***Parable/Forge****: Website Front Page*

*Function*

**1st Read/Screen - Visual Impact “Hooks”**

"Parable" - Secondary (left)

and

"Thing Forge" - Primary (right)

**2st Read/Screen - Anticipated Questions “Glide Path”**

“About Parable” - Primary (left)

and

“What does “Thing Forge” do?” - Secondary (right)

**3st Read/Screen - Calls to Action “Actions”**

“Parable News” - Secondary (left)

“Contact Parable” - Secondary (left)

And

“Alpha Details” - Primary (right)

“Register for the Alpha” - Primary (right)

*Form*

**Branding**

***Parable***

“Do more with AI”

“What do you want to make?"

1. Branding Guide: (attach 1)

* Color Palette: (fig 0)
* Color Explorations: (attach 2 and 3)
* For elements and detail

**Scope**

Size:

* 3 Browser Screen Lengths
* Maybe a bit more to allow for (animation buffers)

Header: "chrome"

* When: only appears at top
* Colors: (fig 1) / (fig2)

Footer: social media icons and contact

* When: only appears at bottom
* Colors: (fig 3) / (fig 4)

**Animations/ Transitions**

Parable : (LogoType and WordType)

1. Logo ->
2. Logo as Background ->
3. Logo

Forge Images(ry): (DAL-E?)

1. Forge Image (large) ->
2. Forge Imagery (Background - Taken from Alpha Scroll) ->
3. Forge Image (small)

Light / Dark Background:

Colors: Light (white) / Dark: Dark Gray (charcoal)  
 Light Gray  
 Buffered Transition (no line)

*Left Right*

1. Light Dark
2. Dark Light
3. Light Dark

Details:

1R: Direct Link to Alpha Registration