# Summary

I am accepting designs concepts for my personal blog and web presence – <http://www.daviddewolf.com>. The Blog, subtitled “Humble Confidence”, provides a platform upon which I have established a personal brand and market my services as an board member, executive advisor, public speaker, and thought leader.

The successful design will balance an executive and professional design with a bit of innovation and passion. It will match the style and colors of the logo provided and adhere to the requirements listed below while providing a visually creative, appealing, and user-engaging experience.

A few blogs that I consider to be well designed and similar in content to what I’m looking for include:

* <http://michaelhyatt.com> (by far the best representation)
* <http://tentblogger.com/>
* <http://www.sethgodin.com/>

# Requirements

## Technical Requirements

The design must be implementable in WordPress using “Standard Theme” (http://standardtheme.com/). Customizations to Standard Theme are allowed, but should not be extraordinary.

The design must be implementable using clean and standard html/css techniques.

The design must include a standard header that leverages the attached logo

The design must include a search engine optimized footer layout that includes various links. The footer must include a series of small print links include a permission policy and a privacy policy.

The design must include placeholders for advertisements on each page. Any standard Google Adwords sizes are acceptable.

The design must include a standard site template/shell and at least 3 internal page designs. The minimal designs should be submitted for the following pages (detailed below):

* Home
* About
* Boards and/or Speaking pages

## Information Architecture

### Primary Navigation / Pages

#### Home

The home page will be primarily comprised of blog content. A layout and design is required for each of the following blog types:

* Standard – a typical weblog comprised of text and graphics
* Quote – a short snippet which includes a sentence and an attribution
* Video Blog – a video surrounded by
* Podcast
* Image – an image only (with caption) blog

Each blog post should contain social actions – the ability to tweet, share, etc. . .with the click of a button.

In addition to the core content, the home page should provide a brief introduction and standard picture and/or video. Other optional elements may include a tag cloud, search box, etc. . .use your creativity

#### About

Contains basic “about me” information. This page will serve as a template for all other “standard” pages. Please include the basic elements for a website in this page. These should include:

* A minimum of 3 Headings - H1, H2, and H3
* A bulleted list
* A numbered list
* A table
* An image
* A call to action (typically an image/button)

#### Boards

A special page dedicated to the boards I sit on and organizations I serve. There should be two sections – one for current board positions and one for previous positions. Each position should contain a logo, company name, and short description.

I imagine the organizations logo being in full color for the current positions but grey scale for the previous, but that’s just an idea, not a requirement.

#### Speaking

A special page dedicated to previous and upcoming speaking engagements. The layout may be similar to the Board page. No need to submit a separate layout for it unless you believe they should be different. Each speaking engagement will include a logo, event name, and short description as well as a date/time and whether it’s open to the public or not.

#### Contact

No need for a separate layout unless desired.

## Other Elements

The Blog should provide quick access to the following blog “categories”:

* Business and Entrepreneurship
* Leadership
* Innovation and Technology
* Faith and Family

The template should include prominent links to each of my social media pages:

* Twitter
* LinkedIn
* YouTube
* Facebook
* Google+

The template should include a link to the blog archives