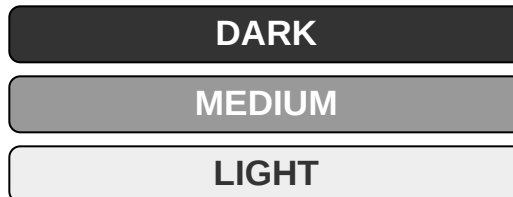
Family 1



Family 2



Family 3



Family 4



Comps

- foundation.zurb.com

- + **LIKE:** Color palette
- + **LIKE:** Vector artwork, thematic elements throughout
- + **LIKE:** Mobile first responsive
- + **LIKE:** Simple messaging, concise, drill-down menu

- spallian.com

- + **LIKE:** Simple messaging, color scheme, coordinated thematic elements on multiple panels
 - + **LIKE:** Mobile first responsive
 - **DISLIKE:** All the distracting movement to make it seem more interesting than it is, gradients in the graphic treatments.

- investiramevbulgaria.com

- + **LIKE:** Vector artwork journey as you scroll to walk the user through the exact experience you want to lead them to your first milestone - I'm not in love with it, but it's interesting...

- consumerbarometer.com

- + **LIKE:** Simple, direct, to the point with drill-down additional info

Design Elements

- Bootstrap CSS & Glyphicons
- Cartoonish Vector logo, icons, treatments
- Grid layout, Rounded corners, curved intersections
- Digital/Pixelated data/bits

Message

- Total Digital
- Integrated Solutions
- Digital Advantage
- Business Builder
- Dream -> Reality : Now.

Theme

- Simple & Powerful
- Valuable & Affordable
- Modern & Professional
- Fun & Focused