A vertically formatted front page typically aligns elements in a top-to-bottom structure, often stacking content in sections. Here's a common layout structure for a vertically formatted front page:

**1. Header Section**

* **Logo**: Positioned at the top, usually centered or aligned left.
* **Navigation Menu**: Links or icons for key sections (Home, About, Services, Contact) either in a top bar or hamburger menu for a cleaner look.

**2. Hero Section**

* **Main Title**: A prominent, bold headline that summarizes the purpose of the page.
* **Subheading**: A brief, supporting tagline or description under the title.
* **Call-to-Action (CTA) Button**: Positioned below the subheading to encourage users to take the next step (e.g., "Learn More," "Get Started").

**3. About/Intro Section**

* **Brief Description**: A short paragraph or blurb about the company or website.
* **Images/Icons**: Supporting visuals to make the section more engaging.
* **CTA Button**: Another button or link to encourage users to explore further.

**4. Features/Services Section**

* **Section Title**: Like "Our Services" or "Key Features."
* **Service Cards or Icon List**: Each card or list item highlights a different feature or service with a short description and icon.

**5. Testimonials/Feedback (Optional)**

* **Quotes or Reviews**: Highlight customer or user testimonials.
* **Images of People (Optional)**: Add a human element with photos or avatars of users.

**6. Contact or Footer Section**

* **Contact Form or Information**: Quick form or details for reaching out (email, phone number, etc.).
* **Social Media Links**: Icons for social platforms linked to company profiles.
* **Legal Links**: Links to privacy policy, terms of service, etc.

This vertical flow guides users through the page smoothly, from the top header to the call-to-action or contact point at the bottom. It creates a logical progression from general information to detailed offerings and contact details.