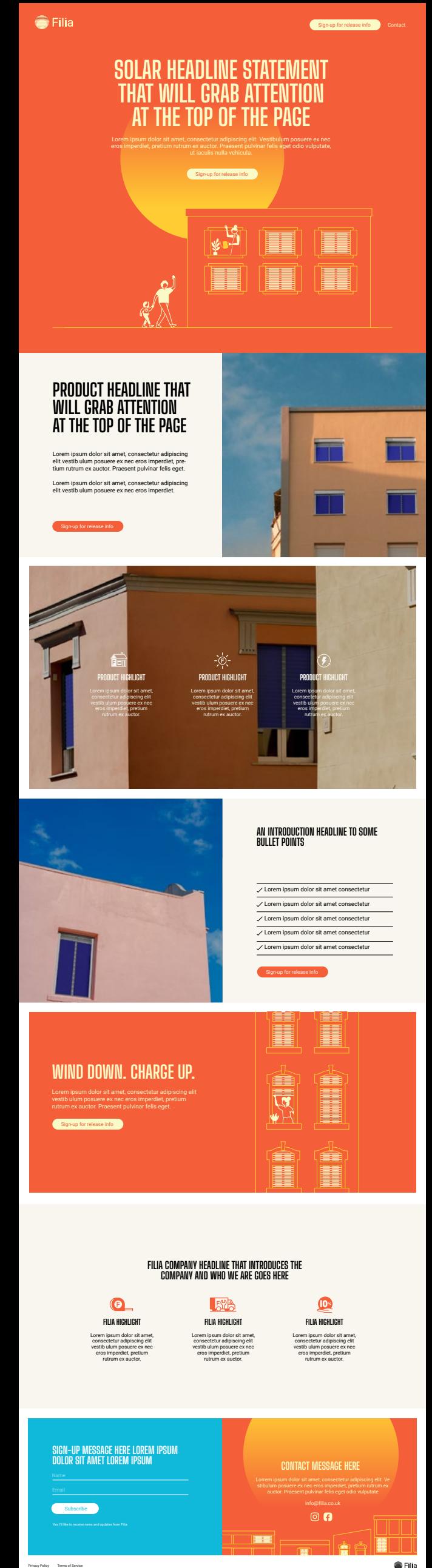




Filia Website v2.0

Holding Site Desktop

Overview



Nav

Intro

Intro to new tech

Top product highlights

Product

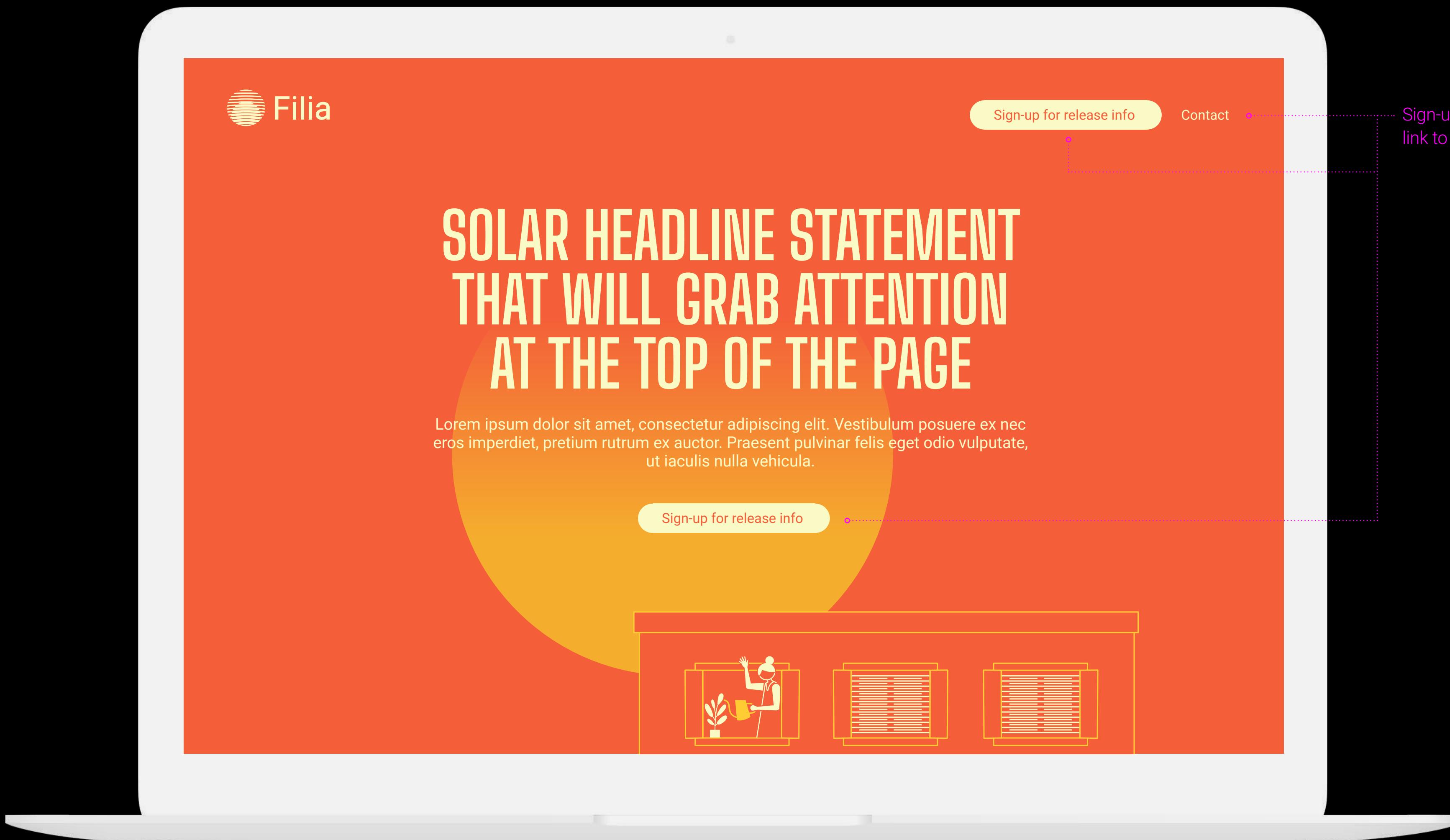
Answer any FAQs

Sleep benefit

Brand

Sign-up / Contact

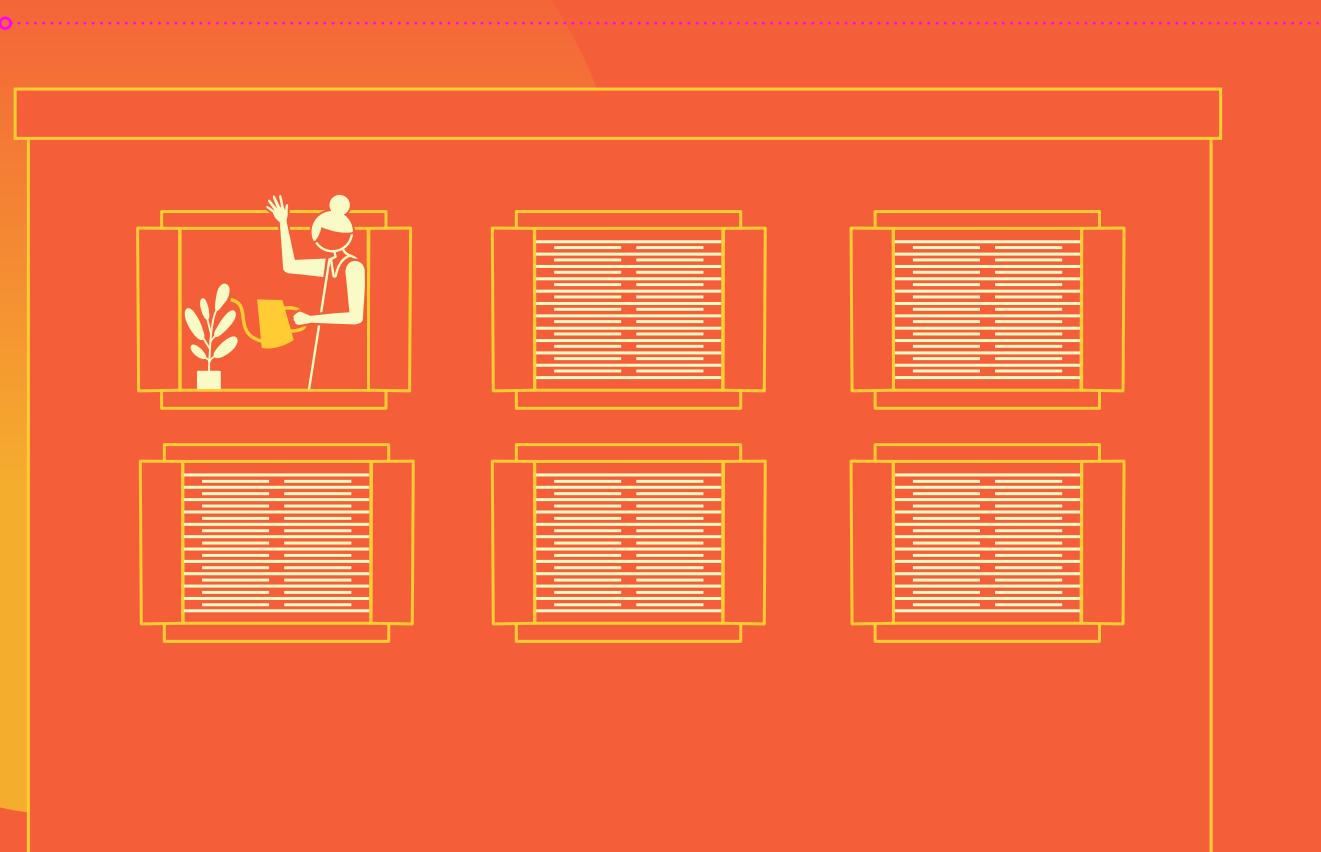
Footer



THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor. Praesent pulvinar felis eget odio vulputate, ut iaculis nulla vehicula.

[Sign-up for release info](#)



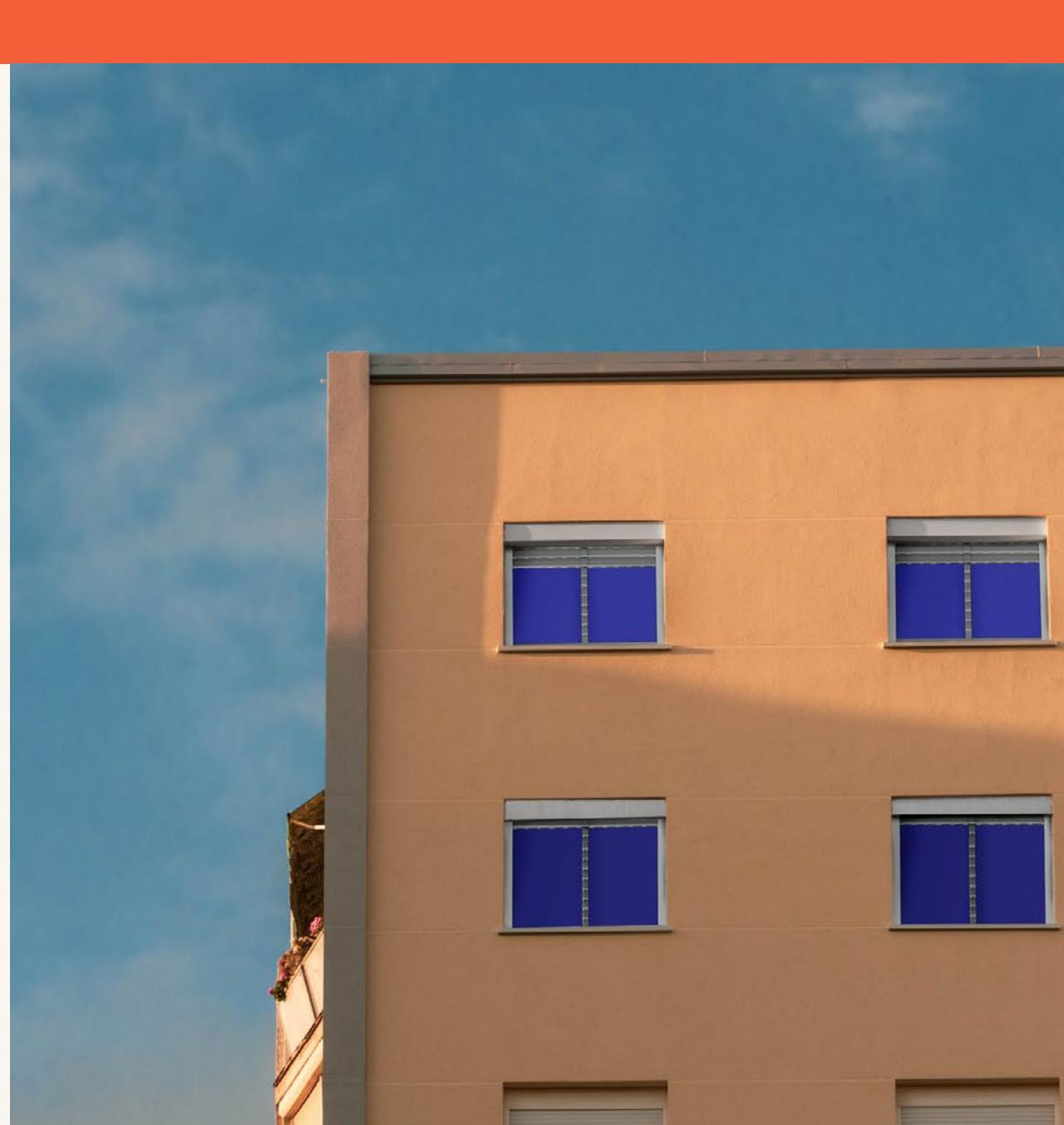
Parallax scroll on sun
behind illustration

**PRODUCT HEADLINE THAT
WILL GRAB ATTENTION
AT THE TOP OF THE PAGE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet, premium rutrum ex auctor. Praesent pulvinar felis eget.

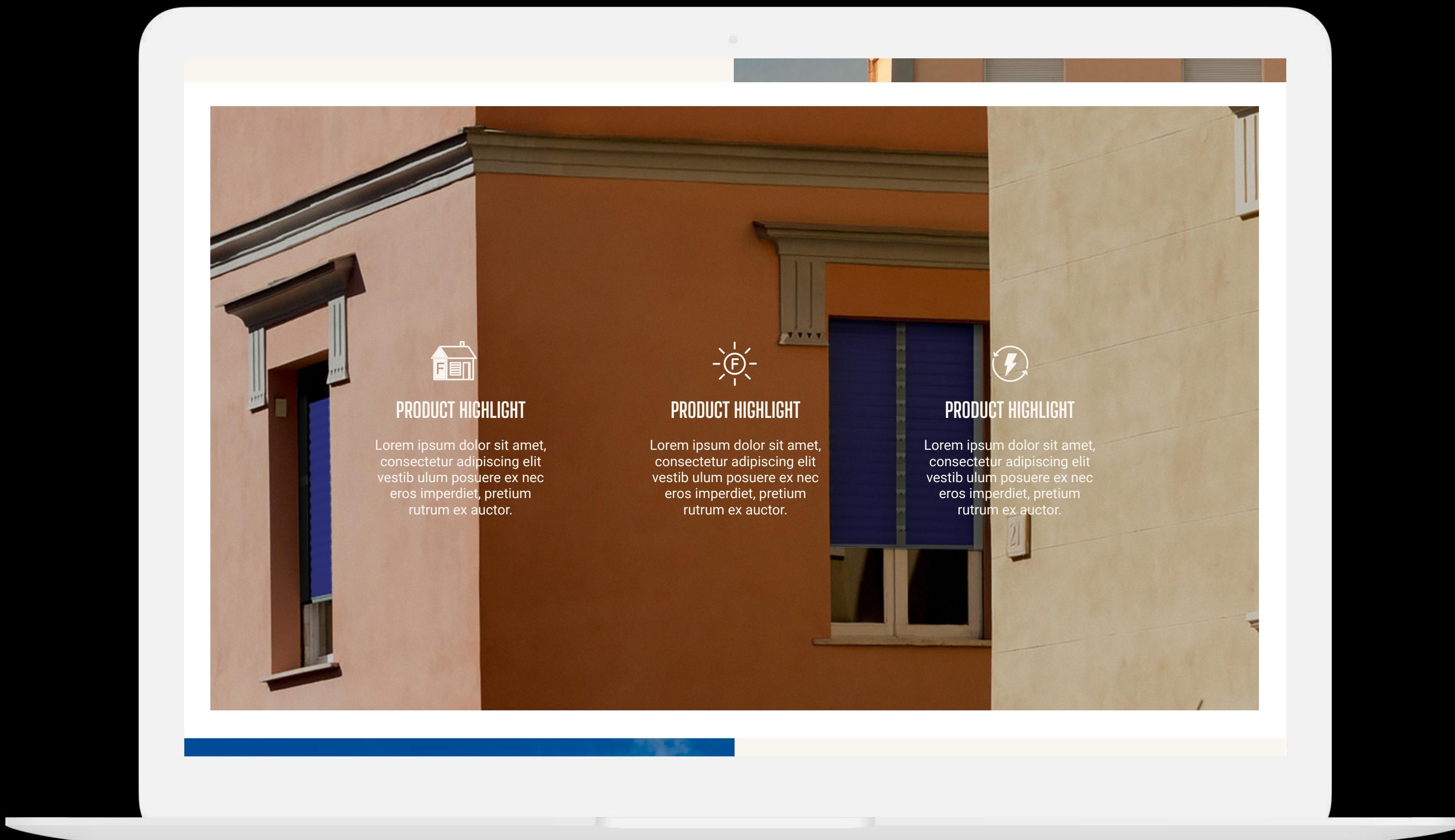
Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet.

[Sign-up for release info](#)



Copy direction:

Introduce new technology



Copy direction:

Top line product benefits

i.e.

- Access to renewable energy for any household
- Solar solution
- Clean energy for the future

AN INTRODUCTION HEADLINE TO SOME
BULLET POINTS

- ✓ Lorem ipsum dolor sit amet consectetur

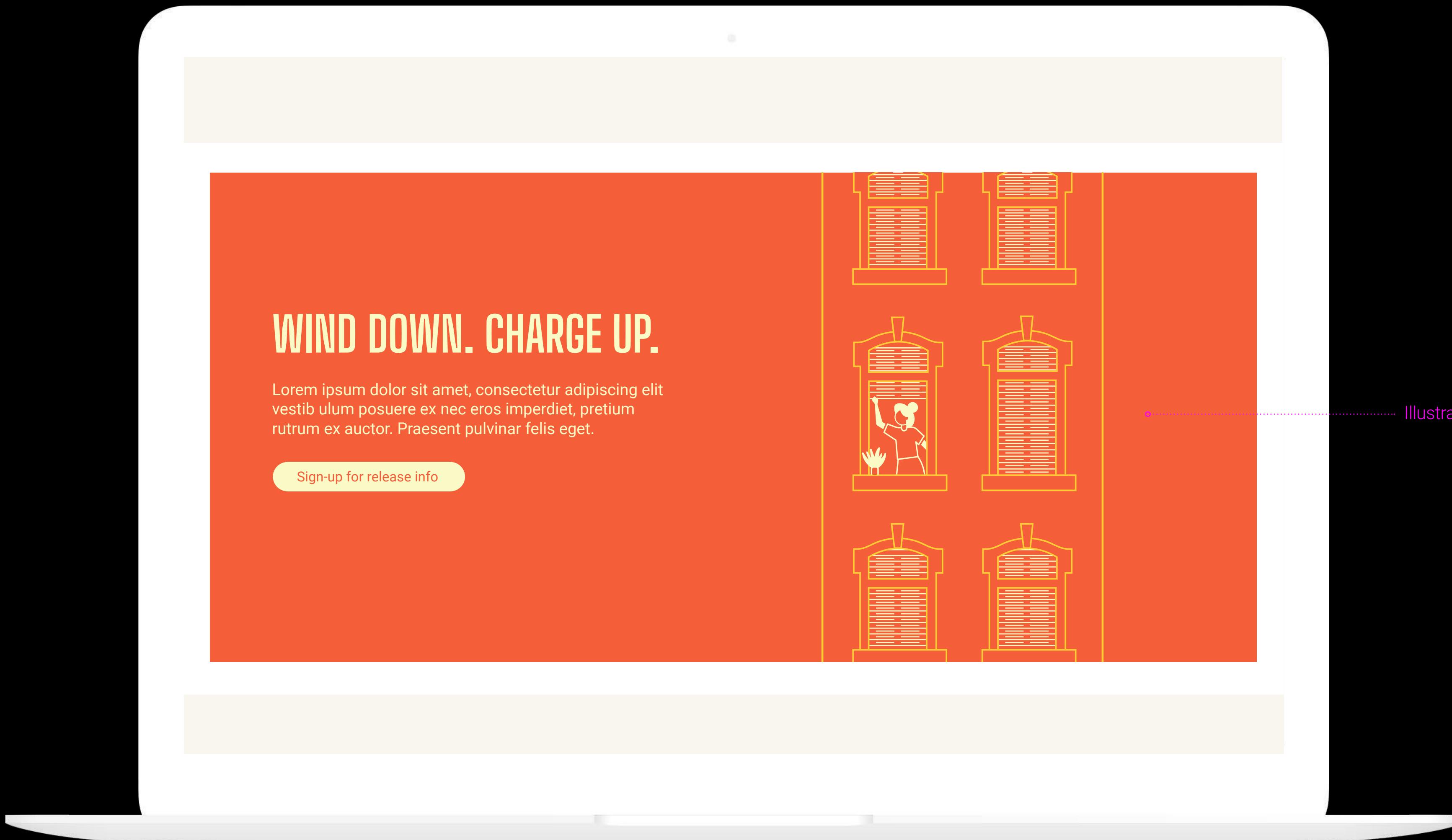
[Sign-up for release info](#)

Copy direction:

Break down any top line FAQs

i.e.

- Complete installation
- Can be installed on any window
- Economical option



The wireframe shows a mobile device displaying a website. The header is a solid orange bar. Below it is a white section containing a headline and three 'Filia Highlight' boxes. The footer is a horizontal bar divided into four colored segments: blue, red, yellow, and orange.

FILIA COMPANY HEADLINE THAT INTRODUCES THE COMPANY AND WHO WE ARE GOES HERE

Filia Highlight

Icons to be confirmed relating to copy

Filia Highlight

Icons to be confirmed relating to copy

Filia Highlight

Icons to be confirmed relating to copy

Copy direction:
3 key points to Filia as a company

Text in the highlights:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor.

The wireframe shows a landing page with the following structure:

- Header:** Filia
- Content Area:** Three columns of "Filia Highlight" text, each containing placeholder text.
- Sign-up Section (Left):** A teal-colored box with "SIGN-UP MESSAGE HERE LOREM IPSUM DOLOR SIT AMET LOREM IPSUM". It includes fields for Name and Email, a "Subscribe" button, and a checkbox for newsletter updates.
- Contact Section (Center):** An orange box with "CONTACT MESSAGE HERE" and placeholder text. It includes an email address (info@filia.co.uk), social media icons for Instagram and Facebook, and a small illustration of a building.
- Footer:** Includes links for Privacy Policy and Terms of Service, and a Filia logo.

Sign-up links to
Mailchimp database

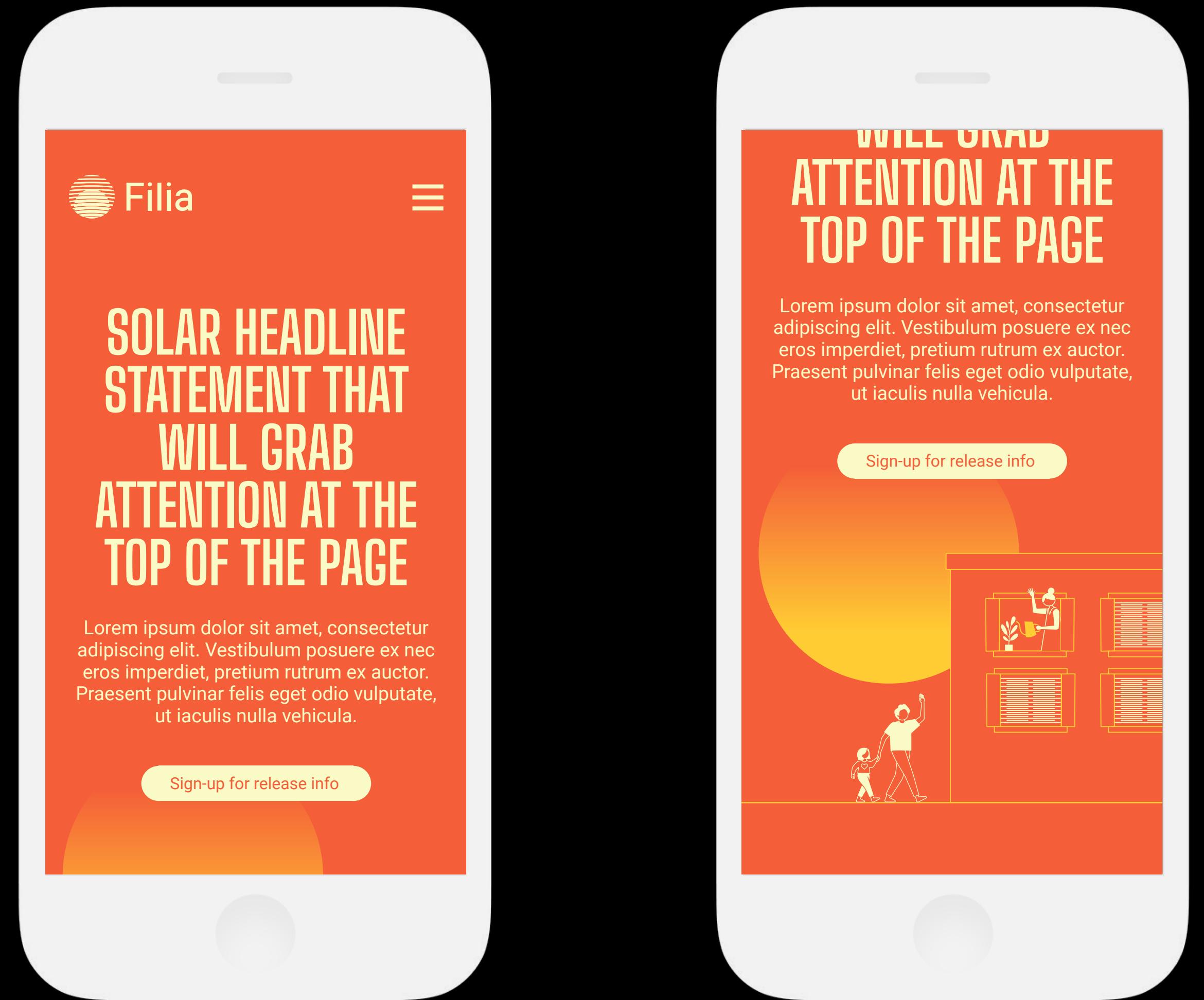
Company Privacy Policy
/ Terms needed. Simple
text only page to be
added.

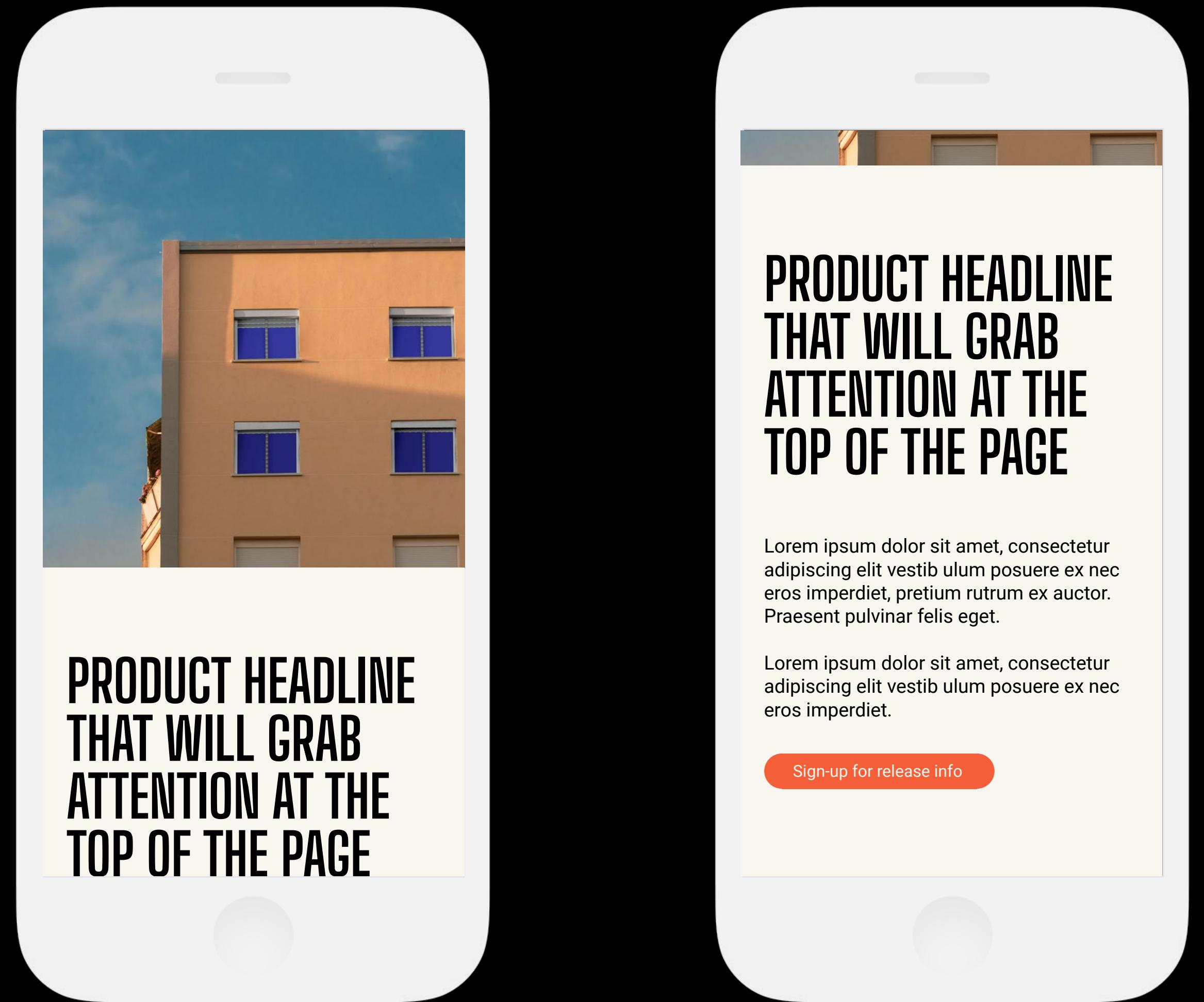
The diagram illustrates a website layout for 'Filia' with various sections and interactive elements:

- Header:** Features the Filia logo and navigation links for "Sign-up for release info" and "Contact".
- Content Area:** Contains three columns of placeholder text: "vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor.".
- Left Column (Blue):** Labeled "SIGN-UP MESSAGE HERE LOREM IPSUM DOLOR SIT AMET LOREM IPSUM". It includes fields for "Name" and "Email", a "Subscribe" button, and a checkbox for newsletter updates ("Yes I'd like to receive news and updates from Filia").
- Right Column (Orange/Yellow):** Labeled "CONTACT MESSAGE HERE". It contains a paragraph of placeholder text, an email address ("info@filia.co.uk"), and social media icons for Instagram and Facebook.
- Footer:** Includes a "Privacy Policy" link, a "Terms of Service" link, and the Filia logo.

A purple dotted line with arrows at the top right indicates the behavior of the navigation bar: "Nav reappears when user scrolls up".

Holding Site Mobile





The image shows two white smartphones side-by-side against a black background. Both phones display a website design with a light gray header bar at the top.

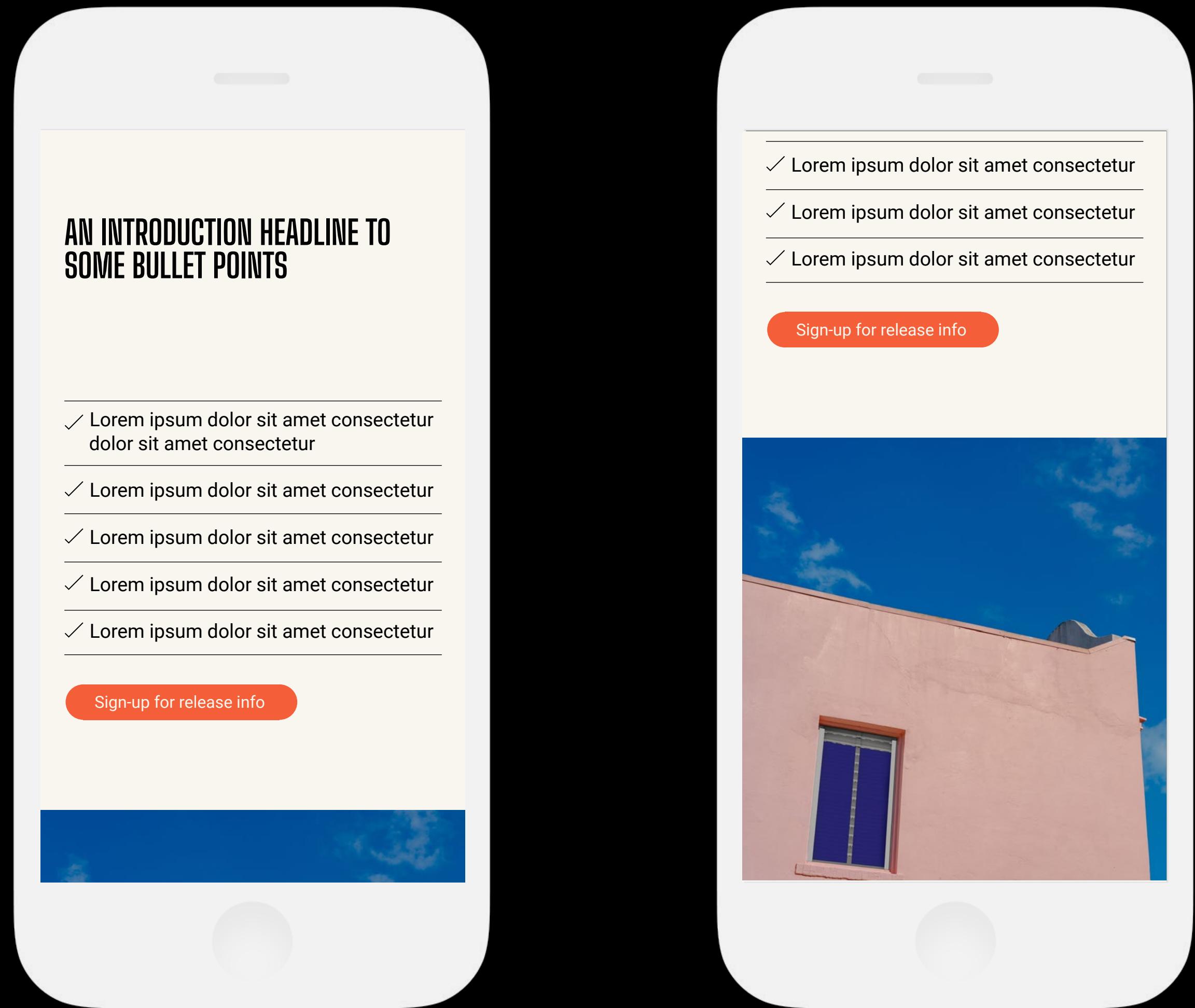
Left Phone Mockup:

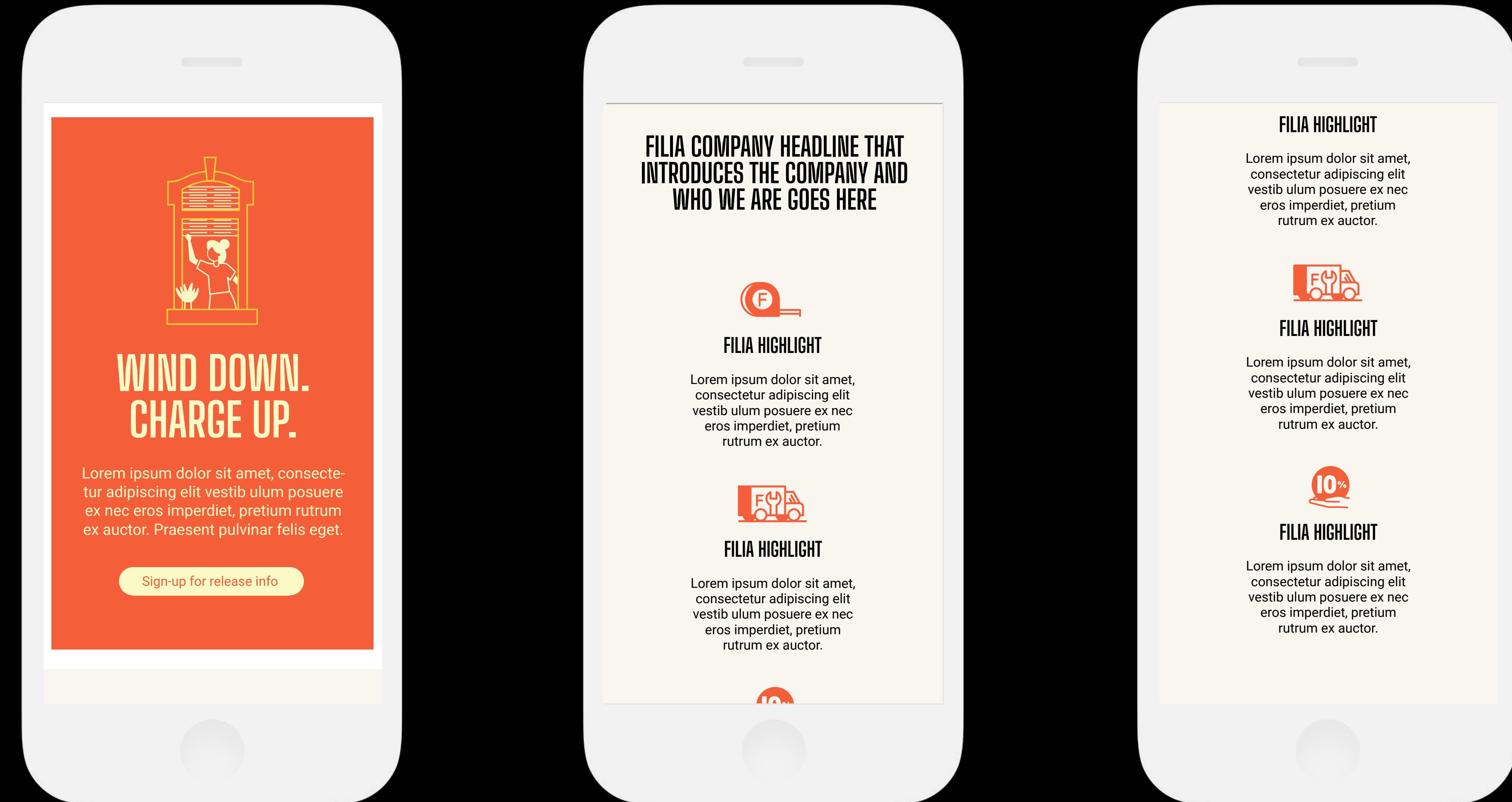
- Header:** A large, bold, black headline: "PRODUCT HEADLINE THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE".
- Image:** A photograph of a building's facade with orange panels and blue-framed windows under a blue sky.
- Text:** A smaller, bold, black headline: "PRODUCT HEADLINE THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE".
- Call-to-action:** An orange button with white text: "Sign-up for release info".

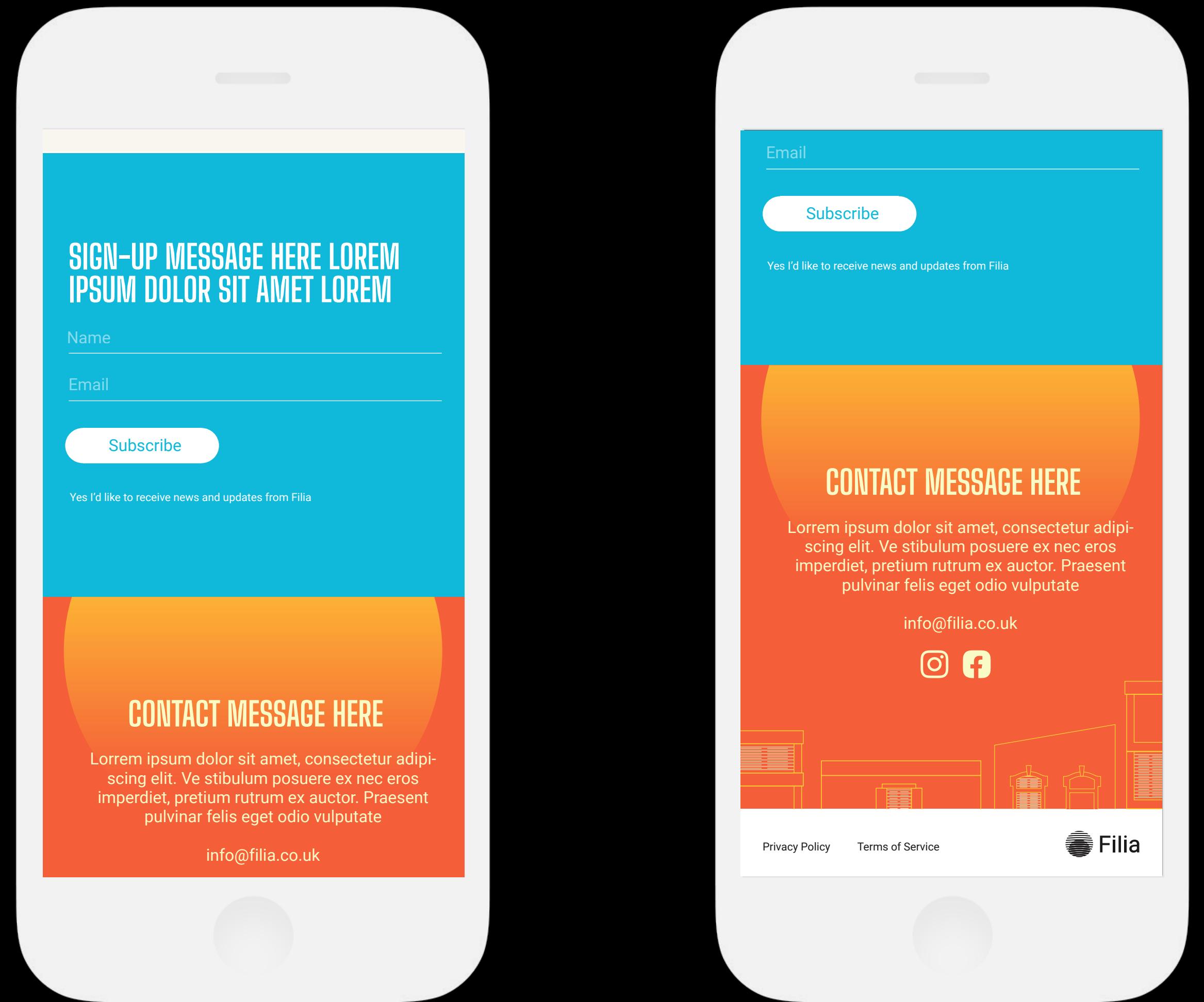
Right Phone Mockup:

- Header:** A large, bold, black headline: "PRODUCT HEADLINE THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE".
- Image:** A photograph showing parts of a building with orange and yellow panels and windows.
- Text:** Two paragraphs of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet, pretium rutrum ex auctor. Praesent pulvinar felis eget." and "Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum posuere ex nec eros imperdiet."
- Call-to-action:** An orange button with white text: "Sign-up for release info".

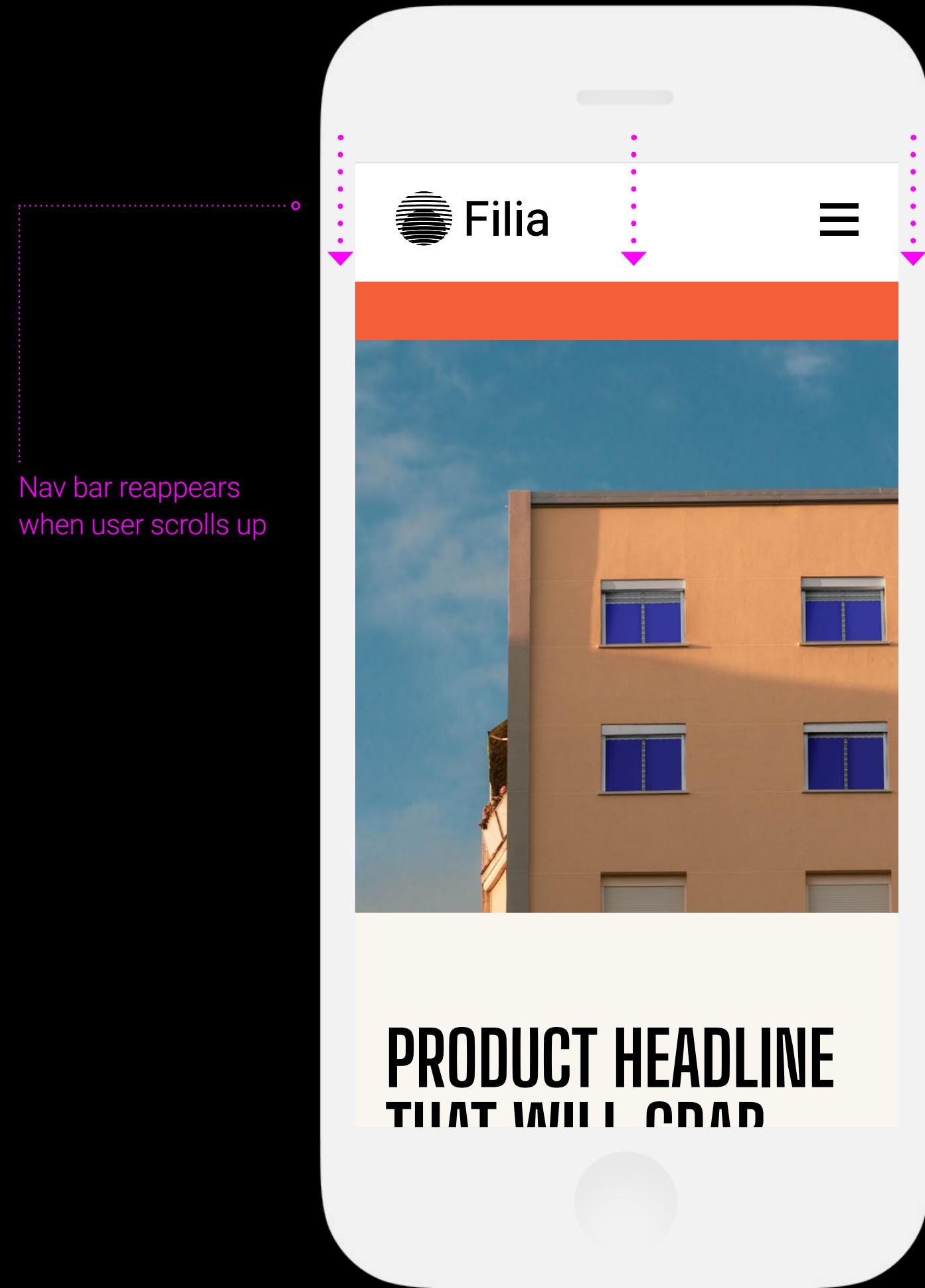






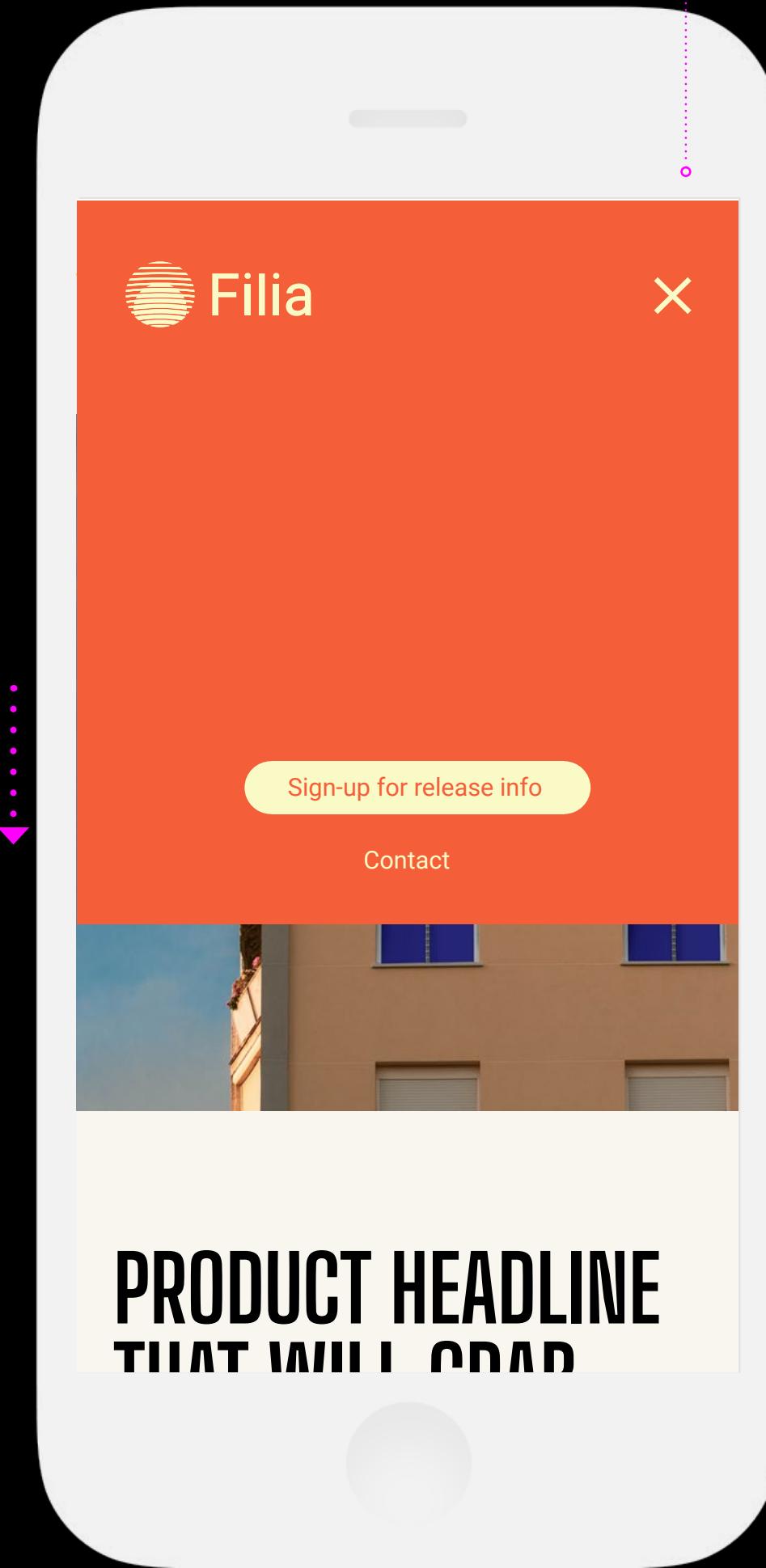


Navigation

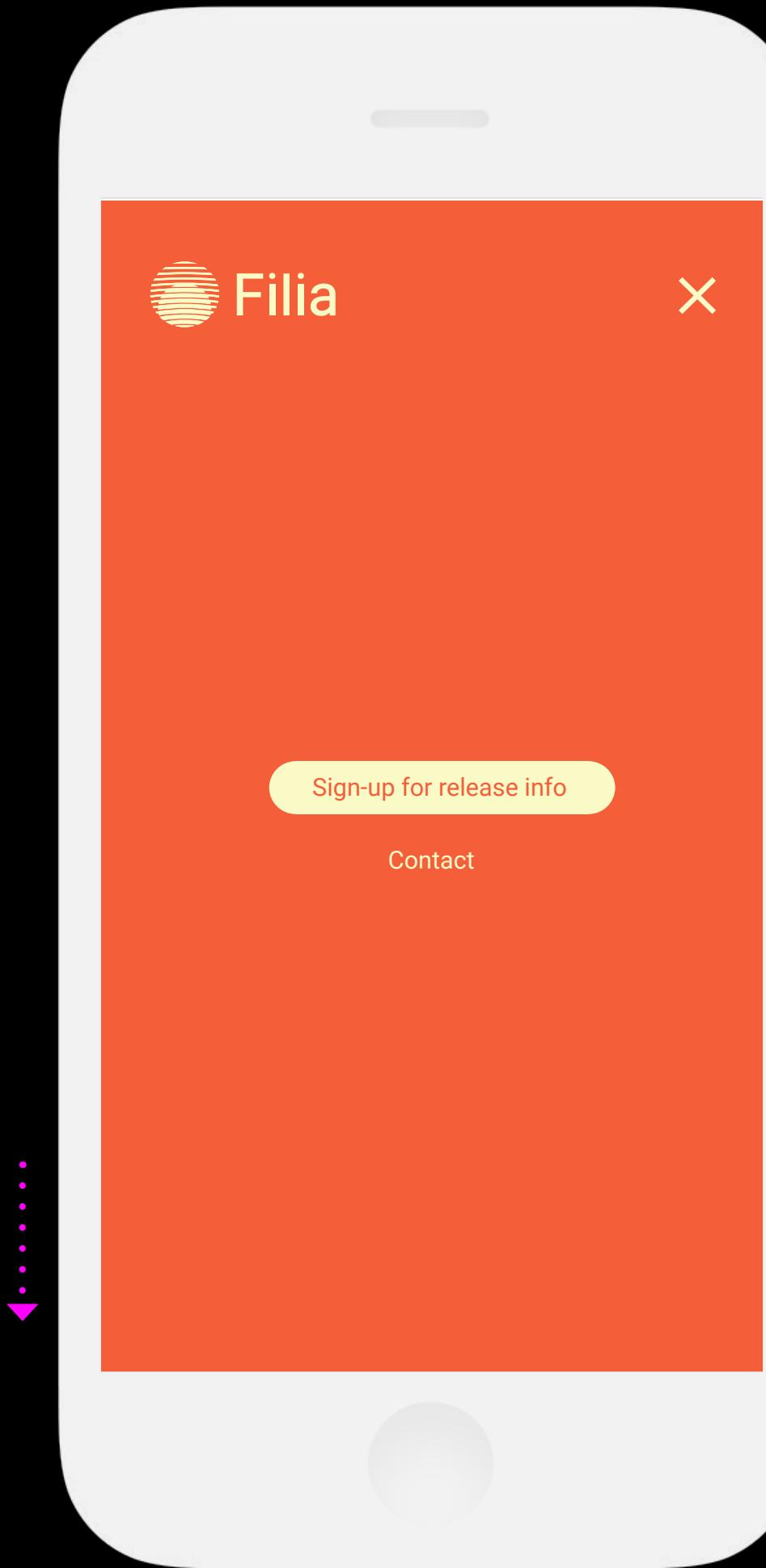


Nav bar reappears
when user scrolls up

Menu



Tapping menu
reveals nav list



Overlay
navigation
menu

Details

Colour

Off White
R248 G246 B238
C4 M3 Y9 K0
#f8f6ee

Pacific
R15 G186 B217
C71 M0 Y14 K0
#0fbad9

Cerulean
R10 G82 B209
C90 M68 Y0 K0
#0a52d1

Vanilla
R250 G250 B199
C5 M0 Y29 K0
#fafac7

Warm Red
R244 G94 B57
C0 M74 Y78 K0
#f45e39

Sunshine
R245 G173 B46
C2 M36 Y87 K0
#f5ad2e

Fonts

Google font library

Primary Font – Roboto

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s
t u v w x y z 0 1 2 3 4 5 6 7 8 9

Headline Display Font – Big Shoulders Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Font Size

Big Heading
56pt/56pt

SOLAR HEADLINE STATEMENT THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE

Medium Heading
42pt/42pt

PRODUCT HEADLINE THAT WILL GRAB ATTENTION AT THE TOP OF THE PAGE

Small Heading
24pt/24pt

AN INTRODUCTION HEADLINE TO SOME BULLET POINTS

Body
14pt/17pt

- ✓ Lorem ipsum dolor sit amet consectetur
dolor sit amet
- ✓ Lorem ipsum dolor sit amet consectetur

Sign-up for release info

Lorem ipsum dolor sit amet, consectetur
adipiscing elit vestibulum posuere ex nec
eros imperdiet, pretium rutrum ex auctor.
Praesent pulvinar felis eget.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit vestibulum posuere ex nec
eros imperdiet.

Footer
8pt/10pt

[Privacy Policy](#) [Terms of Service](#)



Contact:
Paul Ricketts
07790 996 054
ppaauull.com

Thank You