

Format guide lines

Font:

Open sans (Phoebe prefer this)

Helvetica Neue

*Use "light" for content,

*Use **Bold** for titles

UI design (style reference)

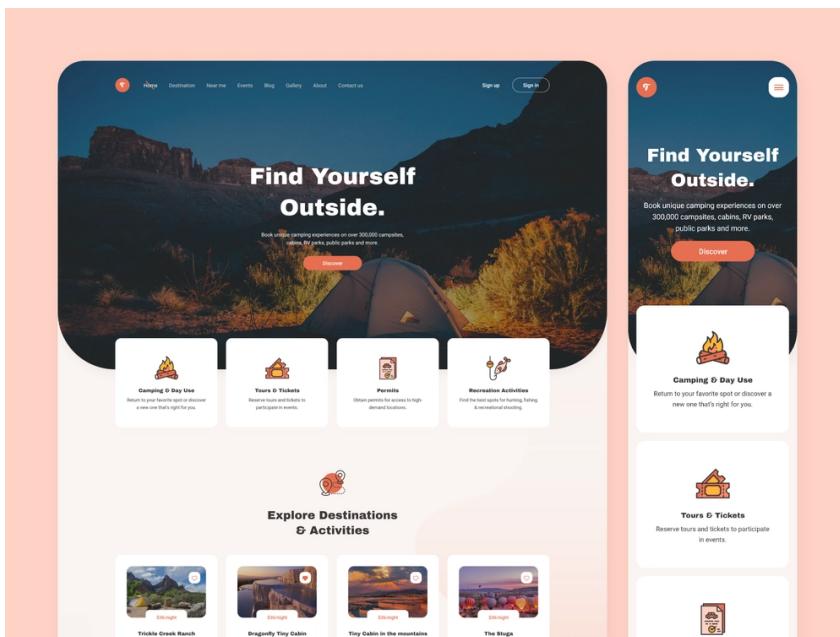
-Scrolling down reference:

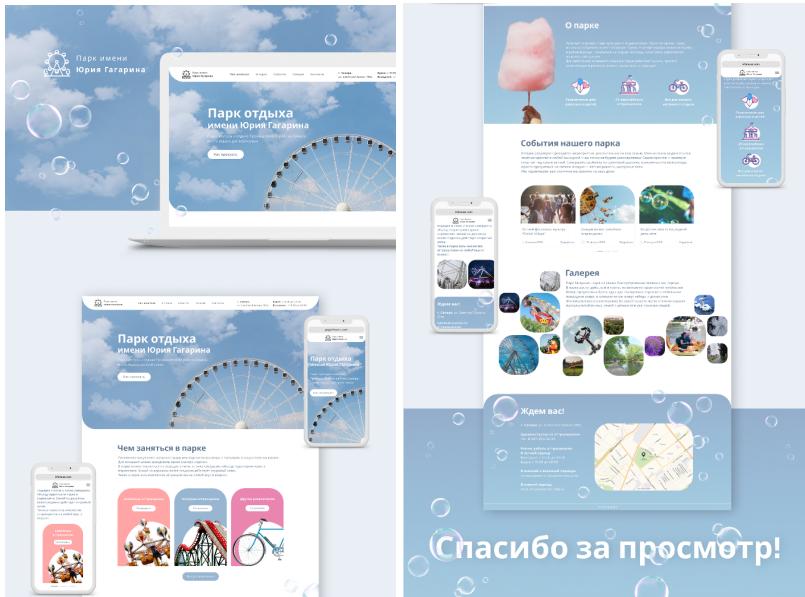
<https://www.pinterest.com/pin/560416747395466705/>

-Composition and style of UI:

Animation suggestions:

photos and words floating in while the user scrolls





Shelter

Shop Places Route construction Blog About Us

1

Winter Holidays You Dream About

With so much to see and do in Iceland, it can be hard to choose an activity. Our diverse selection includes hiking, caving, glacier walks, ice climbing, mountain climbing, hunting for the Northern Lights and more!

→

2

Guiding with Passion

About company

One of the fundamental evolutionary factors that is responsible for the creation of biological substances necessary for life is the microbiome of the body.

History

(YEARS)

1997
2003
2004
2009
2016
2017
2018

Release of the first biotechnological products

Leadership

Alexander Avstievsky
General Director

Biochemistry is an ancient and one of the most important fields of development today. At the same time, there are very few companies that have managed to turn biochemistry into a commercial product. Artlife is one of the first Russian companies to decide to launch a powerful biotechnology cluster.

Andrey Vekovcev
Director of scientific and production

The first biotechnological preparations "Artlife" were created more than fifteen years ago, even then we understood the role and importance of biotechnology in the process of human recovery. There are clear scientific justifications for the enormous significance of which society truly appreciates only now. And now, more than ever, we have practical experience in the development and production of products that through their properties affect our existence, our health in modern conditions is relevant. And at the same time, this is a huge field for work, a most interesting, creative, complex.

"Biotech is our most breakthrough and perhaps most important achievement"

"This is a huge field for work"

Our goals

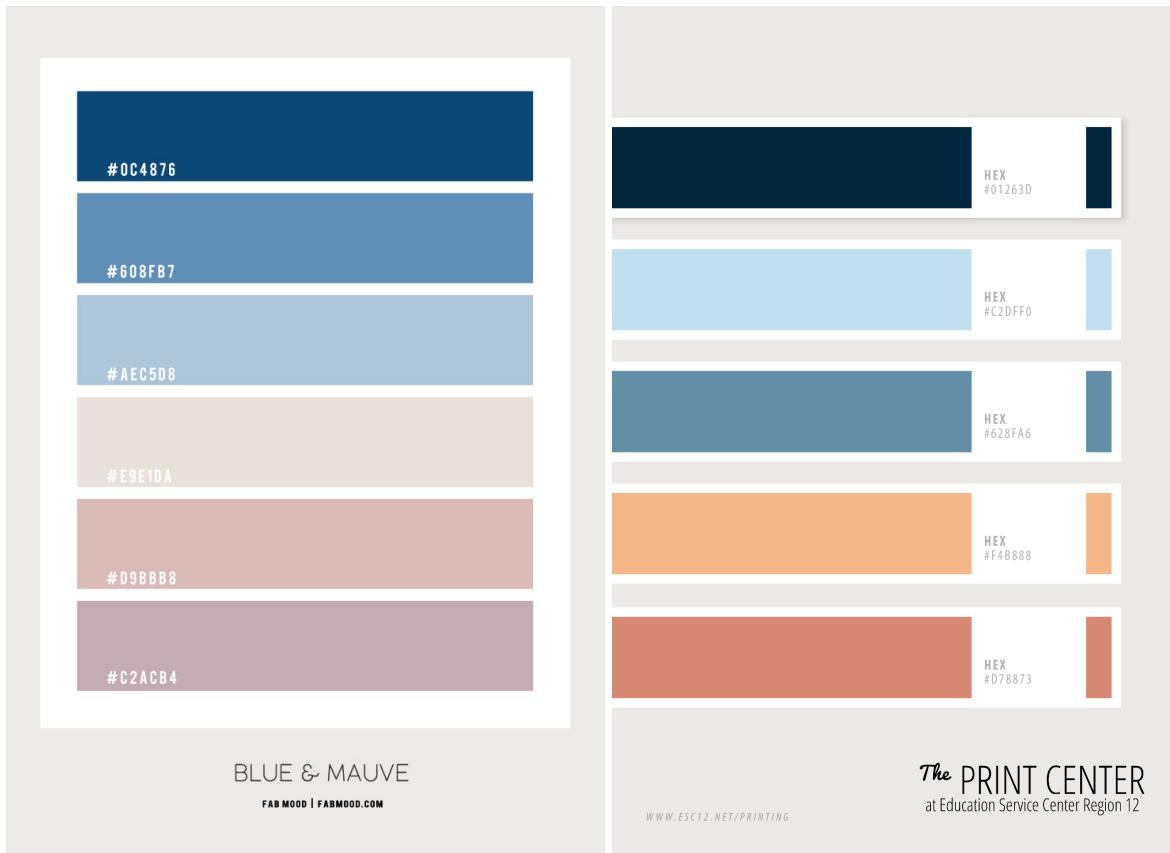
02/04

Recovery
Safety
New discoveries
Isolation of new strains

Create natural safe products

The first biotechnological preparations "Artlife" were created more than fifteen years ago, even then we understood the role and importance of biotechnology in the process of human recovery.

-Colour palette:



-Things to be included in the website:

The Big 5:

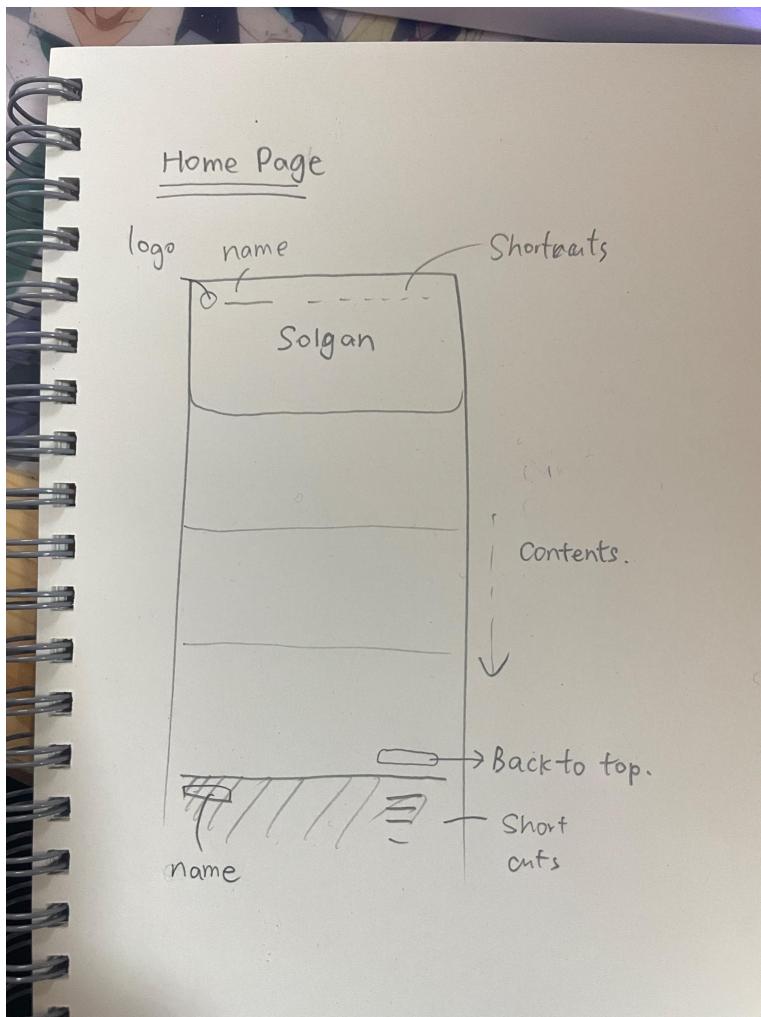
1. Background
2. About us
3. Operation (hardware, software)
4. Goals: School, Students, Society (Q: can include "collab with us →"?)
5. Tutorial Informations

Q: Shortcuts fast forward to the part of the long page or separate to different sections

if fast forward and have a button like: get more info

sth like "Start free tutorial now", and link to the tutorial resources part

Q: Maybe can also mention what ngo and enterprise we are cooperating with??



-different parts switches from white to color

eg: about us>blue, background>white, Operations>black and 淡色... etc

-The bottom part of the website: Black background and white words

-Top menu: photo and white words