BodyMindBusiness logo reflects the intentions of its service with icons and colors the symbolize the elements and forms of life in its most divine form.

“Body” is the claim of knowing what you are – divine spiritual beings having a human experience and the “o” icon is colored orange (fire) and represents the fire of life within.

“Mind” is a claim to know who you are – holding you powerful in the identity of who you truly are. The “i” icon is colored blue (water) to represent the purity of water and the oneness of being in truth.

“Business” is a claim to know how you serve – you in your full expression. The “u” icon is a brown (earth) boot representing your feet on the ground – grounded in the truth and worthiness of your service.

The purple flower icon represents the air and breath confirming our right to be free and joyful. Combined, these four elements represent the balance we can create to live a fulfilling life.

Dame Ranch Designs webpage is a whimsical evocation of our favorite kind of lazy summer day. Working at the pace of love does not need to be slow but it sure feels good -- like the warmth of the sun on your face, the sound of nature buzzing, a whisper of a breeze and the contentment of just being in the moment and doing whatever feels inspired.

The background represents the hues of the sun as it traverses the daytime sky overlaid on a backdrop photo that changes according to the location of the Dame Ranch. The content is minimal and wrapped in suns representing the empowerment of morning, the zenith of full-expression at mid-day and the contentment and fulfillment as the sun sets.

Logo Design

Dame Ranch Designs itself was borne out of whimsy and free flow frequency. The logo in the form of a traditional ranch cattle brand has a "Lazy R" on its side. While the lazy R may look “’lazy” it is offering a glimpse of moving at the pace of love defying external and social expectations of a modern world. The sun rays emanating from the hump of the R inspired the rest of the design work but at its core it is an invitation to be and to know that we are at our highest service when we are creating at the pace of love.

The bees were added to further evoke the comfort of a lazy summer day and to draw the reader’s eye down the page. Each of the suns describes a way of being and using bees became a play on the word “be” or “bee”.

Content

Dame Ranch Designs website content is intentionally minimal. The reader is left to feel the vibration of being in that carefree moment where he or she remembers why she is here and how he serves because this is where we create in our fullest expression.

Technical Design

Technical Summary

Dame Ranch Designs is a pseudo single-page web design with only 2 linked pages to view additional details not directly related to the front-page story. The design is fully responsive to mobile formats and combines the power of HTML5, CSS3 and jquery to create a high-performance maintenance free website. Secure hypertext transfer protocol enhances security and performance.

Header card information is included for social media links and is unique to each page. Share buttons are included in the footer.

Project and builds are managed using nodejs, gulp and bower and is maintained on GitHub (https://github.com/kayetter/dameranchdesigns.com.git)

Dynamic Content

Scrolling animation was included using ScrollMagic and TweenMax animations. Slick, jquery modal and jquery accordion was used for dynamic carousel content and modals in the gallery section.