ReCAP Strategy

Branding:

- **Domain:**
  - http://www.medrecap.org/
- **Logo PNG (transparent version coming soon):**
  - https://drive.google.com/a/stanford.edu/file/d/0B_rDkZsMdm8jNXloVEthcmpsM1k/view?usp=sharing
  -
- **Logo PNG (transparent version):**

  -
- **Fonts Used:**
  - Logo: Montserrat
    - (https://www.fontsquirrel.com/fonts/montserrat)
  - Content/Text: Open Sans Light ***emphasis on Light! (https://www.fontsquirrel.com/fonts/open-sans)
- **Colors:**
  - Black
  - White
  - Red or Blue (#0092ff)
    - *** Cool idea: We will change the plus sign logo whenever there's a special celebration aka a holiday (we'll do red and green, etc.)

  -

Inspiration:

- **Design:**
  - http://www.greylock.com
    - Simple, gets the point across. If we use this main template with a little extra design, it'd be great!
  - http://goldhirshfoundation.org
    - I love how direct, simple, and yet bold it is. Not my kind of color scheme, but I love how it visually articulates a message and draws people. Perfect for recruiting season.
  - http://www.aceventurecapital.com

- https://www.theshoethatgrows.org

Website Content:
- https://www.period.org
  - Content is good. A little too overwhelming for me, but I like the visual and content matches and tells a unique story.
- http://goldhirshfoundation.org
- http://www.greylock.com Love how they organized the content.

Content Sections:

- **Home Page**
  - When you first enter, the website will open up like a small square widening to the larger interface, similar to how http://www.aceventurecapital.com/ where it opens up to the home page with a square transition format.
    - ***Whenever you click to each page, it will use that same transition.
  - Design:
    - The logo will appear on the left. There will be a decent space between the logo on the left and the menu options. The example down below is kind of what it should look like, but there should be a bigger space between ReCAP and Vision since there is more room.
    - The menu should be fixed. When you scroll down, the menu bar at the top stays the same.
      - The background should be white. And then when you hover the mouse over the menu options, the font will turn a different color (maybe red or gold?). A similar example would be http://www.greylock.com (except they have a dash over the text)
  - Content:
    - Basing it off the http://www.period.org/ model:
      - Part 1: The sacred patient-physician relationship is at risk to the future of medicine. *We are trying to disrupt the healthcare system.*
      - Part 2: It is always a win-win situation. *Studies show that patient-centered, empathetic communication leads to better patient recovery from discomfort and concern as well as as improvement physician's well-being.*
      - For all of them, take an arrow down (look at http://www.period.org/) and use→ Call to action: You can help.
    - Scroll down:
      - ReCAP strives to harness the power of people to foster better patient-physician relationships and advance the field of patient-communication.
      - We've built _____ bonds.
    - Tell us more about ReCAP.
    - Scroll down.
    - ReCAP is a groundbreaking initiative run by student advocates and volunteers in conjunction with healthcare leaders. We are leading the Patient-Communication Movement by developing our own patient-feedback system for resident physicians. We are powered by the people for the people.

- **Vision**
  - **Finish by 08/08/2017**
- **Initiatives**
  - **Finish by 08/09/2017**
- **About**
  - **Finish by 08/10/2017**
- **Get Involved**
  - Because we are not recruiting right now and have no links to provide, we can't put anything yet. That will change when we start recruiting. For now just put:
    - "Interested in joining the movement? Please check back here for more details starting in October."
- **News**
  - This is only temporary, but for now, it will remain a page similar to this: (http://www.womenspeakteam.org/mediacoverage/)
  - However, in the future, when I contact more news outlets, we will add the articles in a simple two column format scroll down (unless you have other ideas? Flexible to change).