FRAME BIO WEBSITE

JTBI NOTES | 2025-08-15

ABOUT
OUR TECH
PRODUCTS
PIPELINE
CONTACT

For the nav menu I'm imagining the hamburger growing to the left and a light menu box appearing with the anchor link headings. The other icons would switch colors in this state to remain as visible as possible on the lighter menu background. The roll over color in the menu text could be the same terracotta red that the extended hamburger menu is using.

The nav and contact icon stack below should travel down the page in a static position as the user scrolls down—just like the vertical stacked logo on the left. We will need a red over form for each of them in addition to the hamburger menu reveal. At the bottom of the page this set of icons should disappear behind the footer.

The vertical logo should remain fixed as the user scrolls down through the site. If possible, it should disappear completely once it has been obscured by the CONTACT section, and not emerge between that section and the footer. If that's not possible, then the next best option would be to have it fade out and disappear as it approaches the CONTACT section. No matter what, it shouldn't be visible at the footer where the company logo will be presented on the horizontal.

FRAME BIO

Targeted therapies for the

SKIN BONE AXIS

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- Bone
- Collagen
- Tendons/Joints
- Cartilage

Initially I had thought we'd consider some kind of color pulse animation down the textured line on the right of the screen to help draw people's eyes downward (and encourage them to scroll). But we need to be careful not to introduce to much animation or effects over the entire page—we want only a few animations that are rather subtle where they'll do the most good in influencing user behavior. I would welcome your suggestions on this topic, as you likely have a better sense of what is feasible in the coding...

The SKIN text is Como (likeay) and the BONE text is Como (LatinLight). I've literally stacked the two to create the word AXIS. I had thought this whole bit would have to be rendered as a vector or a PNG, but if you think it possible to try it using just text that'd be ideal.

CORE TECHNOLOGY

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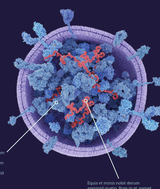

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Equis et minis nobit derum aperspid quatio. Rore in et, esenet as aut di officidis cum verrorem vid endaepe.

I may get this graphic's color palette adjusted, but this version well serve well enough if that can't happen before the website launch.

PRODUCT DEVELOPMENT

Lorem ipsum dolor se moluptat a vellisque aborum etur? Magnatatem acieaque praecatur, que inctem velliabo. Equis et minis nobit derum aperspid quatio. Rore in et, esenet as aut di officidis cum verrorem vid endaepe rionsed quam, seritatur, sit qui dei intios exeri consequi dolupta vent lus expla pernupt aerferro ii ilae ne

Product display numbers are also a combination of two weights of Como (see the SKIN/BONE/AXIS note above). If you can't get these to render in CSS I can create these as vectors upon my return.

1 Collagen Regeneration

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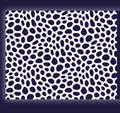

2 Bone Regeneration via BMP-2

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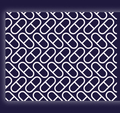


3 Nutraceutical Development

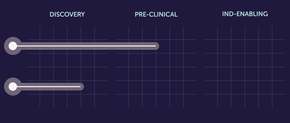
Elias sotem faceperes doloribusam uert is sonolorere rolendam ismul? Qui ituneaqua rem rolorendiss nerato nwquia cosem. Occae et mqitio eeraz, sanss es ex et labo. Ifi, nolor audae. Chatus, et ads ctatror aEr ilonisa ill ess ut ae hom qiuortse rem tiqat accusa a nosendu nturio que cumquam ut mognam ipsum demiorloritum vitaaz odiae non ncciusam, non ntperatur?

We may end up making each of these product sections taller to allow for more text, and so that we can enlarge the text. Right now the text blocks are the same dimension as the caption texts, but they might benefit from being a weight between the P and the caption.

As shown, these product sections should be optically above the textured ribbon on the right side of the display. It simply helps break up some of the large expanse of dark purple to create a bit of visual interest.

This male figure is missing his stick figure insert. I simply ran out of time. I'll complete that upon my return and we can swap the graphics then. For now, I thought you'd want a placeholder.

DRUG DEVELOPMENT PIPELINE



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I'm concerned about how the pipeline infographic will render on a mobile display. There isn't really enough horizontal width on a phone screen to account for it, so the solution might be to turn the whole thing on the vertical instead, swapping the locations of the product names and the phase of development.

We want to draw attention to the CONTACT section. Perhaps the terracotta outer glow could pulse, or a brighter bead of it could circle around the section container?

CONTACT FRAME BIO

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Last Name*
Business Name*
Job Title*
Email*
Phone*
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SUBMIT INFO

I'm not really satisfied with this SUBMIT button design. It feels like it needs something to draw attention to it more. A subtle pulse is an option (although if we put a pulse or animation around the section container then they could end up competing with each other. I'm open to ideas here...

FRAME BIO

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BACK TO THE TOP

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Eventually, we'll have a full site nav in the footer as well as an icon link to the company LinkedIn profile. For now, I may mock up another figure graphic to fill some of this empty space, but that will have to wait until I return.

I'm on the fence about whether the textured border should show above the footer, or disappear behind it. Try both and see which way looks best.