

DEVELOPMENT SPECS: Beaty Palmer

Client: Beaty Palmer Architects

12-9-2014

Google Fonts

<link

href='http://fonts.googleapis.com/css?family=Libre+Baskerville:400italic|Roboto:400,300,700|Montserrat|Roboto+Condensed:700' rel='stylesheet' type='text/css'>

font-family: 'Roboto', sans-serif;

font-family: 'Roboto Condensed', sans-serif;

font-family: 'Libre Baskerville', serif;

font-family: 'Montserrat', sans-serif;

H1: Roboto, font-size: 25, color: #000000, font-weight: 300, uppercase, letter-spacing: 200

H2: Roboto, font-size: 17, color: #e5b061, font-weight: 700, uppercase, letter-spacing: 60

H3: Roboto, font-size: 17, color: #6c6a68, font-weight: 400, letter-spacing: 60

H4: Roboto, font-size: 14, color: #000000 or #ffffff, font-weight: 700, letter-spacing: 200

body text: Arial, font-weight: regular, font-weight: 14px, color: #828b97, line-height: 23

banner text:

Roboto Condensed, font-size: 34px, color: #ffffff, font-weight: 700, uppercase, line-height: 36

Libre Baskerville, font-size: 15px, color: #000000, font-weight: 400 Italic, line-height: 24

Links

#e4ac56

Navigation:

Main: Roboto, font-weight: 300, font-size: 16; color: #ffffff, uppercase, letter-spacing: 100

Active and Hover: #ffffff

Dropdown: Roboto, font-weight: 400, #363636, font-size: 14, uppercase, letter-spacing: 100, line-height: 16

Box on hover: #e1e1e1

Home

http://clients.parscale.com/beaty_palmer/beaty_home.html

- rotating banner images will rotate maximum 5 banner images with corresponding title and summary. Learn more will link to corresponding banner page.
 - ability for client to edit/ad banner images, short summary, and link learn more
 - arrows on bottom left of banner will give ability to click through instead of wait for rotation
 - About Us image will link to "About Us" page under "Our Company"
 - What We Do buttons will link designated list of properties in "Projects Section"
ex. if user clicks "Community" link on homepage it will lead them to the projects list page with "Community" selected
(http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_projects_listing_active.html)
 - What We Do background will grow wider but not taller when page widens
 - footer: aia and leed badges are not links
-

About

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_company_about.html

- landing page for the "Our Company" section
 - quote will be static
 - ability for client to add/edit body text and images/video
 - needed from client:
 - text
 - images/video (optional)
-

Our Team

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_company_team.html

- Mike, Terry, and Cory will list first and will be the only bios with "read more" link
 - "read more" link will lead to detail page with resume and image
- ability for client to add more/edit team members (also give ability to add read more button to each profile)
- back to top button will show after 1150px and stick to bottom of screen (will stop above footer as shown in layouts)
- needed from client:
 - name, position, short bio, image for each team member
 - short blurb under H1

DETAIL PAGE

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_company_team_detail.html

- image will feed from landing page
 - 2 column layout (information will be entered separately for each column, but image will always be on left)
 - ability to add/edit text
 - needed from client:
 - list of experience for each employee with a detail page
-

Awards

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_company_awards.html

- ability to add years, add awards w/ links to projects and categorize awards by year
 - projects under each award will link to that project's detail page
 - back to top button will show after 1150px and stick to bottom of screen (will stop above footer as shown in layouts)
 -
-

Projects

LANDING PAGE

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_projects.html

- will land on list with "All" projects selected.
- will paginate when "All" is selected (will list down page with "to top" button when all other filters are clicked)
- project image will feed from primary image on project detail page. (client will be able to choose star image from list of images uploaded for project gallery)
- ability to assign year and category to each project
- upon hover, black bar will slide up and short summary and link for project will show (ability for client to edit this summary)
- needed from client:
 - project image
 - short summary
 - category
 - year
- short summary will be included for each category (except "All") ex.

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_projects_listing_active.html

DETAIL PAGE

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_projects_detail.html

- Ability to add/edit projects and project details (name, city, images, completion, services, overview)
 - cookie crumbs at top to lead back to projects (projects > category > project name)
 - ability to upload multiple images for gallery and choose star image for banner)
 - banner image size is fixed and will not link or open lightbox
 - lightbox will open when thumbnail gallery image is selected
- http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_projects_detail_lightbox.html
-

CONNECT

LANDING PAGE

http://clients.parscale.com/beaty_palmer/inside%20pages/beaty_connect.html

- ability to edit contact information
 - upon hover name of map will show with view map button - #ffffff @ 90% opacity
 - view map button links to lightbox (you can click through each map there)
 - map image in circle will no feed from image uploaded for lightbox
 - map names - 1: Greater San Antonio, 2: Downtown San Antonio, 3: Parking
 - confirm the email link "careers@beatypalmer.com" for job inquiries
-

CONTENT & PHOTOGRAPHY

Copy

client will provide

Photography

client will provide project images and other inside page images

Client Contact

Type of Contact

- Email

Primary: Sarah Watson <swatson@beatypalmer.com>

CC: Mike Beaty <MBeaty@beatypalmer.com>

Terry Palmer <tpalmer@beatypalmer.com>