Website Design

All of the photos I have edited are black and white with only the people in color. Check the out before you begin the website. I want the website to be classy looking. Elegant. Timeless.

Font Choices

These are the fonts I like (Body option)

These are the fonts I like (Title option 2)

These are the fonts I like (Title option 1)

These are the fonts I like (Body option)

These are the fonts I like (Body option)

Main Page (Home Page)

Logo up top, taking with the whole top of the page

Under logo, three tabs:

1. Shop
2. Stats
3. Donate button (looks different than other two)

Under this our tabs main tabs will be the following below. Please note that the tabs beneath the main tab are sub options (like the Susan G. Koman website).

* About
* Facts and Statistics
* Our mission
* Our innovation
* What we do

[These will all be on one scrolling page but people can click on each topic respectively and be moved to the area that they clicked on]

* The Ageless Experience
* Young adult ageless innovators
* Older adult ageless leaders
* Get Involved
* Collaborate
* Connect
* Create
* Ageless Market
* Blog
* Videos
* Donate

Main focal point of home page will be alternating photos, similarly to Susan. G. Koman and Kula but will not take up the whole screen since many of them are a smaller size. So we will have photos on the right, we will have the statement:

“Embracing our growth is the most beautiful aspect of living. Instead of “aging,” we are simply growing.

We grow. We learn. We connect. And our ultimate goal, is to share these experiences.” (I am going to change this but it’s a good start).

As the photos alternate, on the right hand side, this statement will not move or anything.

Below, similar to Susan. G. website, “Our mission: **To transcend age boundaries in collaborative and creative environments that promote social relationships between young and older adults.**”

Below mission statement, the next segment will be “The Ageless Experience” and below will be three photos:

* Two of young adults
* Two of older adults

When people click on each photo it will go to that specific story, but again, like the “about page” and “home page” will be a scrolling option to the other people.

Next as you scroll down will be “Our Impact in Redefining Age”

Infographic

Scroll more to Store stuff – this segment will come later when we actually get store items

Exactly like Kula’s. Please refer to how that part looks (it’s the dark gray part)

“Looking for something” will look the same:

* About
* Get Involved
* Ageless Market
* Contact
* Meet the Team
* Blog
* Videos

“Donate to Ageless interAction”

Infographics for that part

Stay connected – I am not sure this aspect of the website… I would like people to be notified when I write a new blog post or have a new event.