Old DogTricks

Not Your Average Dog Tricks

Website Proposal
by Kami Nelson

April 22, 2011

Old Dog Tricks
Attn: Becky Purcell
1232 1st Ave.
Urbandale, IA 52040

Re: Old Dog Tricks Website Proposal

Dear Ms. Purcell,

It was a pleasure meeting with you the other day and discussing our future project: Old Dog Tricks website. Below is the written proposal for the website as we discussed. I have taken your ideas for a brand and website and complied them into the basic information we will need to get started on your website. Please review the proposal and contact me with any questions or changes.

Project Goal:

The goal of the website would be to help owners teach their dogs obedience skills and fun tricks, without the need to hire a professional trainer or attend classes. The website will show how-to and videos and step-by-step instructions. It will be a place for dog owners to learn how to teach their dog simple commands such as sit, stay and down, while also teaching them more complex and fun tricks such as fetch, rollover and how to touch things. Many people enjoy teaching their dogs new tricks, but don't know how to do it or how to do it correctly. Hiring a dog trainer can be expensive especially if it is to teach your dog fun tricks instead of obedience skills.

Target Audience:

Dog owners will be the overall target audience for the website. To narrow it down more specifically, on average it will be owners who have a puppy ages 3 to 18 months, as this is the ideal training age, but dogs/owners of all ages are welcome. The owner will want to teach their dog more complex tricks such as turning off the lights or playing dead. Owners who want to teach the basics will also be welcome, as basics will be covered, as they are needed for more complex tricks. As many people buy books to help them learn something but find out that the book might not be enough to help them. The website would help those that learn better through seeing by providing videos or other media as an easier way to learn.

Project Analysis:

This will be a brand new website and company. A logo and branding materials will be created for Old Dog Tricks and will be completed prior to designing and coding the website pages to ensure that all the website materials reflect the branding materials and brand identity.

Project Definition:

Old Dog Tricks will consist of the following website pages:
Home –news and what tricks are new, along with a basic intro and the featured Trick of the day.
About – who we are and what we do and why we do it. Tells owners dogs with mini bios for each dog.
Basic Commands –Articles with steps and videos of basic commands such as: sit, down and stay. Tricks –Articles with steps and videos for more complex, fun and unique tricks such as: play dead, turn off lights and rollover.

Contact –Old Dog Trick address (with map), phone number, email address and form to send email.

Global items will include: Logo (Old Dog Tricks) with tagline (Not Your Average Dog Tricks) – will link to home page

Navigation – at the top and bottom of each page:

1. Home
2. About
3. Basic Commands
4. Tricks
5. Contact

Copyright information

Project Assets:

Logo with tagline, dog photos, videos of tricks, step-by-step instructions for each trick, bio of dogs, about information and contact information. Graphics related to dogs or tricks will be created as need to make the site look professional, fun and dog related.

Hosting Solution:

The website will be published to http://www.OldDogTricks.com and be hosted by 1and1.com Domain names and hosting. The hosting will be $10/monthly and will include 24/7 tech support, unlimited email address and transfers, FTP, MySQL database, up to 25 subdomains, spam filter, blog and RSS capable.

Domain Name Registration:

Name has already been registered and will remain registered as long as month fee is paid.

Project Timeline:

Week 1: Logo and Branding materials designed. Basic front-end idea for webpage design
Week 2: Home and interior pages coded in HTML and CSS with placeholders for videos, images, etc.
Week 3: Images and videos added along with forms created
Week 4: Keyword and search engine optimization along with page submissions
Week 5: Usability testing and any final changes to all pages
Week 6: Final website published to server

I look forward to working with you and again if you have any changes or questions please feel free to contact me. Once I recieve your approval and the necessary elements as stated in the assests section I will get started on your website and branding materials.

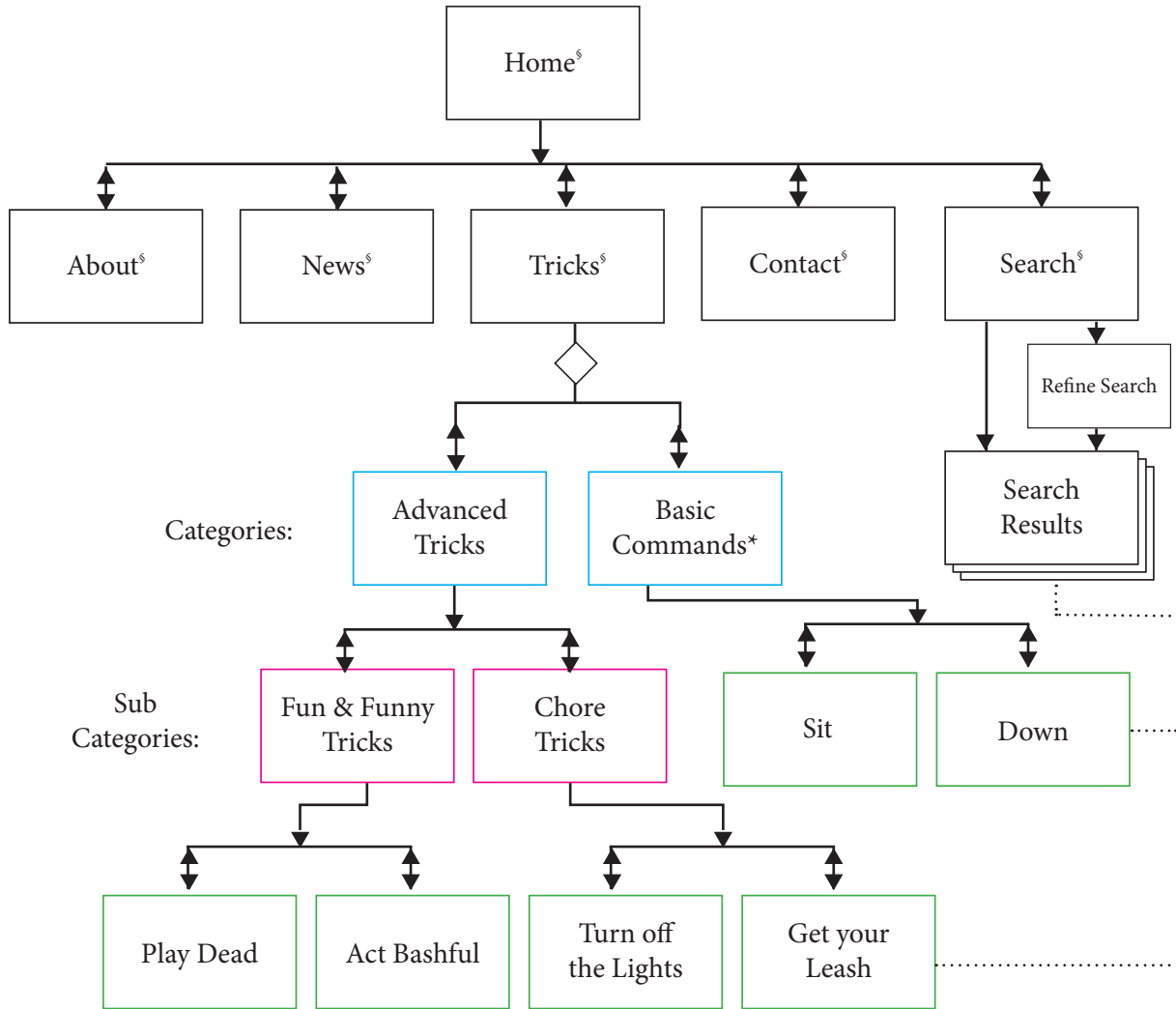Thank You for your business,

Kami Nelson

Old DogTricks

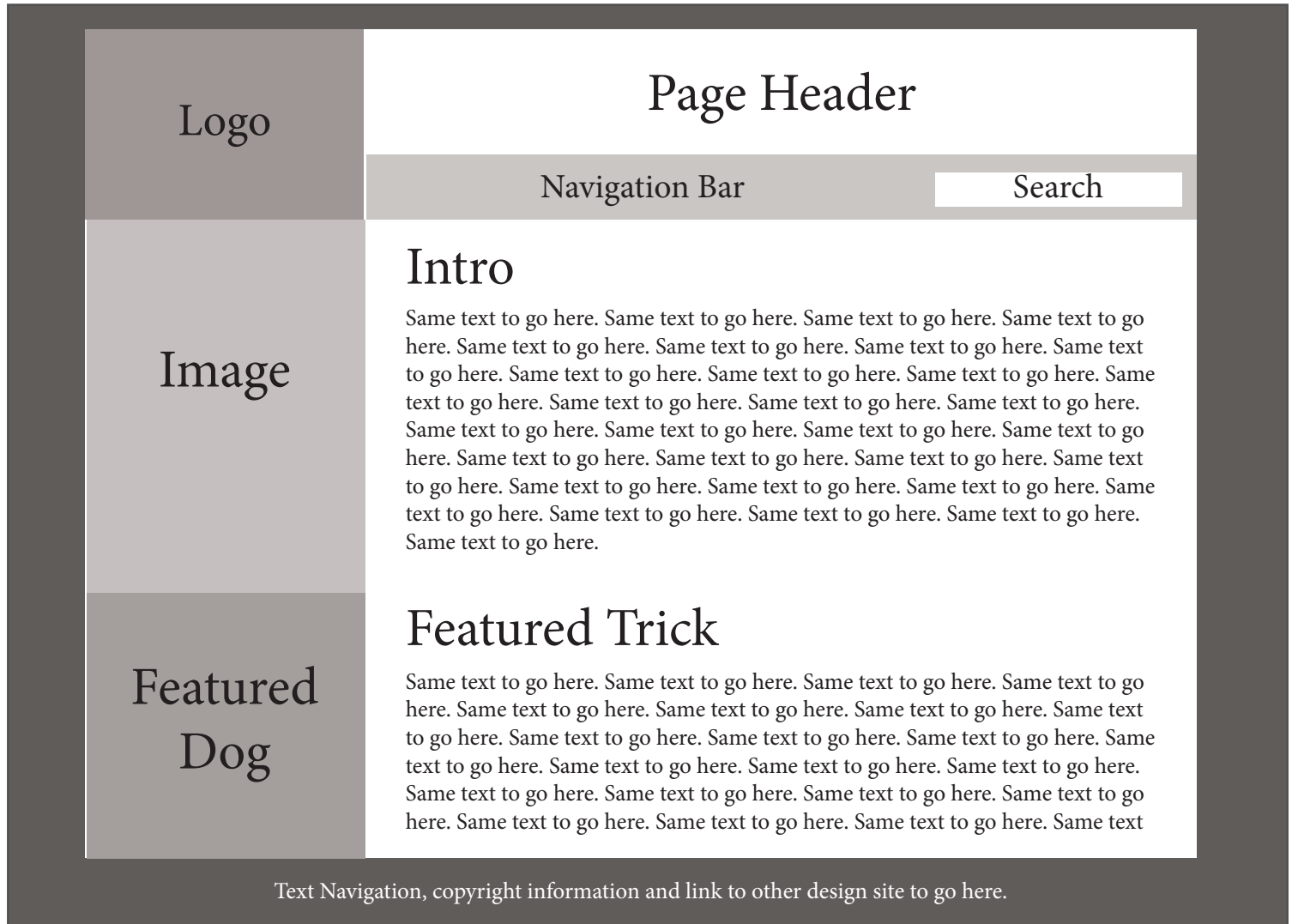**Not Your Average Dog Tricks**

Flowchart and
Storyboards

Flow Chart:

*Basic Tricks section does not have Sub-Categories:

§ Denotes pages in global navigation

Home Page Storyboard

Logo

Page Header

Navigation Bar

Search

Intro

Same text to go here. Same text to go here.

Image

Featured Trick

Same text to go here. Same text

Featured Dog

Text Navigation, copyright information and link to other design site to go here.

Function:

Welcome page. Includes introduction to Old Dog Tricks, with moto. Will have 2 feature sections, one for a new or featured trick of the month, also a featured dog of the month - choosen from users who submit images and stories of their dog trick adventures.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Video and images to go with Featured Trick section. Image and bio to go with Featured Dog section. Images as need .

Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information.
Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL

About Page Storyboard

Logo

Page Header

Image

Navigation Bar

Search

About

Same text to go here. Same

Contact

Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text

Image

Image

Contact Us Form

Same text to go here. Same text to go here. Same text to go here. Same

Text Navigation, copyright information and link to other design site to go here.

Function:

Tells about Old Dog Tricks, why we do what we do, who we are, contact information and bios and image of owners dogs.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Contact information with a map of location. This page will also contain image of owners dogs with a bio for each.

Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information.
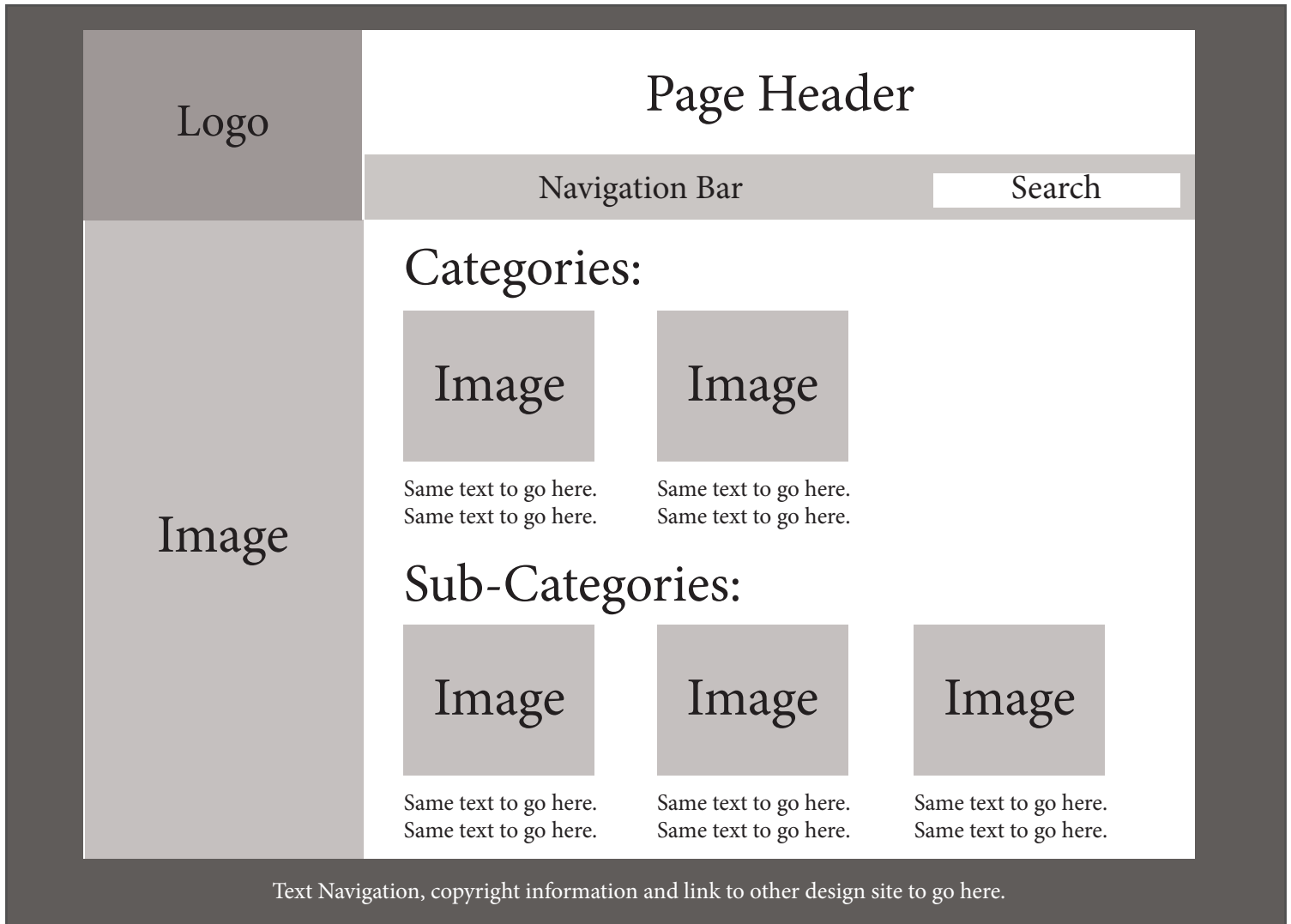Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL
Contact form - Form where client's name, address, questions, etc. can be completed and sent. PHP form submission script sent to MySQL database and emailed to Old Dog Tricks.

News Page Storyboard

Logo

Page Header

Navigation Bar   Search

Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav

News

Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here.

Image

Image

Same text to go here. Same text to go here.

Text Navigation, copyright information and link to other design site to go here.

Function:

Relates recent news about Old Dog Tricks. Images and videos will be used as needed to add visual intersting in articles. Side navigation will link to older new items.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Generic image of dog doing trick at bottom of side navigation to add visual impact - related to news feature. Images will also be used throughout news articles to add visual interst.
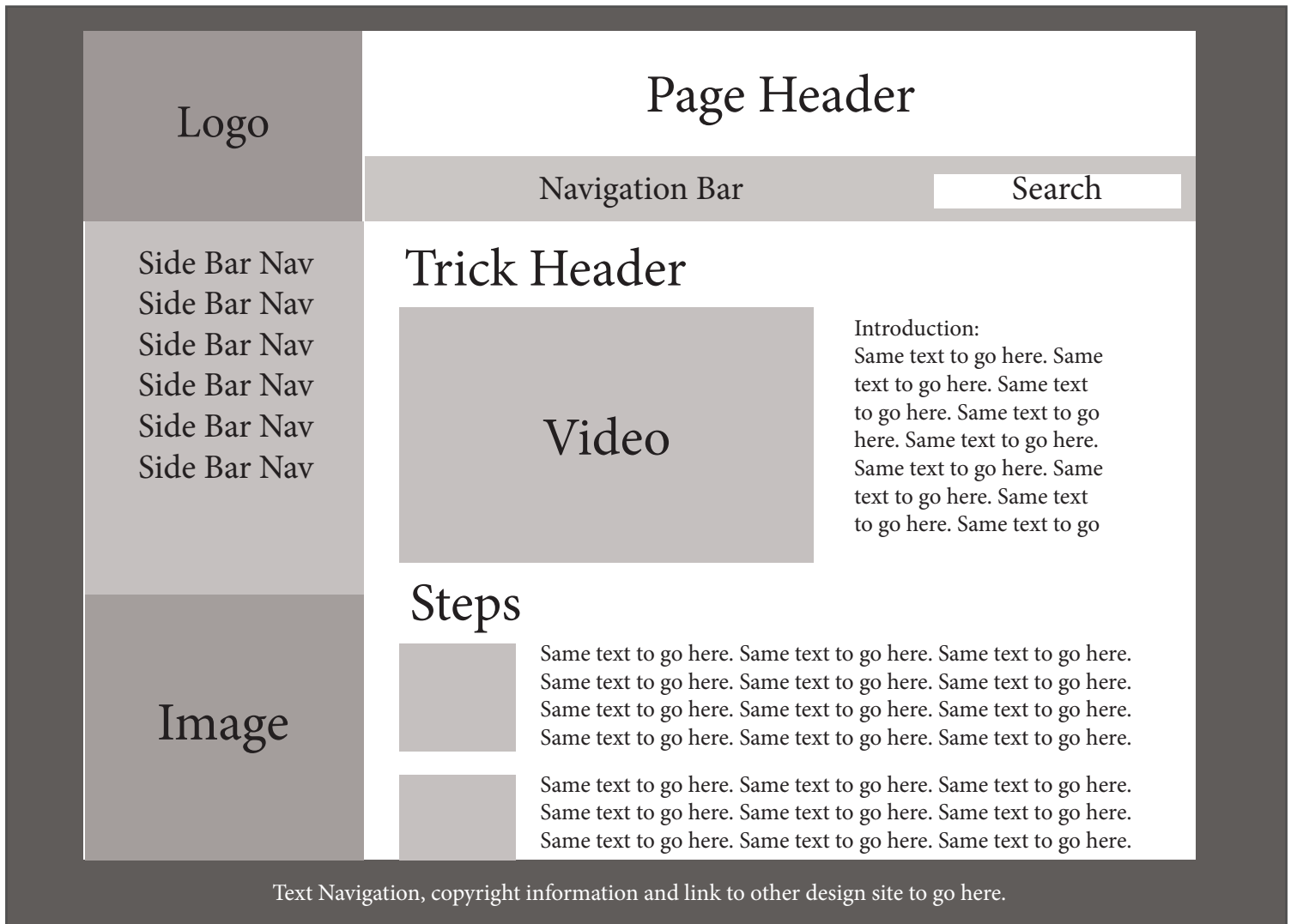
Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information
.Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL

Trick Category Page Storyboard

Logo

Page Header

Navigation Bar　　　　Search

Image

Categories:

Image

Image

Same text to go here.
Same text to go here.

Same text to go here.
Same text to go here.

Sub-Categories:

Image

Image

Image

Same text to go here.
Same text to go here.

Same text to go here.
Same text to go here.

Same text to go here.
Same text to go here.

Text Navigation, copyright information and link to other design site to go here.

Function:

Shows each category: Basic and Advanced, then lists out each sub-category with brief descriptions so that viewer can pick what category they want to learn or explore.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Image of dog doing trick related to category with brief description of tricks. Large image down left side of dogs doing tricks for visual impact.
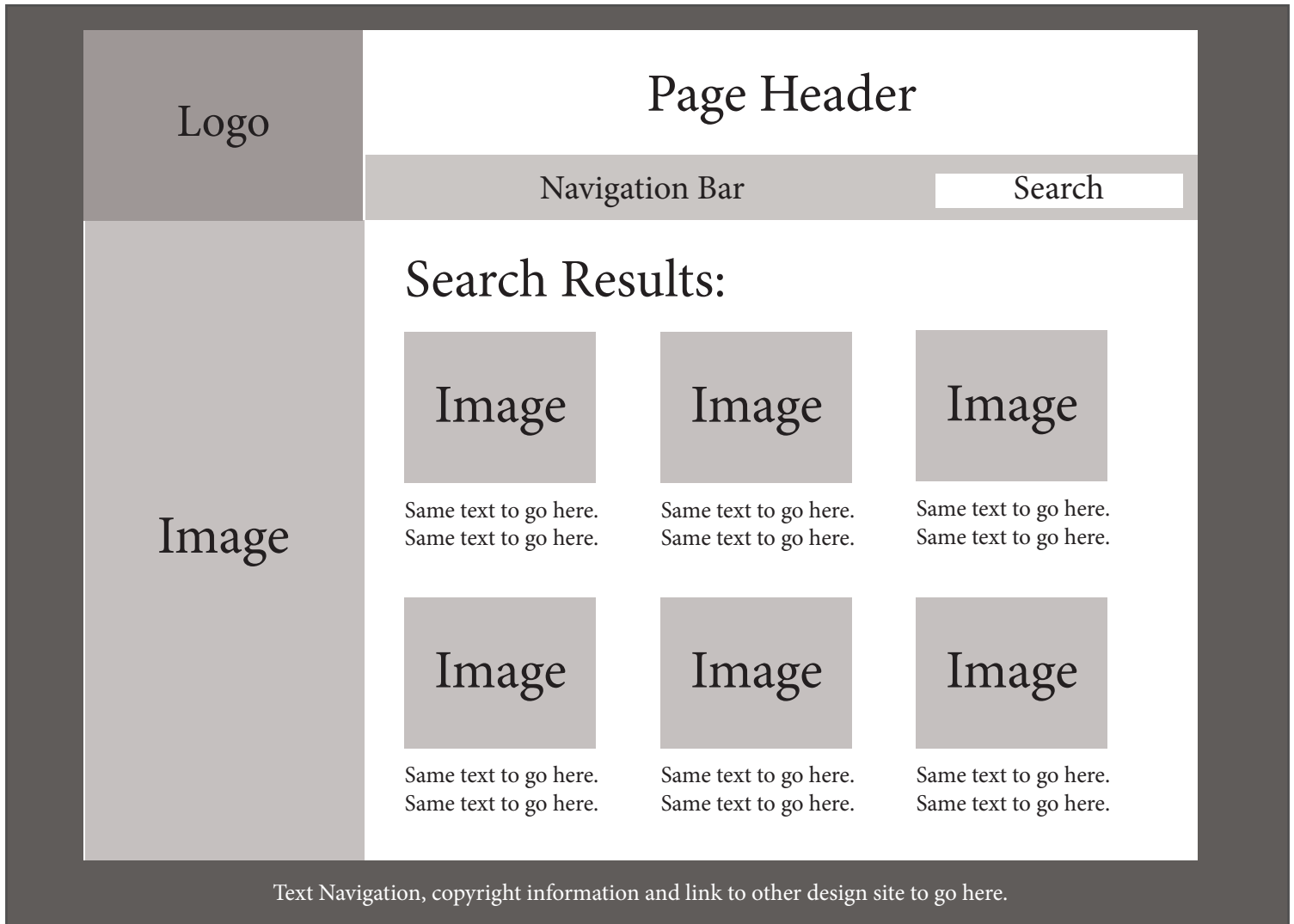
Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information.
Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL

Trick Home Page Storyboard

Logo

Page Header

Navigation Bar   Search

Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav
Side Bar Nav

Trick Header

Video

Introduction:
Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go

Steps

Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here.

Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here. Same text to go here.

Image

Text Navigation, copyright information and link to other design site to go here.

Function:

Shows instructional video and step-by-step instructions on how todo tricks. Side navigation links to other tricks in the same sub-category.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Instructional video on how to teach the trick to your dog. The page will also include step by step instructions with images for each step. Images of Dogs doing tricks will be used at the end of the side navigation.

Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information.
Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL

Search Results Storyboard

Logo

Page Header

Navigation Bar

Search

Image

Search Results:

Image

Same text to go here.
Same text to go here.

Image

Same text to go here.
Same text to go here.

Image

Same text to go here.
Same text to go here.

Image

Same text to go here.
Same text to go here.

Image

Same text to go here.
Same text to go here.

Image

Same text to go here.
Same text to go here.

Text Navigation, copyright information and link to other design site to go here.

Function:

Shows results of search function. Shows image and description of each trick that is related to search results.

Scripting Language:

Layout and all text colors sizes ect. will be controlled with CSS. Search function will use PHP and MySQL.

Graphics

Image of dog doing trick and breif description of trick related to searched keyword.

Media Assets:

Header - includes logo and header. Footer will also include text navigation and copyright information.
Navigation – Linked buttons to main site pages using CSS image rollover functionality.
Search – Search functionality using PHP and MySQL
Search Results – All relevant search results from PHP/MySQL search functionality displayed with the relevant image and description string included.

Old Dog Tricks

Not Your Average Dog Tricks

Corporate Style and Branding Guide

May 2011

Design Brief and Branding Guide

Introduction:

Welcome to the Old Dog Tricks design brief and brand identity guidelines. The purpose of this guide is to give you an overview of the key elements of the design and a few examples of how to apply it. We recommend that you read through this guide before starting any design work. Our aim is to give you all the help we can to produce high quality, consistent design that really brings the Old Dog Tricks brand to life.

Old Dog Tricks Brand:

A brand is more than just a logo. A brand communicates everything people think of (such as quality, value for money and trustworthiness) whenever they see a name – whether that name is a charity, an airline or a soft drink. Thus Old Dog Tricks brand represents a set of values and principles that define us and should guide the way we all behave. Because of this all our branding standards and design breif should be followed and implemented on every piece of information that is distributed to our audience.

Website:

Our website is a key point of communication with our audiences. The images, videos and information that we present should therefore be engaging, recognizable and easy to understand and use. The following web sections of the guidelines gives a structure to ensure that the web presence of Old Dog Tricks is clear and consistent with the brand. If you have any questions, or would like access to HTML and/or Photoshop® templates, contact Kami Nelson in Visual Communications at kaminel@gmail.com.

Content:

Logo Guidelines

Logo on white background:

Symbol ---->

Logotype

Tagline

Introduction:

The Old Dog Tricks logo is used to represent the organization in all its activities. This logo is the foundation to our identity and exists on a wide variety of media.

The Signature consists of three elements:
1. Symbol
2. Logotype
3. Tagline

Because the signature is a registered trademark, the relationship between theese elements should never be altered. This ensure legal protectability, builds recognition and reinforces our brand and ideals.

Logo on black background:

Logo Colors:

The logo uses two main colors:

1. Orange: C=2 M=79 Y=100 K=0 Hex #EC5C24

2. Black: C=0 M=0 Y=0 K=100   Hex #000000

Logo Backgrounds:

The logo can be used on two main colored backgrounds:

1. White: C=2 M=0 Y=0 K=0   Hex #000000

2. Black: C=0 M=0 Y=0 K=100   Hex #000000

Logo with clear space:

0.25"

0.25"

0.25"

0.25"

Logo Clear Space:

The logo should always be surrounded by an adequate amount of clear space in order to set it apart from other elements.

The gray area (see illustration at left) indicates the minimum amount of clear space that must surround the logo in all applications. No other elements should infringe in the clear space.

Exceptions require approval prior to use.

Minimuim clear space is 0.25".

Color Palette

Primary Colors:

Brilliant Orange Red

C=2
M=79
Y=100
K=0

Hex #EC5C24

Black

C=0
M=0
Y=0
K=100

Hex #000000

Primary:

Brilliant Orange Red is the primary corporate color. There is one primary support color to the Orange Red which is Black. Pantone spots have not been picked to save on printing cost. These colors should be used in headers and other main design elements.
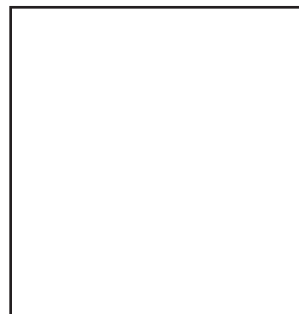
Please use the CMYK breakdowns for print or the Hex annotation for the web as given beside each color swatch.

White

C=0
M=0
Y=0
K=0

Hex #FFFFFF

Secondary Colors:
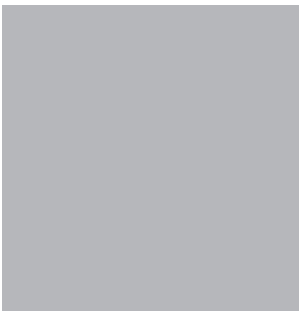
Gray (33% Black)

C=0
M=0
Y=0
K=33

Hex #ABABAB

Gray (60% Black)

C=0
M=0
Y=0
K=60

Hex #808285

Secondary:

In addition to the three primary colors, you can select colors from the secondary palette. They consist of 2 shades of gray and brilliant orange amber to complement the primary color scheme. These colors should be used as complements to the primary colors and used sparingly.

Please use the CMYK breakdowns for print or the Hex annotation for the web as given beside each color swatch.

Brilliant Orange Amber

C=0
M=38
Y=87
K=3

Hex #F89A21

Typography

Primary Typeface: Palantino

ABCDEFGHIJKLM nopqrstuvwxyz 1234567890

Primary Bodycopy Typeface: Palantino 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface: Veranda

ABCDEFGHIJKLM nopqrstuvwxyz 1234567890

First Level Header: Veranda 22pt, bold

**ABCDEFGHIJKLMN
abcdefghijklmnopq**

Second Level Header: Veranda 16pt, bold

**ABCDEFGHIJKLMNOP
abcdefghijklmnopqrs**

Introduction:

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Old Dog Tricks identity.

The following typefaces should be used for their intended areas: primary, secondary and for headers.

Primary:

Palantino should be used as the primary typeface for body copy or large areas of text heavy sections.

Font size should be used for the following areas:

Body copy: 12 point

Secondary:

Veranda should be used as the secondary typeface which is meant for headers, sub-headers and areas with small amounts of text areas.

Font size should be used for the following areas:

First level header: 22 point, Bold

Second level header: 20 point, Bold

Weights:

Both fonts can be used in a variety of weights* to help with visual heiarchy and differentation between sections.

Weights that can be used are:

Bold
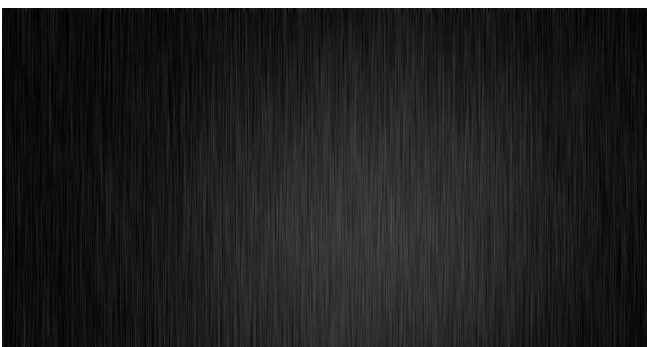Italic
Bold Italic

*Condensed type should never be used.

Photography

Primary Imagery Example:

Introduction:

Photography is a vital and engaging way of expressing the Old Dog Tricks brand. Through it we can show what how much dogs and teaching them tricks mean to our brand. Photography will explain who we are and what we do - help owners teach their dog fun tricks.

Our photography mixes a variety of styles, but is always playful, fun and diverse. It captures dogs in action, preforming tricks, having fun with their masters or just plain being happy.

If you need to use a special effect, cutout or illustrations, permission should first be granted. Please discuss your requirements with the Marketing and Creative team if you feel that such devices are essential for the communication materials.

Background Image Example:

Background textures:

Textures can be used in the background of the page to add intrests and create depth. Textures used should have colors similar to our color palette.