

# Project Summary & Design Principles

## for Go Lease It

PROJECT MANAGER: Dan Lundgren

GRAPHIC DESIGNER: Mike Culhane

### Client Overview:

- **Existing website?** Yes
- **Existing company brand/logo?** Yes
- **Existing Tagline:** When your business needs it, Go Lease it.
- **Location/Service Area(s):** Canada (excluding Quebec)
- **Target Audience:** Businesses, Medical Professionals and Municipalities
- **Website Objectives:** Simply convey a diverse range of lease offerings serving a variety of professions, with a clean modern website.

### Project Overview:

- **Domain name:** goleaseit.ca
- **Pyramid self-edit access:** YES
- 1 Design Proof

### Custom Features:

- **Application form** (*multiple step, similar to Rhome, ideally with docusign*)
- **Success Stories** (*categorized by industry, with selected home page features,*)
- **Testimonials** (*curated from google reviews, featured on home page*)

### Graphics & Content Guidelines:

- **Featured/Highlighted Content:**
  - Five step process (simplified with icon, heading and short sentence.)
  - Industries Served (Construction & Agriculture, Transportation & Logistics, Manufacturing & Mining, Dental & Professional Services, City and Municipal Public Works)
- **Calls to Action:**
  - Apply Now
  - Get in Touch

- **Design Preferences:**
  - Colours: Blue and Green
  - Clean, modern, sans-serif fonts
  - Visually accent: industry icons, industry photography.
  - Phone and Contact in header

## Favourite Websites:

- **uplend.ca** (*clean look, great content breakdown, colours, far too wordy.*)
- **risecapital.ca** (*great hero shot, excellent breakdown on content, colours and fonts, not enough information*)

## Navigation Menu Structure:

- **Home**
- **Financing Solutions**
  - Equipment Leasing
  - Sale-Leaseback
  - Auction & Private Sales
  - Rental Conversions & Repairs
- **Industries We Serve**
  - Construction & Agriculture
  - Transportation & Logistics
  - Manufacturing & Mining
  - Dental & Professional Services
  - City and Municipal Public Works
- **How it Works**
  - The Leasing Process
  - Leasing vs. Buying
  - FAQ
- **About**
  - Our Story & Value
  - The Go Lease It Advantage
  - Success Stories
- **Contact**
  - Contact form, Mailing address, Phone number, Office Hours

