Daniel Cianfrone

Design Bible

Delivery Medium

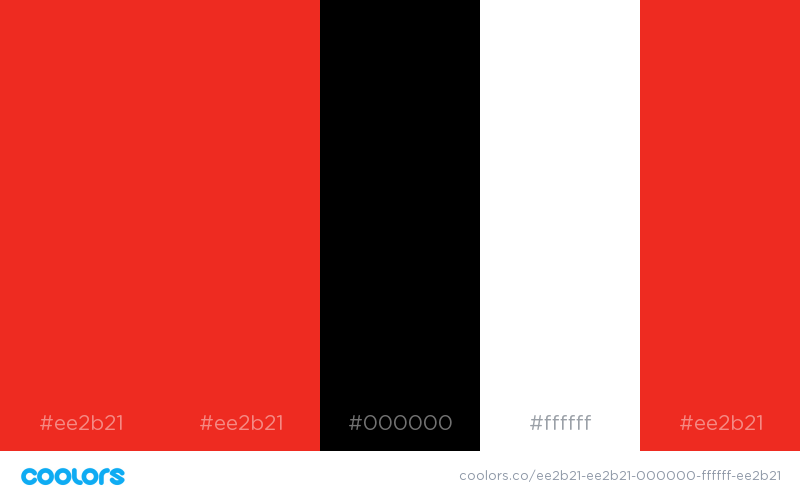
The website is being designed with the mindset of the user being on a computer. It will be a normal 4:3 aspect ratio that computer screens use.

Typeface

Arial will be the typeface of choice for the website and I hope to keep in between a 10 and16-point font size. Arial is one of the most used fonts on websites and blogs and e-retail environments.



Color Swatches

R=238 G=46 B=36 R=0 G=0 B=0 R=255 G=255 B=255

#EE2E24 #000000 #ffffff

Navigation Labels

Navigation Bar



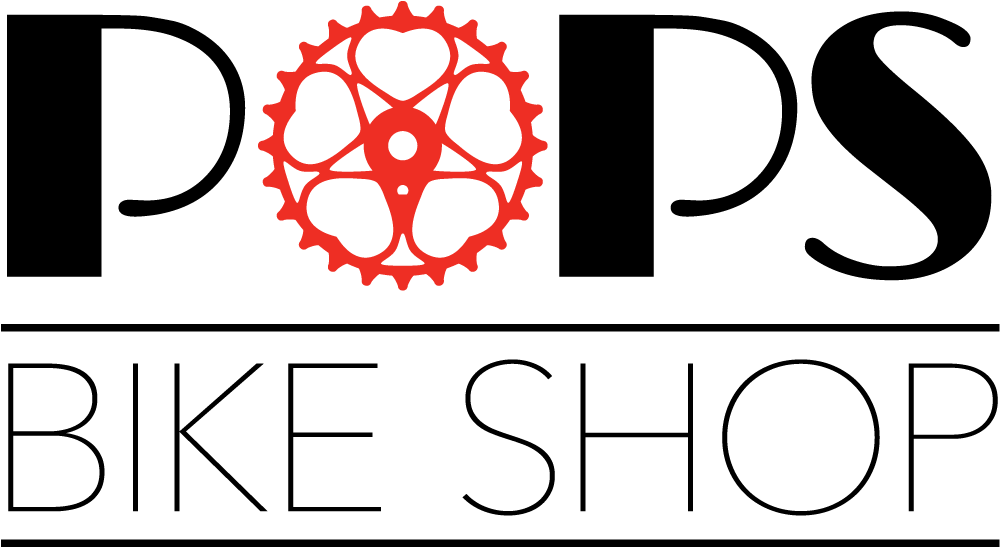
The navigation bar will stretch across the whole screen and will be the same color as the chain ring in the logo. It will have 5 buttons on it that will be equal size in length and height.

Buttons



Each button will state the area it will bring you too. There will be 5 tabs so each tab will be 1/5th the length of the Navigation Bar. The buttons will be point and click tabs that will bring you to the pages they state. Those will be Home, Bikes, Parts and Accessories, Service, and About Us. The Logo will also act as a button to the home page.

Logo



The logo is very important to us as a business. It’s the main thing people see when they see our street signs, banners, business cards, and website. The logo will be presented on the website with our contact info next to it. The font for the logo is used to represent and old school shop vibe while still being sleek and not cluttered. Our main point of attraction from the logo comes from the Sweetheart Sprocket as the “O” in Pops. The sprocket is an older piece of equipment bringing that old school feel to it while still popping with the splash of red.

Placement

The placement of things on this website are going to be very important. If things are all over the place it will lead to navigational problems and people will not enjoy using it. The navigation bar will be right below the logo, contact information, and search bar. As you go to other screens the placements of products and info will be significant for the user to access the information they are looking for. The bikes tab will display bikes by different style of bike, for example BMX, road, mountain, and hybrid are types of bikes. You can then sort by brand of bikes we carry like Giant, Cannondale, and Kink BMX. The Parts and Accessories tab will be arranged the same way as bikes, by category then brand.

**(SEE WIREFRAMES FOR ILLUSTRATIONS)**

Overall Unity

Hopefully all these ideas come together smoothly and I can build a website that displays our brands, product, and sponsored teams in a neat and easy to navigate website. I’m hoping this website I am creating in PowerPoint will be a sort of blueprint for our actual site and we can implement a lot of the ideas and aspects of it in the real website we build.