Coors - Scotch Rainbow (List of Website Features)
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01: HOME PAGE

- A large header/landing video with lots of negative space, specifically featuring the sky. It seems like a still image, except there's a bit of animation somewhere in the image - with something like clouds moving, a colour changing, etc.
    - Coors Light features a large image on their landing page. Scotch's home page also features large promotional images that take up the viewport.
    - Coors is a very *strong* brand, using the Rocky Mountains as their base. Having something commanding the whole viewport like this will establish Coors as a strong brand, even when the colours are more light & colourful.
- A sticky bar going across the page, main navigation that will stay consistent across all pages.
    - The navigation menu has a black background with a similar, bold sans-serif font to the Scotch logo. Each link is a different colour, matching the colours featured on the Scotch Rainbow Duct Tape (orange, light blue, purple, pink, lime).
    - However, upon hovering over the links, the user will see the link change colour to black while the background changes to the assigned colour of the rainbow.
- A slogan with a large, heavy-weight, sans-serif font. It should be similar to the sans-serif found in Scotch's logo.
    - The slogan currently features a CSS3 animation, where upon loading the page the colour of the text transitions slowly from its original colour, to the 5 rainbow colours previously mentioned. An introduction to the brand in copy of some sort - currently I am featuring some 'testimonials', paragraphs from customers who are talking about the Coors-Scotch Rainbow mashup.
- There is a button with a link to 'more testimonials', which would perhaps pull up an instagram-feed type of application, where the user can scroll through posts tagged #CoorsRainbow or #ScotchCoors or something along those lines.
- The copy featured on the page is a grey colour that's easy to read, while the headings are featured in the pink colour previously used.
- The footer's background is in the same light blue colour as the slogan's initial colour, and it's similar to the colour of the sky featured in the large header/landing image. The navigation menu's text is white.
    - For an extra pop of colour - when the user hovers over the links, they go through the same colour-transitioning animation as the slogan.
- The very bottom of the page features a Copyright bar that is styled similarly to the navigation menu/Scotch-style logo.

02: ABOUT US PAGE

- The main navigation, footer and copyright sections are the same.
- The page is divided in long images that fill the viewport. Each one features a heading and a small paragraph of copy, describing a different aspect of the company.
    - The images will be relevant to the company and its image - perhaps pictures of the brewery, or pictures of the Rocky Mountains -- but all of them will be colourful.
    - The sections will be divided as follows: Our Story, Our People, Our Values. Each will have a short paragraph to summarize, and then a button that the user can click to take them to a separate page that elaborates.
- At the bottom of this page, there will be a horizontal list of video thumbnails, which will pull up a large, lights-out style video player.
    - Videos included: An advertisement for Coors Light, a video of the two C.E.Os talking about their brand mashup, something about an event in the Rocky Mountains.

03: PRODUCTS PAGE

- The main navigation, footer and copyright sections are the same.
- A large image carousel is the main feature of this page. When the user changes between images, the copy in the description box below changes, giving a pitch for each type of beer.
- There is a 'WHERE TO BUY' button that would take the user to the Locations page.

04: LOCATIONS PAGE

- The main navigation, footer and copyright sections are the same.
- A large map is featured on the left side, with a list of Locations & Hours in a column on the right.
    - The user can interact with the map by using sliders, zoom, searching an address, etc. The locations are shown by markers in the different colours of the Rainbow Duct Tape.
    - If the user clicks a marker, a tooltip appears with the address and store name.
    - The Locations & Hours are shown in a larger font than the regular copy.
- There is a box below the map section featuring the "store locator." The user can input any Postal Code and decide on a range in km, and upon submitting their entry the map will refresh with a closeup of the area they've specified, with the closest 3 locations highlighted.
    - Text appears under the store locator box, with the long form of the stores' addresses as well as their own websites/contact info. This is organized by which one is closest to the postal code specified.

05: CONTACT PAGE

- The main navigation, footer and copyright sections are the same.
- The page is split in two columns, with the left featuring a contact form and the right featuring extra contact information.
- "Email Us" is the heading for the contact form. The user can write out a message and have it sent to the company there. Once they've hit submit, the box will grey out with "Thank you! We'll get back to you soon!" superimposed in large text.
- "Call Us" is the heading for the section on the top right. There are multiple phone numbers listed.
- "Snail Mail" is the heading for the section on the bottom right. The headquarters' office address is listed there in case the user wants to have their mailing information.
- Across the bottom of the page, above the header, is a box featuring the Social Media links.
    - The links are in the form of rounded, pink outlines.

NOTES FOR ALL THE PAGES

Animation
- Buttons are lime in colour, and use a gradient from colorzilla. They use a fade effect upon hover.
- The carousels use an ease-in transition on the slow side.

General
- It's important for the website to be fun and interactive, as Coors is trying to show their more playful side by combining with rainbow duct tape.
- We will use as many different colours as we can, but in order to not overwhelm the user all colours will be used as *accents* (headings/buttons/box backgrounds, etc.) The background is white and there will be a lot of negative space.
- Since we are combining the Strong, Cool, Unmovable vibes of Coors with the Playful and Fun vibes of Scotch, it's important to use large, sometimes bolded fonts and large blocks.
- The Rocky Mountains will be used frequently in imagery, but we'll add colour to the images rather than the stark white grey and blue of Coors' branding.