

Design Spec

1. Summary:

For this design I believe a friendly tone would accurately convey the general mission and purpose of this website and create a welcoming atmosphere that expresses happy horses and happy new horse owners. All of the pictures and personal stories already show a family friendly tone and I believe just adding a little organization to all of the links, pictures, and information will allow for visitors to the site to easily navigate and view all of the information they need. The fonts and color scheme make the information difficult to read and some off the links make it confusing to navigate the website. It would benefit from a menu bar with important links at the top and a simplified front page with a more concise introduction to the mission statement and some pictures to help convey a friendly, welcoming mood.

2. Mock ups

Desktop Homepage:

Cloud 9 Walkers

"A Texas/National Gaited Horse Experience!"



[Home](#)[Horses For Sale](#)[Events Blog](#)[Our Mission](#)[Care Tips](#)[Contact Us](#)

Barefoot or Lite Shod Quality Sane Pleasure Tennessee Walking Horses For Sale with Extensive Camping and Trail Riding Experience and Natural Horsemanship Training.



Our horses for sale have current (within one year) negative coggins, and all are on grass hay as well as a quality pellet feed similar to Purina Strategy (14% protein, 6% fat). They are stalled during the daytime and turned out to pasture at night for freedom and socialization.

Some of Our Latest Happy Horse Owners:

Michael and Cisco (8/29/12)



Donna and Ernie (8/2/12)








Email: LKidder328@aol.com
Phone: (281) 726-4545
Address: Hardin, Texas (zip 77561)



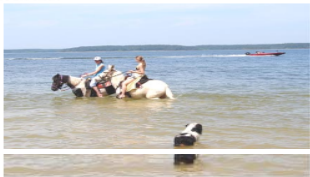




Find us on
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Mobile Home Page:

		Menu
<div><div>Cloud 9 Walkers</div><div>"A Texas/National Gaited Horse Experience!"</div><div></div></div>		
<p>Barefoot or Lite Shod Quality Sane Pleasure Tennessee Walking Horses For Sale with Extensive Camping and Trail Riding Experience and Natural Horsemanship Training.</p> <div></div> <p>Our horses for sale have current (within one year) negative coggins, and all are on grass hay as well as a quality pellet feed similar to Purina Strategy (14% protein, 6% fat). They are stalled during the daytime and turned out to pasture at night for freedom and socialization.</p>		
<p>Some of Our Latest Happy Horse Owners:</p> <p>Michael and Cisco (8/29/12)</p> <div></div>		
<p>Donna and Ernie (8/2/12)</p> <div></div>		
<div><div>Email: LKidd328@aol.com Phone: (281) 726-4545 Address: Hardin, Texas (zip 77561)</div><div> Find us on Facebook</div></div>		

Mobile Secondary Page:

		Menu
<h1>Cloud 9 Walkers</h1> <p>"A Texas/National Gaited Horse Experience!"</p> 		
<p>Our Mission:</p> <p>We practice Natural Horsemanship Training on all our horses Training the horse to THINK instead of just REACTING And we LOVE doing it all BAREFOOT!</p>		
<p>Whether its near the lake...</p> 		
<p>Or IN the lake!</p> 		
<p>Whether its in the show ring or a parade!</p> 		
<p>We subscribe to the philosophy and practice of wet saddle blankets, and to train our horses to:</p> <ul style="list-style-type: none">Flex and bend at the pollBack on light reinNeck reinForehand turnPivotSide passCanter on correct leadsCross any obstacleSlay tied with patienceRespect its handler and riderTolerate dogs, traffic, gun fire, and other surprises		
<p>Email: LKidder328@aol.com Phone: (281) 726-4545 Address: Herdin, Texas (zip 77561)</p>		 <p>Find us on Facebook</p>

Cloud 9 Walkers


"A Texas/National Coated Horse Experience"

[Home](#)[Horses for Sale](#)[Events/Blog](#)[Our Mission](#)[Care Tips](#)[Contact Us](#)


Our Mission:

We practice **Natural** Horsemanship. Training on all our horses
Training the horse to **THINK** instead of just **REACTING**
And we **LOVE** doing it all **BAREFOOT!**


Whether its near the lake...



Or in the lake!




Whether its in the show ring or a parade!



We subscribe to the philosophy and practice of wet saddle blankets, and to train our horses to:

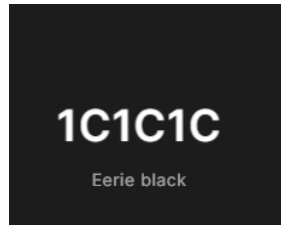
- Flex and bend at the poll
- Back on light reins
- Neck rein
- Forehand turn
- Pivot
- Side pass
- Cut on correct leads
- Cross any obstacle
- Stay tied with patience
- Respect its handler and rider
- Tolerate dogs, traffic, gun fire, and other surprises

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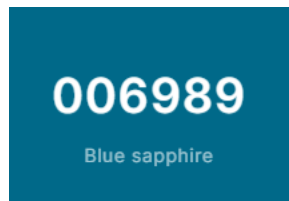
3. Design Palate:



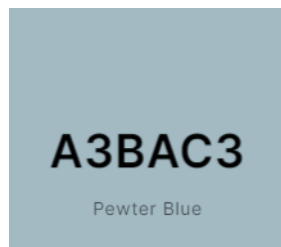
Headline Text

Sub-Head Text

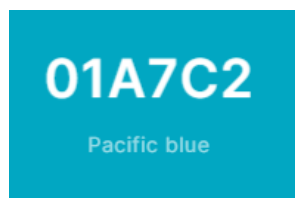
Body Text



Button Color



Top border color



Logo Color

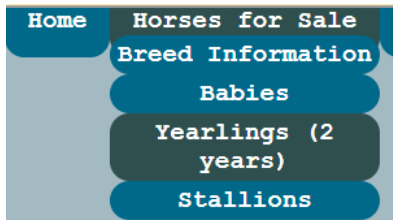


Background photo

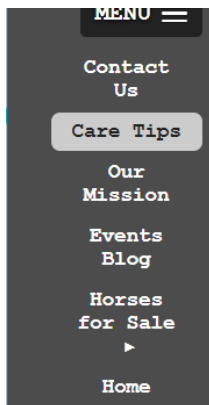
Button Style:



Drop Down menu with hover effect:



Mobile menu with hover effect:



Logo and border style:

