

FL-3013 New Website

My goal was to consolidate all the menus and short cuts into a straight forward menu and top bar. I also wanted to create a palette of fun color while keeping the overall look clean, simple and sophisticated.

top bar: I replaced the chunky “Live” call button with a simple phone icon. This phone button will serve as a direct to call button on mobile and a link to the contact page on desktop. When any item in the top bar is scrolled over, that item will be highlighted with a yellow rectangle.

Main menu: This will be overlaid an image on the home page and a solid piece on other pages. Items will hover green and turn green once clicked.

I took contact out from under the customers tab and put it on the menu by itself.

I took “become a distributor” off the main menu as a category because it is already under the “distributors” section.

Our advantage: I took out the bullets and used text found on a different page. I felt the paragraphs summed up each point better than the bullet points.

I significantly changed the look of this section, my goal was to imply motion (just like the logo) while using bold, eye catching colors.

Mobile

Top bar/main menu: All of this will be combined into one drop down hamburger menu that will drop from the top when tapped.