

Surf Taco

Fonts, Colors, & Navigation

FONTS -

- Primary Font: Dirty Headline
- Secondary Fonts:
 - Oswald
 - Proxima Nova

COLOR SCHEME

- Main Colors
 - Blue: #000276
 - Dark Blue: #071326
 - Orange: #FF6505
 - White: #ffffff
- Hover Effects
 - Orange
 - Button Color: #FF6505
 - Button Text Color: #ffffff
 - Orange Active
 - Button Color: #ffffff
 - Button Text Color: #FF6505
 - White
 - Button Color: No Fill
 - Button Color Outline: #ffffff
 - Button Text Color: #ffffff
 - White Active
 - Button Color: #FF6505
 - Button Color Outline: #FF6505
 - Button Text Color: #ffffff

NAVIGATION MENU- Text Hover Effect - Blue: #000276

- Logo (Home Page): SurfTaco_Home_Final.psd
- Menu: SurfTaco_Menu_Final.psd
 - Menu Expanded (Accordion Style Menu): SurfTaco_Menu_Expanded_Final.psd
- Locations: SurfTaco_Location_Final.psd
 - Location Sub Page: SurfTaco_LocationsSub_Final.psd
- Catering: SurfTaco_Catering_Final.psd
- ST TV: Links to [Surf Taco Youtube Page](#)
- ST C.A.R.E.S. : STCares_Final.psd
- About: SurfTaco_OurStory_Final.psd
- Apply: SurfTaco_Employment_Final.psd
- Order Now CTA: Links to [Surf Taco Chow Now](#)
- Social Media Icons
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
 - [YouTube](#)
- Sign Up: Links to bottom footer to Surf Taco Newsletter sign up form
- Gift Cards: SurfTaco_GiftCardLP_Final.psd
- Desktop Navigation

- Header at top will be main navigation
- Sticky navigation
- Responsive Menu
 - Is a hamburger icon on mobile and will have a white background and the menu navigation items in Dark Blue: #040430, Blue (primary): #007bb9 as tap/hover effect

FOOTER

- Logo (Home Page): SurfTaco_Home_Final.psd
- Join Surf Taco
 - Sign Up for newsletter form - **Need Email Address from Client that Submissions get sent to**
- Social Media Icons
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
 - [YouTube](#)
- Talk to Us
 - FAQs
 - General Inquiries
 - Careers
 - Events & Catering
 - Fundraising
 - Donation Request
- Locations
 - New Jersey
 - [Belmar](#) (template for the [Location Sub Page](#) but filled out for each respective location)
 - [Jackson](#)
 - [Lacey](#)
 - [Long Branch](#)
 - [Manasquan](#)
 - [Rutgers](#)
 - [Princeton](#)
 - [Point Pleasant Beach](#)
 - [Red Bank](#)
 - [Seaside Park](#)
 - [Silverton](#)
 - [Shipbottom](#)
 - [Hoboken](#)
 - Florida
 - [Jupiter](#)
 - [Stuart](#)
- The copyright statement in the middle underneath the links - Please update to 2018 **“Copyright 2018”**
- All links, including social icons, will have the hover effect and should turn inverse Orange: #FF6505 or White: #ffffff

Surf Taco Functionality Write-Up

Prototype Links: [Desktop](#) | Tablet | Mobile

Images: all images can be found in the folder Assets, and then the subfolder labeled *Images*. There are subfolders labeled by page where all images for the respective pages can be found.

GLOBAL

- Header
 - Sticky nav functionality
- Footer
 - Newsletter Sign Up
 - Allows users to sign up for newsletter and subscribe, add to newsletter recipient list
 - **Need email address to send form submissions to**
- Gift Cards
 - Links to the gift card landing page - CTA on page "Check Out with PayPal" links to the PayPal checkout for Surf Taco's account
 - **Need Surf Taco credentials for PayPal account**

HOME (SurfTaco_Home_Final.psd)

- Header Image
 - The header image will function as a slider and have 3 sliders
 - The text, CTA and image on each slide will change
 - [Slider 1:](#) CTA links to Menu (SurfTaco_Menu_Final.psd)
 - [Slider 2:](#) CTA links to About (SurfTaco_OurStory_Final.psd)
 - [Slider 3:](#) CTA links to ST CARES (STCares_Final.psd)
 - Automatically scroll through sliders, but allow user to navigate through each manually with arrows on left and right
- Home Page Boxes
 - Good Food links to Menu (SurfTaco_Menu_Final.psd)
 - Good People links to Apply (SurfTaco_Employment_Final.psd)
 - Good Vibe links to About (SurfTaco_OurStory_Final.psd)
 - Good Cause links to ST CARES (STCares_Final.psd)
 - Customizable Casual Catering links to Catering (SurfTaco_Catering_Final.psd)
 - Give the Gift of Tacos Give A Gift Card links to Gift Cards (SurfTaco_GiftCardLP_Final.psd)
 - Experience the Surf Taco Lifestyle box
 - This is going to be a video (currently an image placeholder in design)
 - Click to play video
 - Video will be hidden on mobile
- Surf Taco Coastal Cuisine Social Section
 - Each icon links out to its respective social account
 - [Instagram](#)
 - [Twitter](#)
 - [Facebook](#)
 - [YouTube](#)
- Instagram Feed
 - Pull in Instagram feed from @surftaconj account
 - View More links to [@surftaconj](#) account page on Instagram in new tab
- Footer

MENU (SurfTaco_Menu_Final.psd)

- Header Image
 - Image can be found in Assets - Images - Menu Folder

- The menu page will function as an accordion
 - If you click on a category bar or the plus sign (ex: Tacos or +) the accordion will expand to show the menu items (Click on Tacos bar [here](#) to preview functionality in prototype - when expanded will look like [this](#))
- Expand All Bar
 - This will expand all the accordion category boxes simultaneously to show all the expanded forms (with menu items under)

LOCATIONS (SurfTaco_Location_Final.psd)

- This is the Main Locations page, which when each location is clicked on, will link to the [Individual Location Sub page](#) template
 - The information for each [Individual Location Sub page](#) can be found on the current website here:
 - [Belmar](#)
 - [Jackson](#)
 - [Lacey](#)
 - [Long Branch](#)
 - [Manasquan](#)
 - [Point Pleasant Beach](#)
 - [Point Pleasant Beach Club & Cafe](#)
 - [Red Bank](#)
 - [Rutgers](#)
 - [Seaside Park](#)
 - [Silverton](#)
 - [Shipbottom](#)
 - [Hoboken](#)
 - [Princeton](#)
 - Jupiter - Text only that reads "Open Now! Join the team. Apply online today" (link "Apply" to Employment page)
 - Stuart - Text only that reads "Opening Soon!"
 - The Individual Location Sub page will feature 1 photo as the header and 1 photo on the page - taken from the slider on the current site. The header on the Individual Location Sub page will be static, no longer function as a slider.
 - Order Now CTA
 - Links to Surf Taco on [Chow Now](#)
 - Other Surf Taco Locations
 - The map images are static
 - Each location name under "New Jersey" and "Florida" will link out to their respective [Individual Location Sub page](#)

CATERING (SurfTaco_OurStory_Final.psd)

- Header Image
 - Image can be found in Assets - Images - Catering Folder
- CTA Download Menu
 - Opens pdf menu in new tab (SurfTaco_Menu.pdf)
- Catering Form
 - Has date picker functionality when calendar icon is clicked
 - Has state dropdown menu - include all 50 states
 - Nearest Surf Taco Select a Location dropdown menu has Surf Taco Locations
 - Belmar
 - Jackson
 - Lacey
 - Long Branch
 - Manasquan
 - Point Pleasant Beach

- Point Pleasant Beach Club & Cafe
 - Red Bank
 - Rutgers
 - Seaside Park
 - Silverton
 - Shipbottom
 - Hoboken
 - Princeton
 - Jupiter
 - Stuart
- CTA Submit
 - Need email address to send form submissions to
- Photo Gallery
 - Will pull photos from library of images: Images - Catering - Catering Gallery

ST TV

- Links to [Surf Taco Youtube](#) channel in new tab

ST CARES (STCares_Final.psd)

- Header Image
 - Image can be found in Assets - Images - ST CARES
- Static Image accompanied by text
- We Help, We Unite, We Care images and text are static
- Image Collage Gallery
 - Images will lazy load when arrow button is clicked
 - Images feed in from library of images: Images - ST CARES - ST CARES Gallery
- Some of Our Favorite Organizations
 - Features logos of featured organizations (static)
- Upcoming Events
 - Links out to individual blog posts about events
 - Pulls in most recent blog posts tagged with "Events" or "ST CARES"

ABOUT (SurfTaco_OurStory_Final.psd)

- Static images accompanied by text

APPLY (SurfTaco_Employment_Final.psd)

- Header Image
 - Image can be found in Assets - Images - Apply/Employment
- Application form
 - Has state dropdown with all 50 states
 - CTA Submit at end of form
 - Need email address to send form submissions to

ORDER NOW CTA (Links to Surf Taco on [Chow Now](#) in new tab)

GIFT CARDS (SurfTaco_GiftCardLP_Final.psd)

- Header Image
 - Image can be found in Assets - Images - Gift Cards
- Choose gift card value dropdown menu
 - Options for:
 - \$10.00
 - \$25.00
 - \$50.00
- Checkout with PayPal button

- Will lead to the gift card landing page - CTA on page “Check Out with PayPal” links to the PayPal checkout for Surf Taco's account
 - **Need Surf Taco credentials for PayPal account**
- Hungry for Some Surf Taco?
 - Order Now CTA links to Surf Taco on [Chow Now](#) in new tab
- Find Your Surf Taco Now
 - Links to Locations main page

FAQs (SurfTaco_FAQs_Final.psd)

- Header Image
 - Image can be found in Assets - Images - FAQs
- “Contact Form” link will link to Contact Us page (SurfTaco_Contact_Final.psd)
- Will function as an accordion like the menu page
 - When expanded, answers will pop out
 - Content for FAQs is found [here](#) **Saved out as Word doc and include in files in Content folder**
- Hungry for Some Surf Taco?
 - Order Now CTA links to Surf Taco on [Chow Now](#) in new tab
- Find Your Surf Taco Now
 - Links to Locations main page

News & Events (SurfTaco_NewsEvents_Final.psd)

- Header Image
 - Image can be found in Assets - Images - NewsEvents
- Functions as a blog
- Has tag functionality to sort blog posts by
- Grey boxes are placeholders for images
- Read More link leads to [Individual Blog Post](#)

News & Events (SurfTaco_NewsEvents_Individual_Final.psd)

- Header Image
 - Image can be found in Assets - Images - NewsEvents
- Functions as an individual blog post with sharing capabilities and tags
- Grey box is placeholder for image
- Ability to navigate to previous and next posts at end of post copy
- More News and Events feed pulls in other blog posts and sorts by most recent