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.

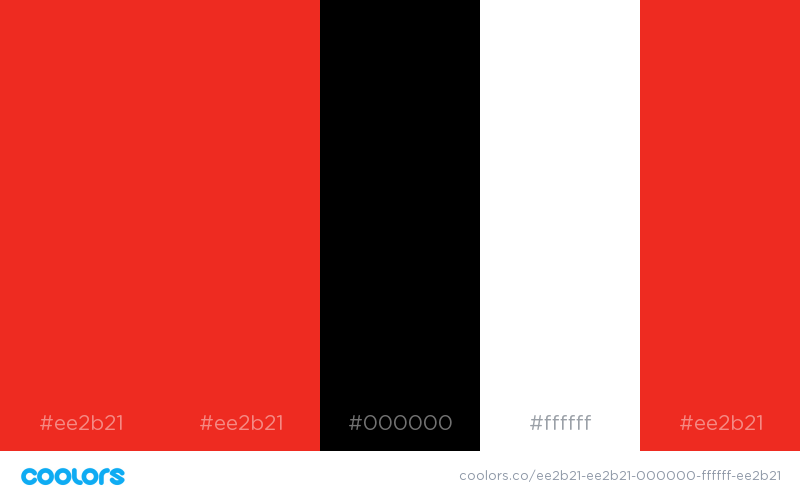
Typeface

Arial will be the body 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, blogs and e-retail environments.



I also used Calibri for the titles, model names, and colors of the bikes, as well as the font on the buttons.

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 almost equal size in length and height. 4 of the buttons will be 0.44” in height and 2.65” in width, while the middle button is 0.44” in height and 2.71” in width to fit the title of the button in it. The navigation bar became a beveled bar broken into 5 buttons as seen below.

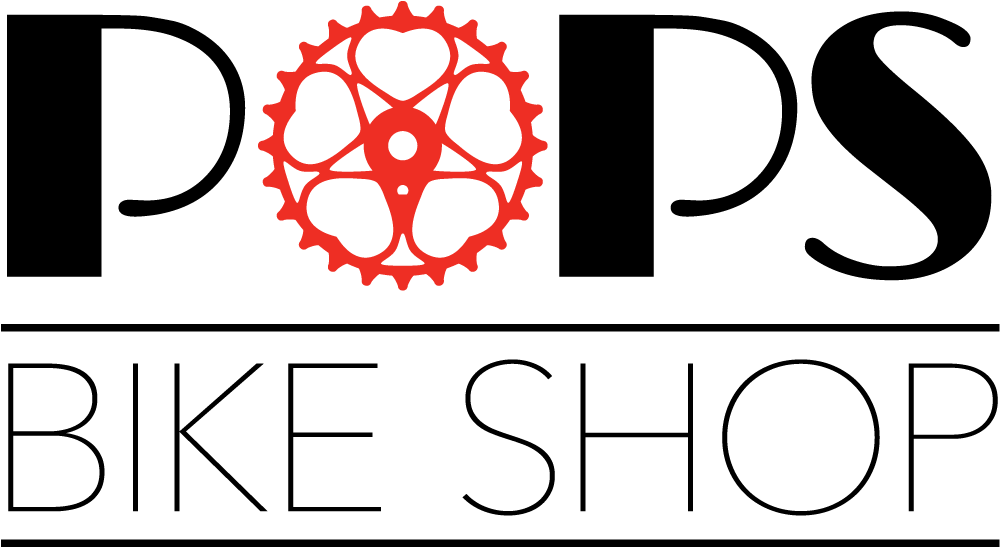
Buttons



HOME

Each button will state the area it will bring you to. 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. The buttons were a bit difficult to set up at first but turned into what you see above. They are on every page and through the main pages of the site. There are also buttons placed in the Bikes slide that allow navigation to a specific type of bike for the manufactures we carry. For example, if you were looking for a Cannondale mountain bike you would click the “Mountain” button under the Cannondale logo.

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. It also represents the love of our family as this is our family shop and is inspired by Pops, my grandfather.

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 style - for example: BMX, road, mountain, and hybrid. You can then sort by brand of bikes we carry such as Giant, Cannondale, and Kink BMX. The Parts and Accessories tab will be arranged the same way as bikes, by category then brand.

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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 accessible way. It will be a link to our brands through our bike pages so that when customers see a bike they want, they can click on its picture and be sent to the page of the bicycle they are interested in. This will allow people to access specifications of the bike, as well as other things like the brand’s financing options. I’m hoping this website I am creating in PowerPoint will be somewhat of a blueprint for our actual site and we can implement a lot of the ideas and aspects of it in the real website we build.