

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

