

**Background:**

Background design is needed for a medical company that offers a membership in an Israeli medical center. The membership allows people to receive priority treatment (booking of best hotels, free consultations throughout the year and priority appointment for top Israeli doctors). Therefore target market are affluent Russian people. Client seems to like this particular scheme, so all we need is to pretty it up and to create more concepts with different colors.

If you have any questions that you are not explained in this brief please email Roman r@romanz.ca

**Home Page**

- These are the colors we seem to like, however if you have any other ideas for color combinations that describe luxury services feel free to use them. The look and feel we are going is simple and elegant.
- Whatever color you decide to choose you will need to redo existing logo to match that one tone color
- We need to find some good font to look good on a slideshow
- We want the button "Registration" to stand out, perhaps be a bit different in color
- Make sure your design incorporates roll-over and drop down
- At the bottom we want 5 photographs or icons that you create that represent (emergency services plan covers, transportation services, hotel services, variety of doctors and Become a member)
- Add a footer with social media icons (FB, Twitter, RSS) and a logo in the same one tone like the top

Services:

# Logo

416-000-000

О Нас

VIP Club

Сервисы

Программы и Цены

Зарегистрироваться

Контакты

## Сервисы

Пакет	Пакет	Пакет
-Сервис		
-Сервис		
-Сервис		
-Сервис		

\$000

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- Here you need to create a kickass comparison table between three different packages.
- Use the header and footer from home page


- Single Page

# Logo


416-000-000

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## О нас



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- Use the tone you chose for the logo and buttons to create a background for a single page post
- Create nice headers.