

Web Proposal Document

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Business Contact Person	Danielle Riel
Business Contact Email Address	studioxdesign@shaw.ca

Summary

Pages Overview

Page	Path
Home	/
Contact	/contact
Gallery	/gallery
Events	/events
Cross Reference	/crossreference

Design Theme

Item	Description
Min Screen Size Support	375 px
Accent Color	#9A9BFF
Base 90	#393636
Base 80	#4F4C4D
Base 70	#656263
Base 60	#7B7979

Features Overview

Layout Components

Header

Item	Description
Background Color	white
Text Color	base 90

- Layout
 - StudioX Design logo should be left justified
 - Navigation Links should be right justified
- Nav Links
 - Content
 - “Home”
 - Links to /
 - “Contact”
 - Links to /contact
 - “Gallery”
 - Links to /gallery
 - “Events”
 - Links to /events
 - “Reference”
 - Links to /crossreference
 - Responsiveness
 - On small screens nav links should collapse into a hamburger icon
 - Clicking the hamburger icon will open a list of navigation buttons for each page
 - Button Style
 - Border color - accent
 - Text color - Base 90

Footer

Item	Description
Background Color	Repeating purple square background image
Text Color	base 90

- Layout

- StudioX Design logo should be right aligned
 - Contact information and CTA should be left aligned
- Contact Us CTA
 - Link to '/contact'

Pages

Home

Who We Are Section

Item	Description
Background Color	<ul style="list-style-type: none"> ● Overlapping and offset 'rows' with opposing rounded sides <ul style="list-style-type: none"> ○ Back row should be purple & leveraging supplied image ○ Front row should be base 90 color
Text Color	White

- Who we are
 - Description of the business
 - CTA for getting in contact
 - "Contact Us"
 - Links to /contact
 - Responsiveness
 - Small screen sizes should remove the rounded background images and take full width while keeping the offset

Works Section

Item	Description
Background Color	white
Text Color	accent

- Carousel of images containing different work
 - Arrow keys should handle scrolling
- Links for changing the category of work displayed in the carousel
 - "Logos"
 - "Annual Reports"
 - "Branding"
 - "Specialty"
- CTA for viewing more work
 - "See More"

- Links to /gallery
- Responsiveness
 - On large screens category links should be displayed as a row
 - On small screens category links should be displayed as a single column

Testimonials Section

Item	Description
Background Color	<ul style="list-style-type: none"> ● Overlapping and offset 'rows' with rounded edges on the same side <ul style="list-style-type: none"> ○ Back row should be purple & leveraging supplied image ○ Front row should be base 90 color
Text Color	White

- Display quotes from previous clients about working with Studio Design X
 - Responsiveness
 - Small screen sizes should remove the rounded background images and take full width while keeping the offset

Partners Section

Item	Description
Background Color	White
Text Color	Base 90

- List previous clients and collaborations
- Responsiveness
 - Two columns on large screen sizes
 - One column on small screen sizes

Contact

Item	Description
Background Color	white
Text Color	Base 90

- Info table
 - Email
 - Phone Number
- Contact form
 - Email Input

- Required
 - Validate email
- Subject Input
 - Required
- Message Input
 - Required
- Submit button
 - Open local email client with email, subject and message prefilled

Gallery

Item	Description
Background Color	white
Text Color	accent

- Responsive grid for any works the client wants to display
- Images clickable
 - opens a modal where image is displayed as full size

Events

Item	Description
Background Color	Accent
Text Color	Base 90

- Freeform page where the client can post about past or upcoming community events
- Confetti Animation
- Upcoming Event
 - Countdown to next event
- Community
 - Display images from previous events
- Products
 - Display images of previous projects
- Customers
 - Offer testimonials similar to what could be expected at the event

Content

Layout Components

Header

Item	Content
Navigation Links	<ul style="list-style-type: none">• “Home”• “Contact”• “Gallery”• “Events”• “Reference”

Footer

Item	Content
Header	Need a Quote?
Paragraph	Email Danielle at: studioxdesign@shaw.ca
CTA	Contact Us
Paragraph	Written by Jared Pon. Last updated: {Date} {Time}

Pages

Home

Who We Are Section

Item	Content
Header	Who we are
Paragraph	Established in 1996, Studio X Design Inc. is a mother- daughter team with over 30 years of combined graphic design experience. Based in Calgary, we serve a diverse clientele, from established corporations to small businesses. Specializing in captivating branding solutions, we bring your vision to life with creativity, experience and excellence.
CTA	Contact Us

Works Section

Item	Content
Links	<ul style="list-style-type: none">• “logos”• “annual reports”• “branding”• “specialty”

Testimonials Section

Item	Content
Testimonial 1	<p>Working with Studio X Design has been fantastic. They’ve done an incredible job designing logos and graphics for several of mine and my family’s businesses. They are flexible and is always able to work within my deadlines. I highly recommend the team at Studio X for anyone in need of top-quality design work!</p> <p>– Janet Garvey, Hurricane Pipe & Supply LLC</p>
Testimonial 2	<p>As an indigenous goods supplier, it’s important that we connect with indigenous artists for all facets of our brand. We are happy to be able to collaborate with Danielle, a local Métis graphic designer. She’s helped revitalize our brand’s visual identity, as well as help out with our sub-brands. We plan to work with her for many years to come!</p> <p>– Martin Williams, Western Varieties Wholesale & Buffalo Cross</p>

Partners Section

Item	Content
Header	we are proud to collaborate with:
List Items	<ul style="list-style-type: none">• AMMSA• Cash Back Real Estate Ltd.• City of Airdrie• Curling Alberta• Gas Alberta Inc.• Hurricane Pipe & Supply LLC• JOEY Restaurant Group• Lincoln County Oilfield Services• Marr & Company• Native Delights• Curling Alberta• Northwestern Polytechnic

	<ul style="list-style-type: none"> • myowngreenhouse.ca • SummersDirect • University of Alberta • Western Varieties Wholesale
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Contact

Item	Content
Header	Contact Us
Paragraph	Looking for a quote? Want more information about the services we provide? Let us know.
Table Headers	<ul style="list-style-type: none"> • Email • Phone Number
Table Cell	<ul style="list-style-type: none"> • studioxdesgin@shaw.ca • (780) 886-6528
Form Input	<ul style="list-style-type: none"> • Email <ul style="list-style-type: none"> ◦ Label - Your email ◦ Placeholder - name@example.com • Subject <ul style="list-style-type: none"> ◦ Label - Subject ◦ Placeholder - Let us know how we can help you • Message <ul style="list-style-type: none"> ◦ Label - Your message ◦ Placeholder - Leave a comment.. • Submit Button - Send message

Events

Item	Content
Header	Join us for a gathering at our location on {Date} {Date time countdown}
Header	Meet our community!
Header	See our products!
Header	Hear from our customers!
Paragraph	As a project manager, I can say that one of Sandy's key attributes is a willingness to be creative, fast and patient with complex approval processes. She has extensive experience with other orders of government and the private

	<p>sector, enabling her to bring good counsel to the table when we do not always know with certainty how the finished product should look. And in my experience, she is not happy until we are happy, which can make all the difference.</p> <p>– D. Holehouse Corporate Communications City of Edmonton</p> <p>We've worked with Studio X for several years on a variety of projects. We appreciate the quick turnaround and attention to all the details and parameters involved.</p> <p>– Mike Steger Vice President, Marketing and Communications TELUS World of Science – Edmonton</p>
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