

ONESPACE

WEB - CREATIVE DIRECTION

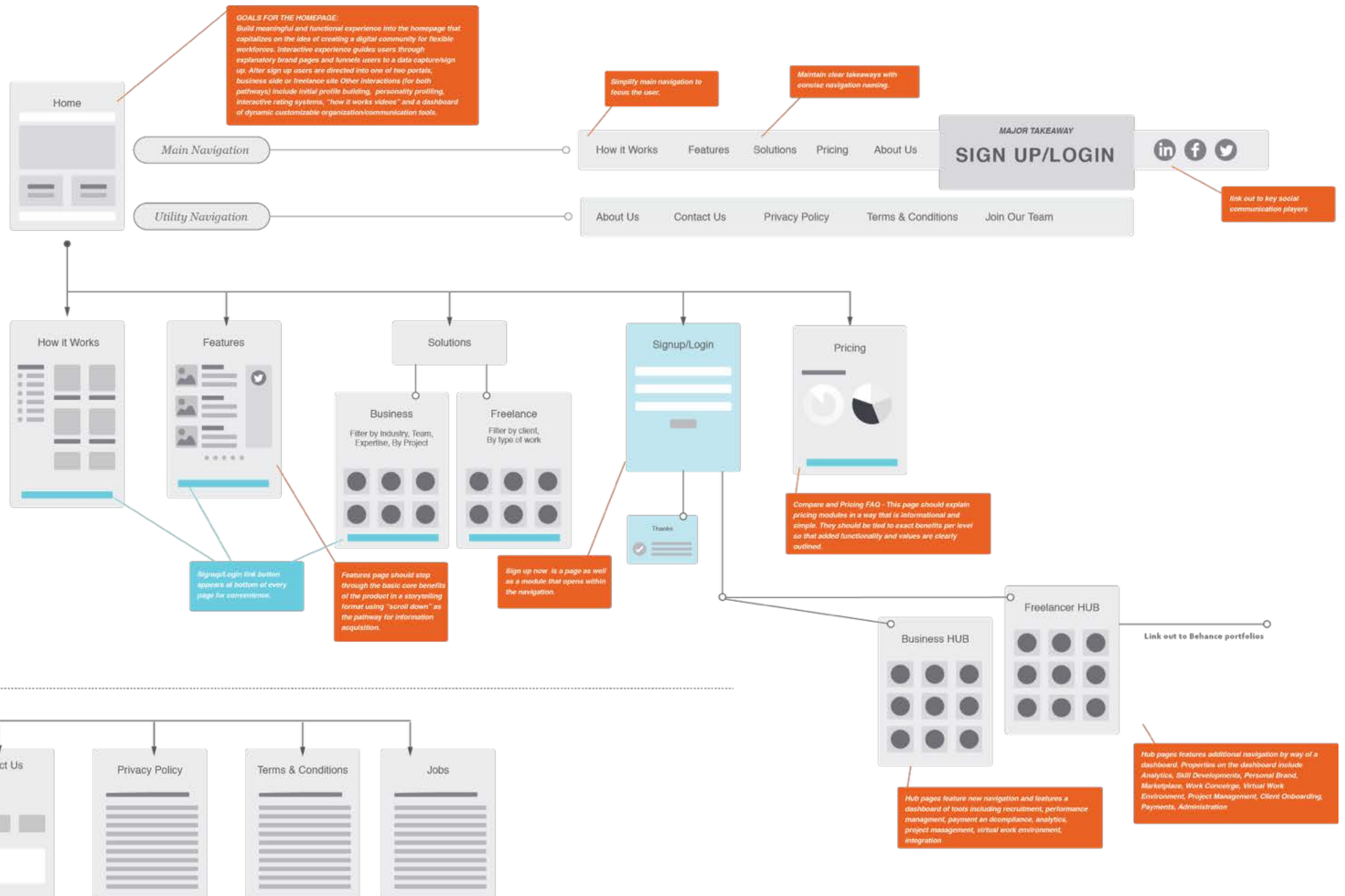
CHOSEN PATH

SYNERGY

V 3.0

STRUCTURAL BASIS

BASIC SITEMAP



DESIRED EMOTIONAL IMPRESSION

IMPRESSION STATE AS YOU GET DEEPER INTO SITE

THIS SHOULD OCCUR THE DEEPER YOU GO INTO THE SITE.

#1 TAKEAWAY:
**ENERGY! HMMM...
THIS LOOKS COOL.**

NEED TO UNDERSTAND
ON A GLANCE

IT'S DIGITAL

IT'S PLATFORM/SOFTWARE
DRIVEN

IT'S CREATED BY
PASSIONATE PEOPLE
LOOKING FOR BETTER
SOLUTIONS

#2 TAKEAWAY:
**THIS IS REALLY
SMART.**

NEEDS TO EXPLAIN AND
SUBSTANTIATE

HOW IT WORKS

WHY IT'S A BENEFIT

#3 TAKEAWAY:
I NEED THIS.

NEEDS TO ANSWER THE QUESTION
THEY HAVE?

WHAT'S IN IT FOR THEM.

#4 TAKEAWAY:
**I HAVE TO KNOW WHEN
THIS IS LAUNCHING.**

NEEDS TO INITIATE RESPONSE.

MAKE THEM CLICK TO BE
ALERTED TO THE LAUNCH DATE.

T H O U G H T T A K E A W A Y S

THIS IS PREMIUM.

THIS IS WELL ENGINEERED.

THIS IS SMART.

THIS IS EXCITING.

1 GOAL

CREATE A NEED STATE
FOR THE PRODUCT &
GET USERS EXCITED
TO SIGN UP FOR THE
SERVICE!

DESIGN ELEMENTS

O V E R A L L D E S I G N S T Y L E

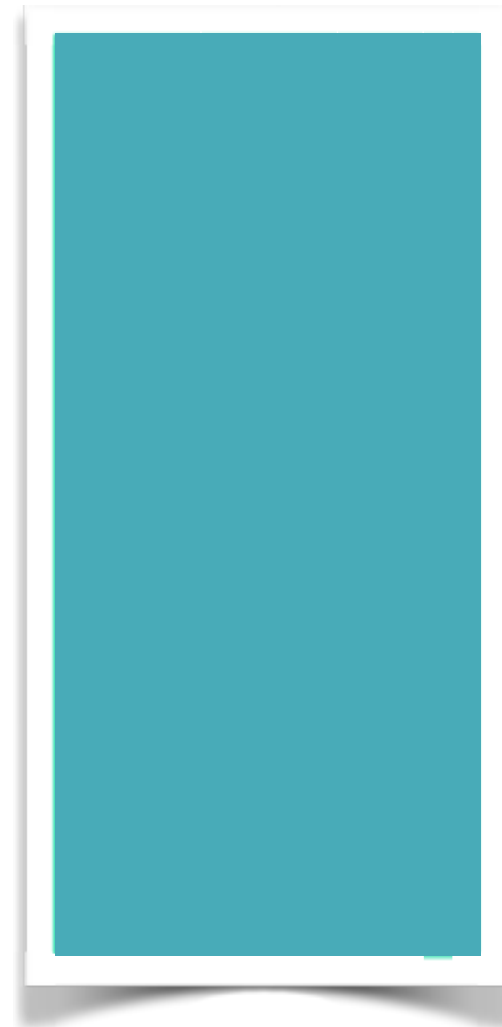
FLAT DESIGN

WITH A TOUCH OF MATERIAL DESIGN

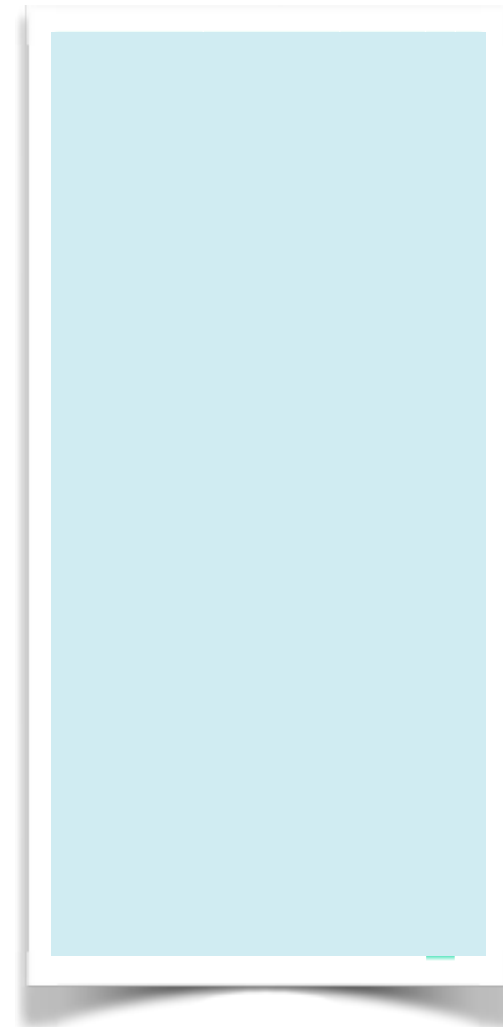
COMPONENTS

COLOR PALETTE
LAYOUT ELEMENTS
ICONS/BUTTONS
GRIDWORK

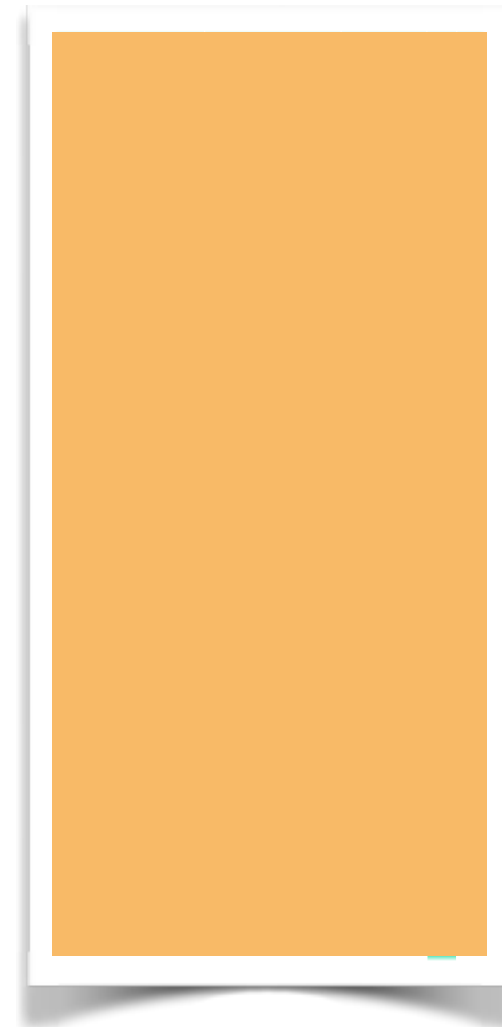
MAIN COLORS



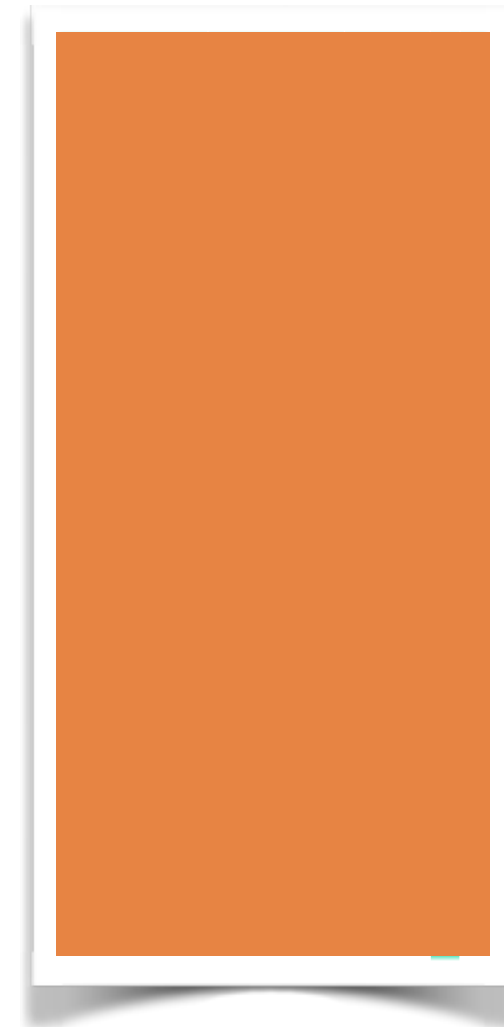
3CA9B7



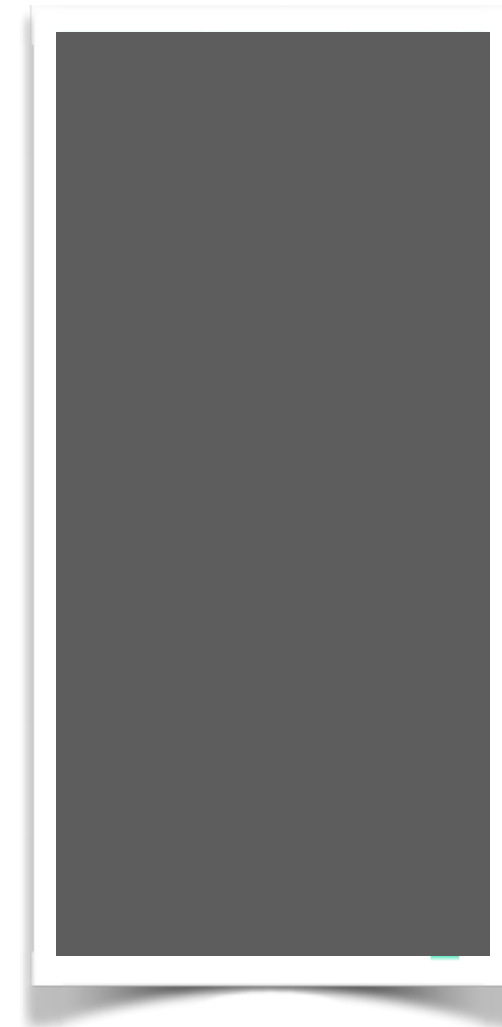
D0ECF3



F9B860

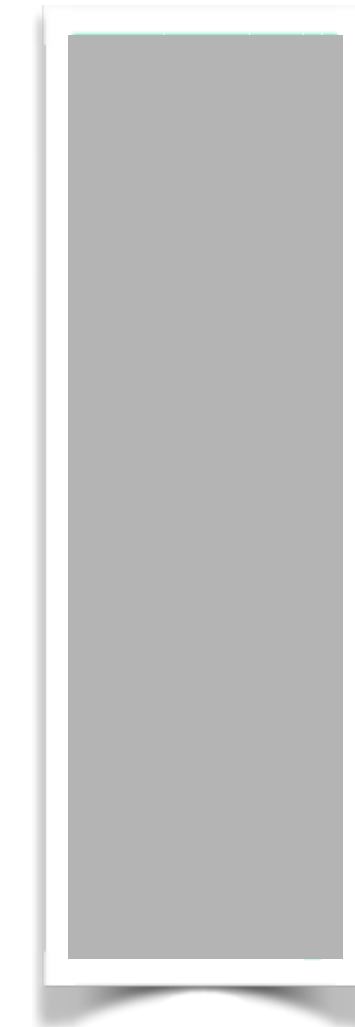


E87F35

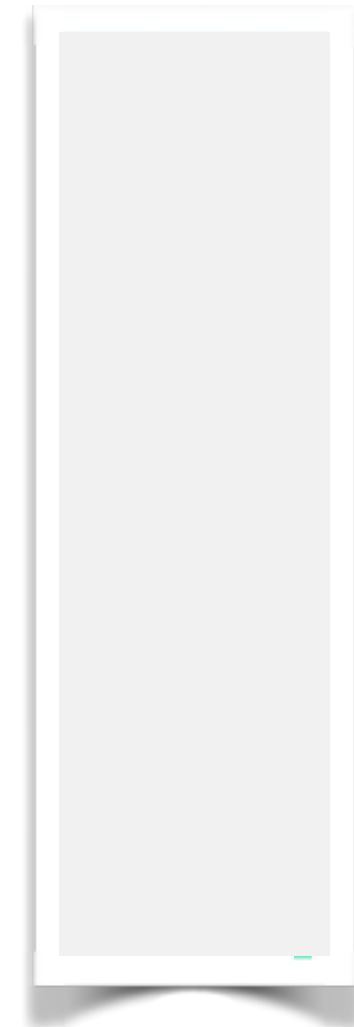


515654

NEUTRALS



B4B4B5



F2F2F2

COLOR USAGE DISTRIBUTION GUIDE

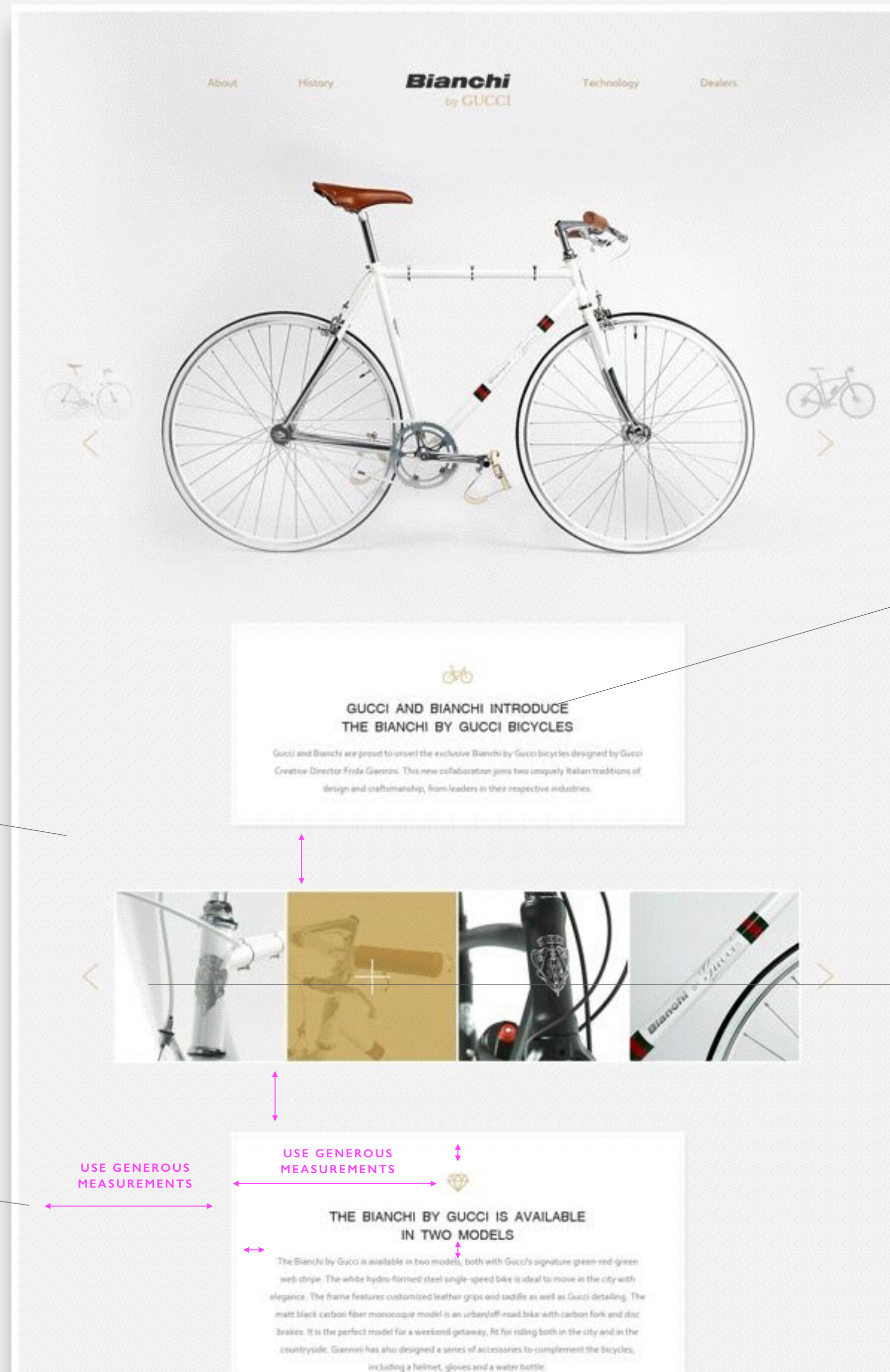
(COLOR AMOUNT VISUALLY REPRESENTED)



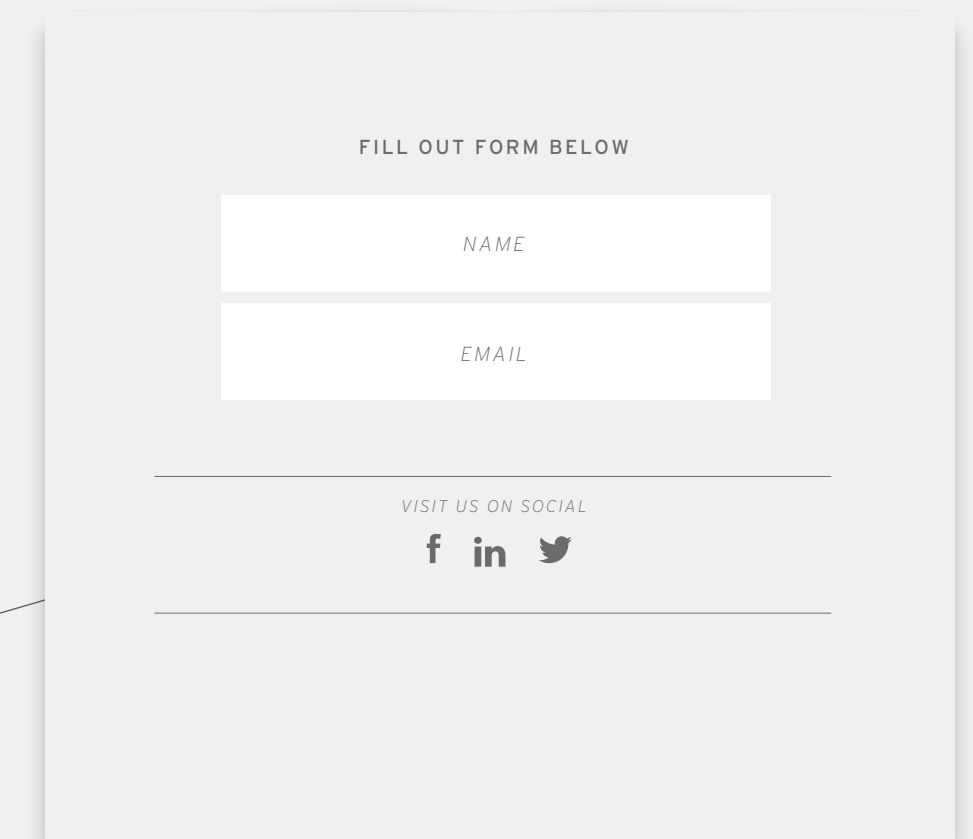
COLOR SHOULD PRIMARILY BE NEUTRALS



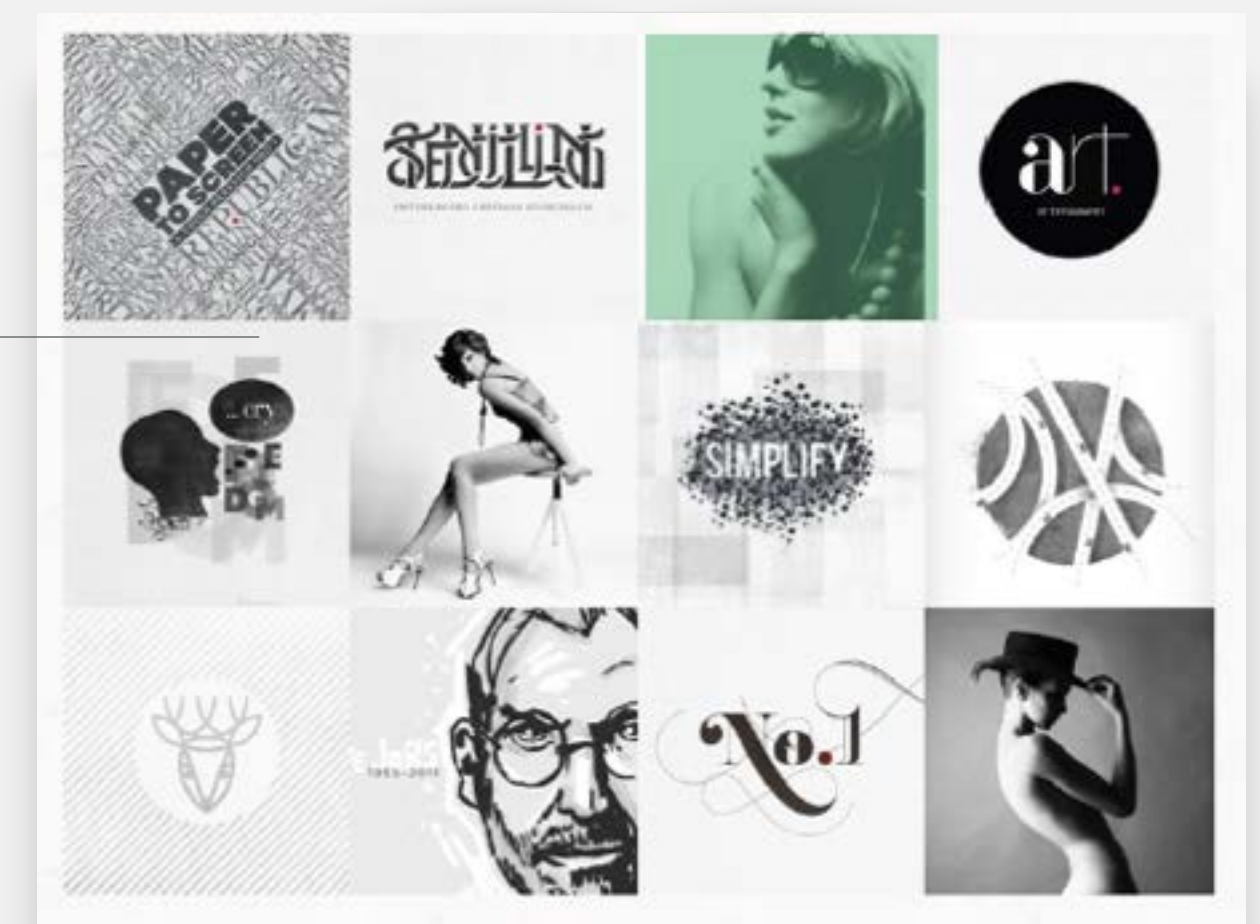
USE MARGINS/PADDING TO CREATE A SENSE OF "SPACE"



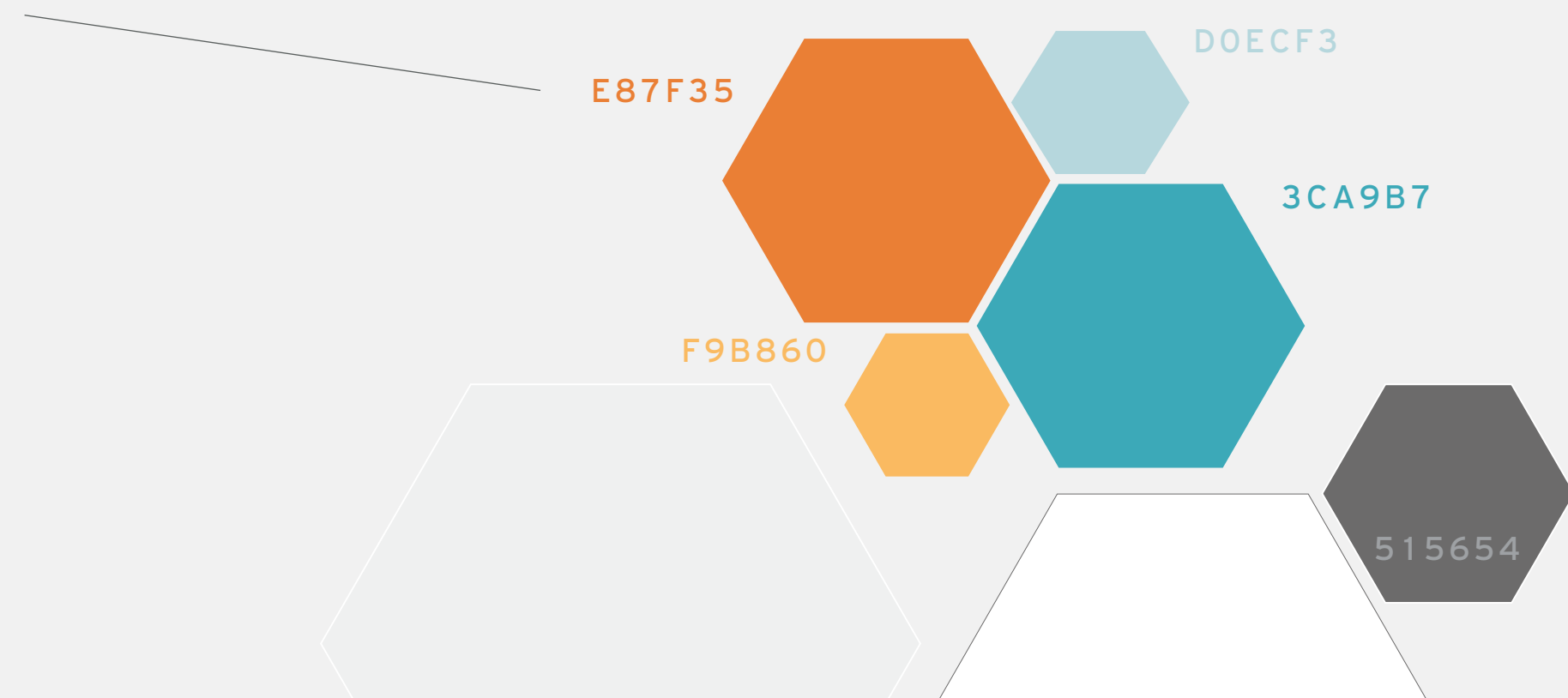
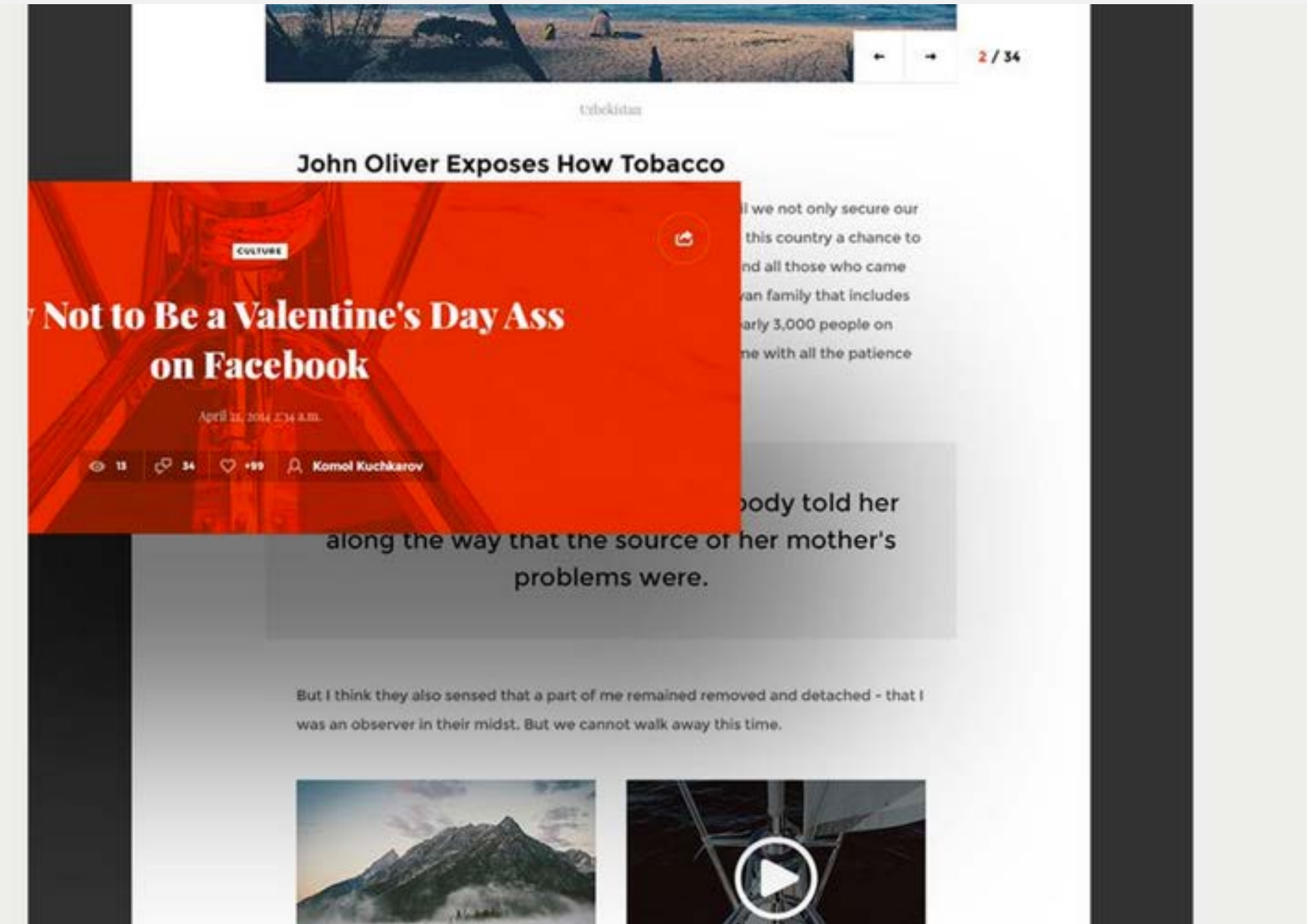
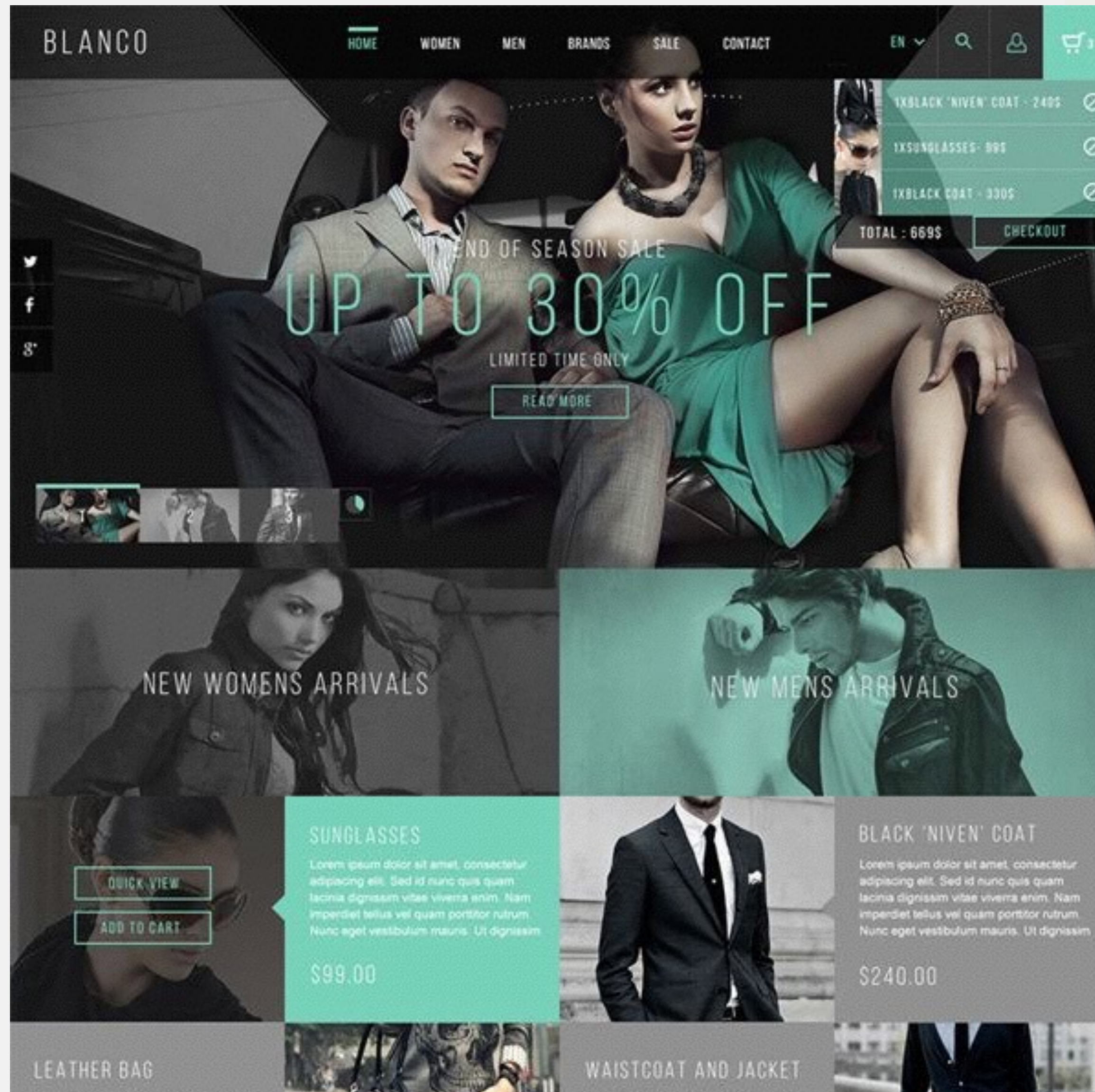
USE WHITE (AS A COLOR) ALONG WITH NEUTRALS IN SMART WAYS.



INTEGRATE B/W NEUTRAL IMAGERY



USE LARGE POPS OF COLOR FOR EMPHASIS AND UNEXPECTED SURPRISE/DELIGHTS OR AS ROLLOVERS.



USE LIGHT LINE WEIGHTS AS RULES TO PROVIDE DEFINITION TO THE PAGE

Technical Specs

Technical Data and Specification of URBANITE
Article No.506450, 506451, 506452, 506086, 506453, 506457 and 506458 [Download Specs \(42KB\)](#)

Headphones	Bluetooth Version	4.0
	Impedance	16 Ω
	Supported Profiles	Headset 1.2, Hands-free 1.6, GAVDP, AVRCP 1.4
	Frequency Response	16-22000 Hz
	Sound Pressure Level	100dB @ 1kHz, 1mm
	Total Harmonic Distortion	< 0.5 % (1 kHz, 100dB)
	Range	Up to 10m
Battery Specification	Li-Polymer	

Microphone	Frequency Response	100-10,000 Hz
	Pick-up Pattern	Dual Microphone array
	Sensitivity	-42 dB V/Pa

Connector	3.5mm low profile angled plug
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DELIBERATELY SPACE TYPE TO ACCENTUATE HEADLINES AND NAVIGATION PATHS.

AMPHIBIOX



Amphibiox features advanced technology hidden in the form of a fashionable shoe. A special membrane prevents water penetrating the shoe and at the same time maintains full breathability. This unique technology makes Amphibiox both waterproof and breathable.

[DISCOVER IT HERE](#)

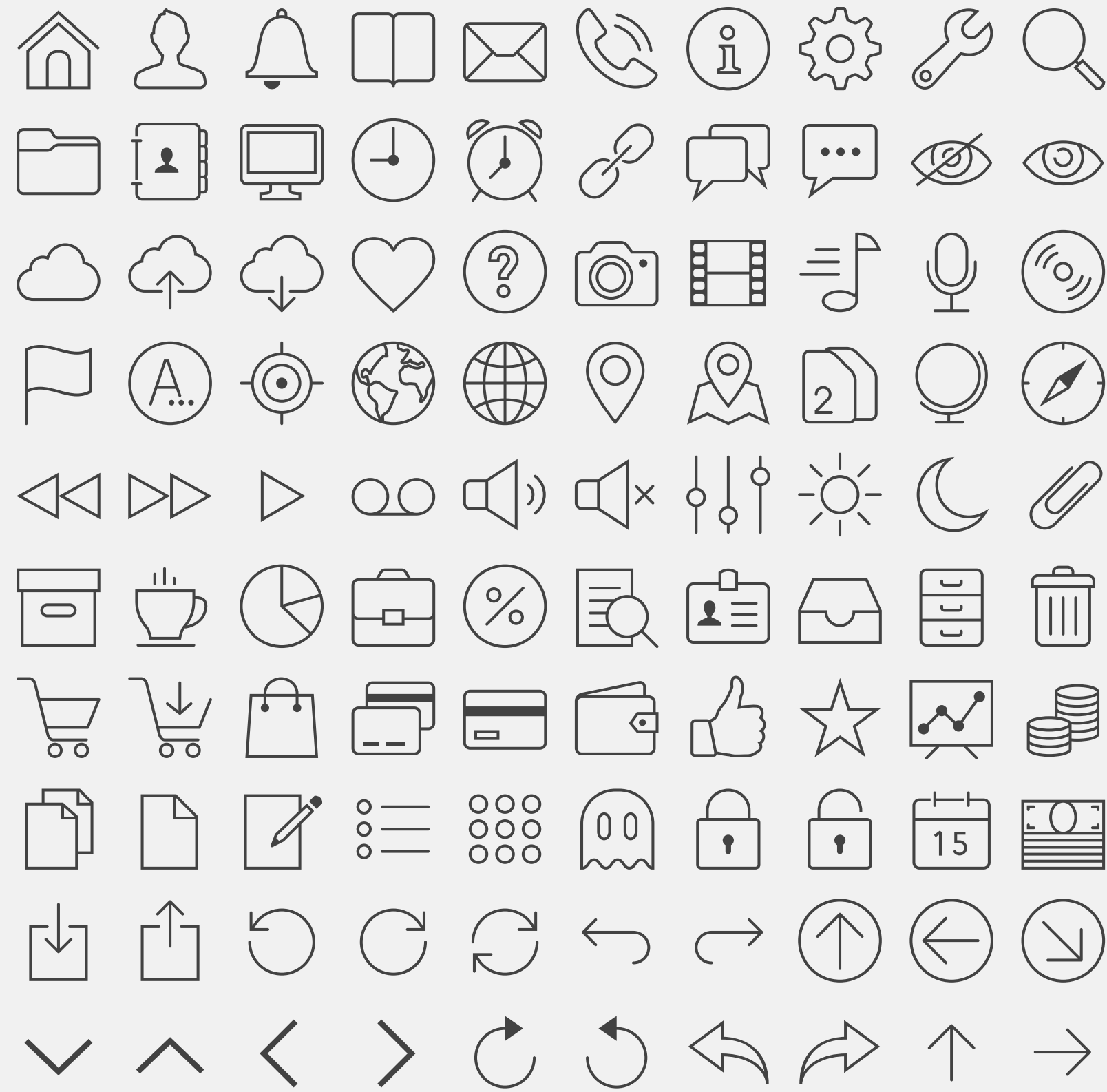
UTILIZE BLACK TO PROVIDE CONTRAST. (THIS SHOULD PRIMARILY BE IN TYPE OR IMAGERY.)

STEP 5: DO YOU HAVE A ROOMMATE PREFERENCE?

SOCIAL

	Bē	t
		

FUNCTIONAL ICONS SHOULD BE
CLEAN AND OPEN WITH FINE
LIFEWORK



ICON SPACING



EXPLANATORY ICONS/INFOGRAPHICS
CAN BE MORE COMPLEX



GRID WORK IS NECESSARY.
BUT GET CREATIVE.



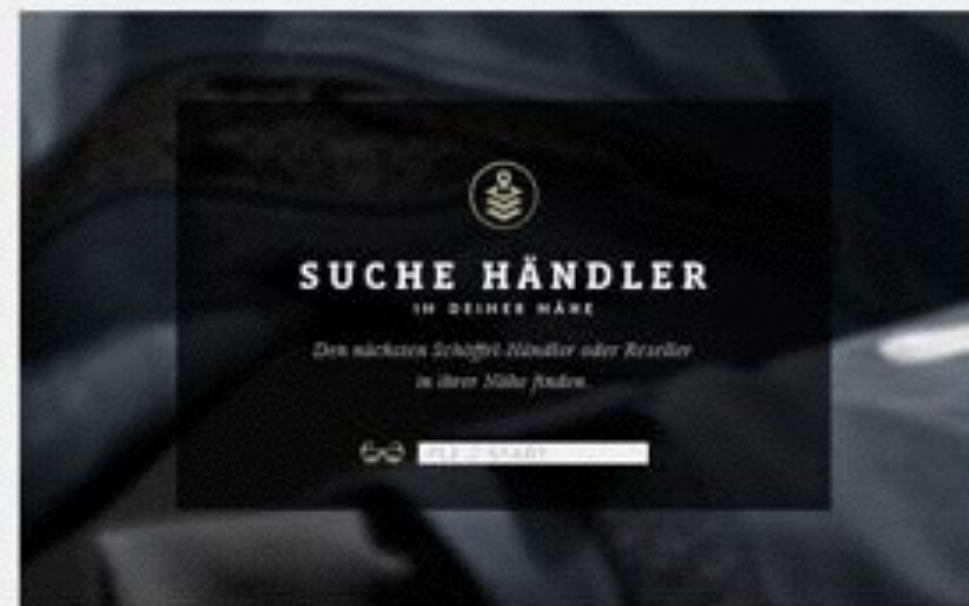
MACH DEN RECHNER AUS UND
LOS GEHTS IN DIE ALPEN!

Die Alltag und seiner Melik zurück lassen, die Ruhe der Berge und die
Spannung der Piste finden. Kann nur der Dinge der Stadt und in die Weite
der Landschaft.



VENTURI STRETCH SKI-HOSE
RICH DYNAMIC II

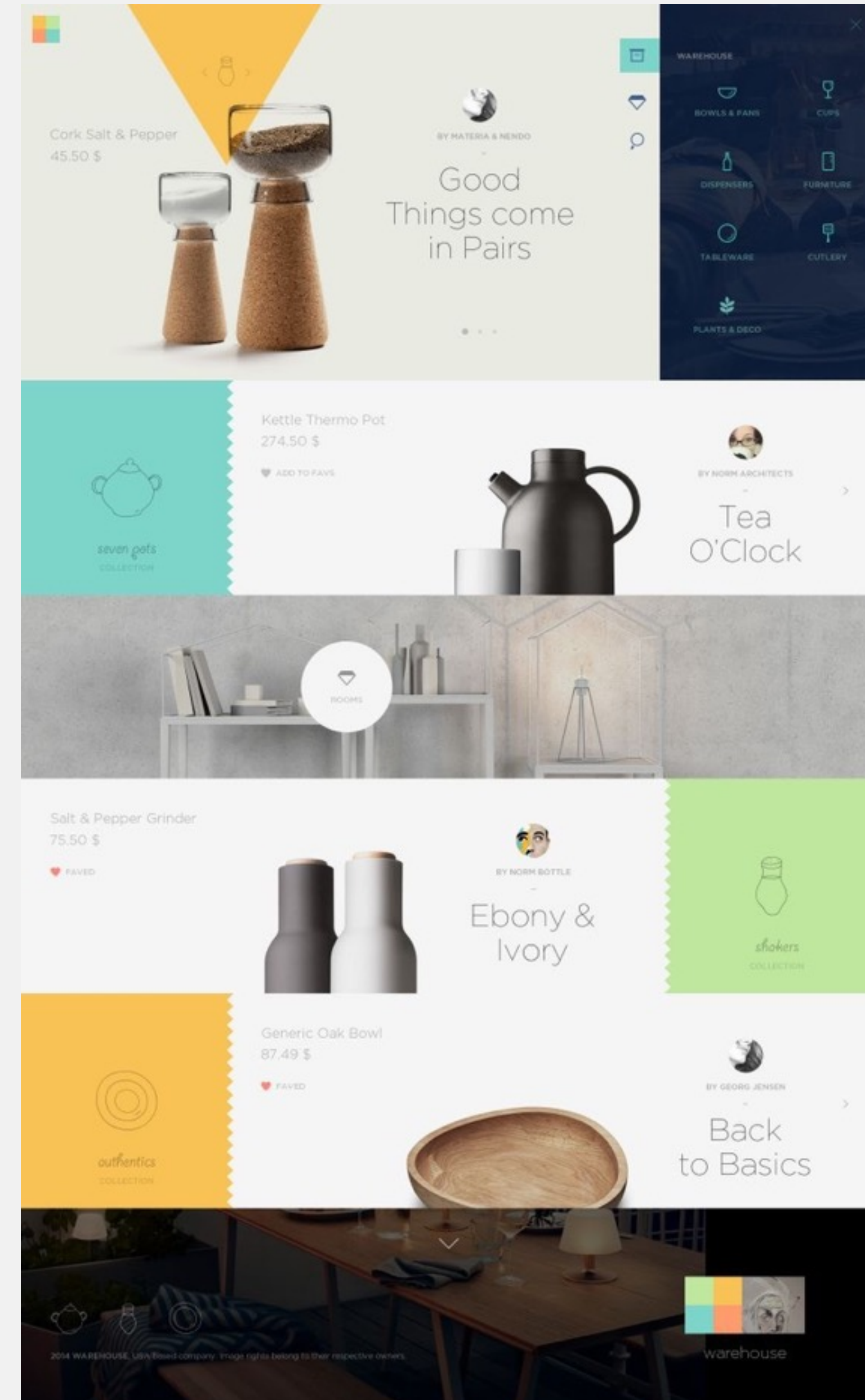
Multifunktionelle, vierfarbige Stretch-Skibase
mit Trägern für Herren, wattierte Multifunktion,
vierfarbige Stretch-Skibase mit Trägern für
Herren, wattierte Rückenlets...
SHOP



DU BIST SOWEIT FÜR DEN
RUHEINDIKATOR

Keine Bewegung und keinen Stress! Die App
misst Ruhephasen, wenn sich das Smartphone
in kompletter Stille befindet und nicht bewegt
wird. Für mehr Verschnaufpausen und einen
entspanntesten Tag.


DOWNLOAD



AND MORE CREATIVE.


PREPARE FOR TAKEOFF

Test drive the all-new Q2 Concept from QUANT now at your local Specialty Car Showroom in San Francisco, Palo Alto, or Los Angeles.



634
PEOPLE AHEAD OF YOU

12
DAYS LEFT TO DRIVE




2.8S OF BLISS.

0-100 Kilometers in just under 3 seconds. Elegant, sporty and with an extraordinary design that underscores the special character of this car as the platform for a revolutionary new powertrain technology – this is the QUANT e-Sportlimousine in its world premiere.

THE JET LIFE.

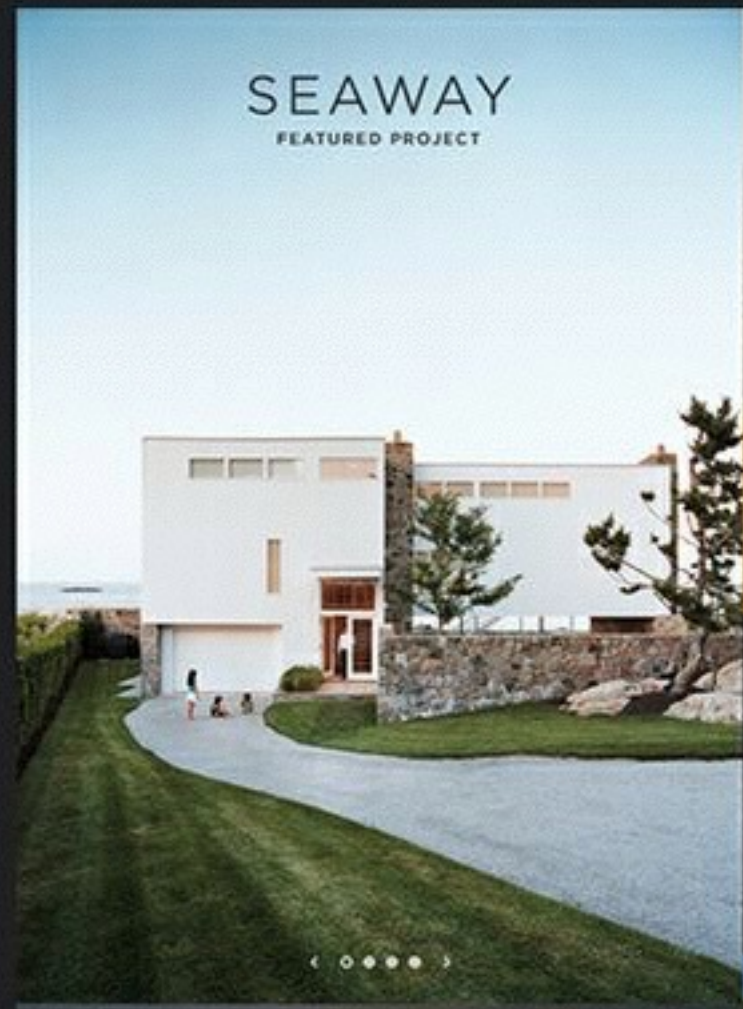
Two rows of seats, cockpit style. Carbon fibre monocoque construction. Widescreen display technology more than 7.25 meters wide and 16 centimeters. This is modern luxury like never before.



SIGN UP TO TEST DRIVE.

*All guests who wish to test drive the new Q2 will be subject to a credit check.

SEAWAY
FEATURED PROJECT



WERNWOOD COTTAGE
£99
PER NIGHT

BLK FLAT
£59
PER NIGHT


VT7 INTERIORS

Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra.



SUMMER HOUSES

Donec sed odio dui. Donec ullamcorper nulla non metus auctor fringilla. Praesent commodo cursus magna, vel scelerisque.

POSSIBLE
FEATURED PROJECT



£199
PER NIGHT



PROJECTS
LISTINGS
BLOG
ABOUT
CONTACT

TW ARCHITECTS

SURPRISE AND DELIGHT AS YOU GO WITH VARIATION IN LAYOUT

(BASE YOUR BREAKS IN LAYOUT ON CONTENT)

FROM GRID

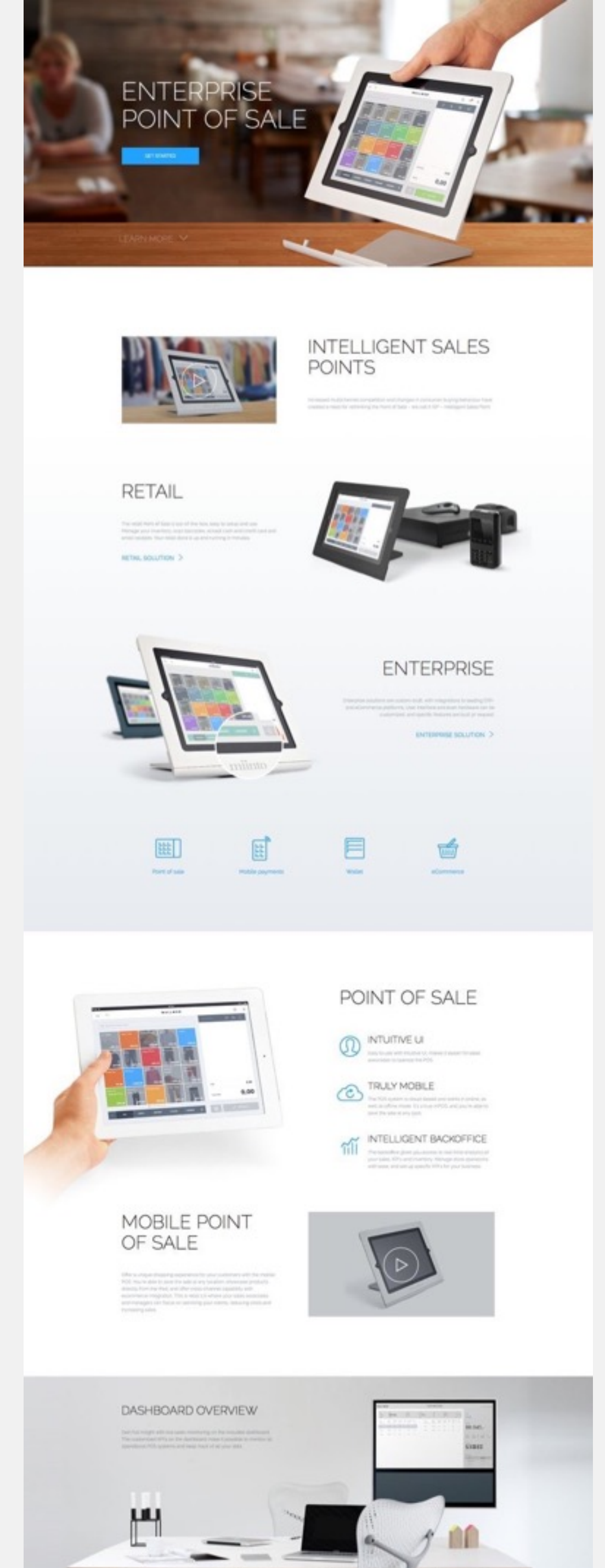
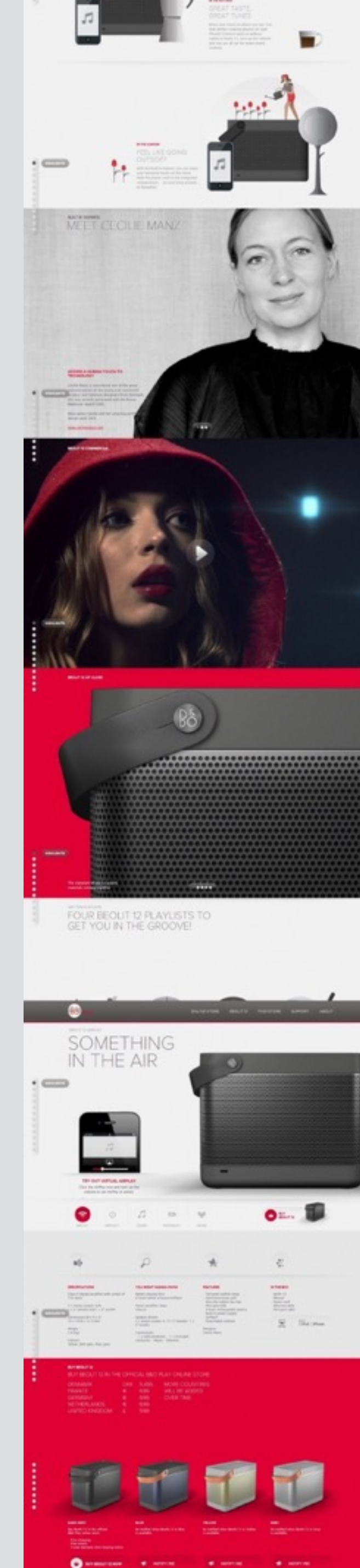
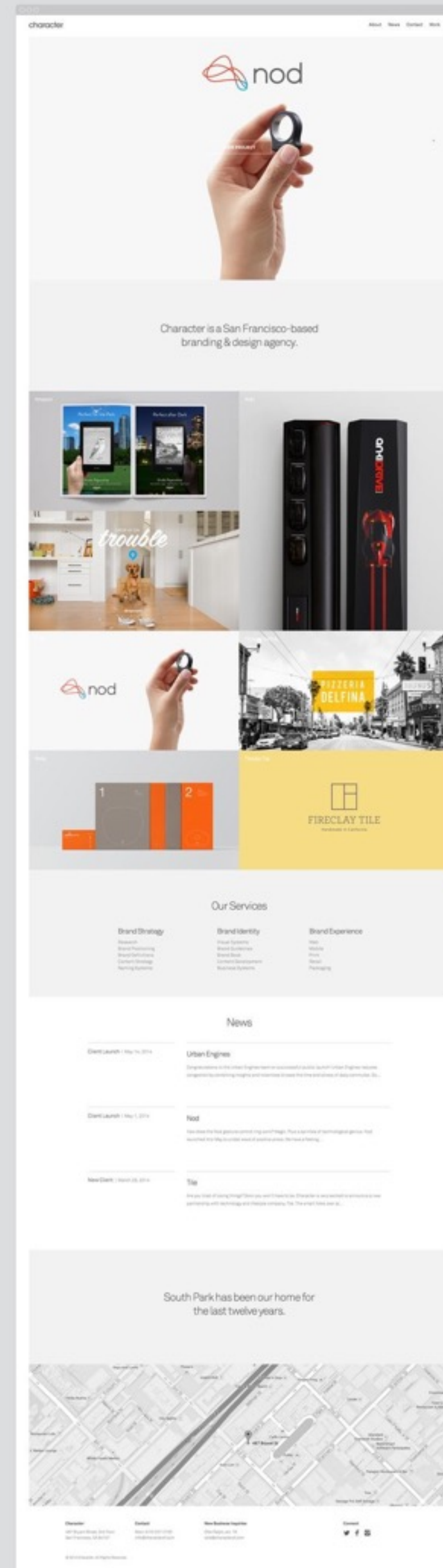
TO FULL BLOCK

TO FULL SCREEN

CROPPED IMAGES

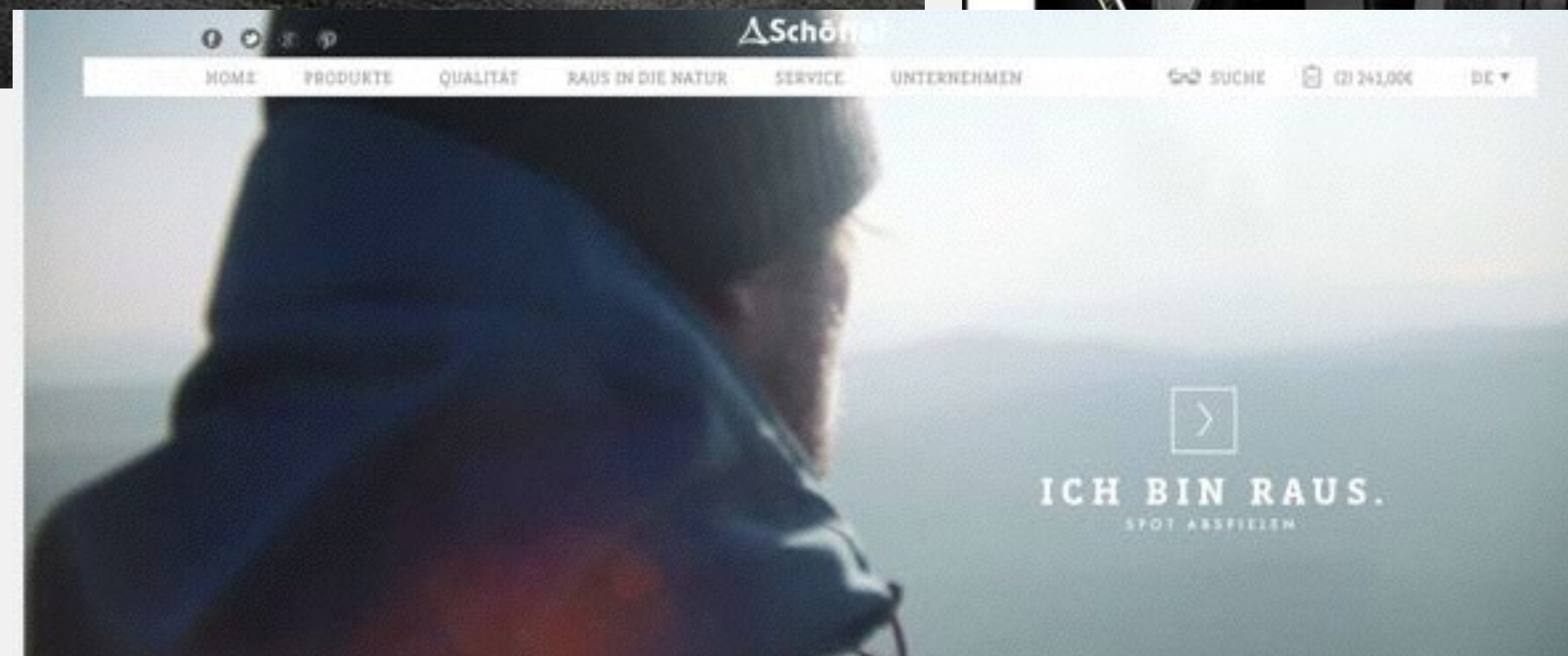
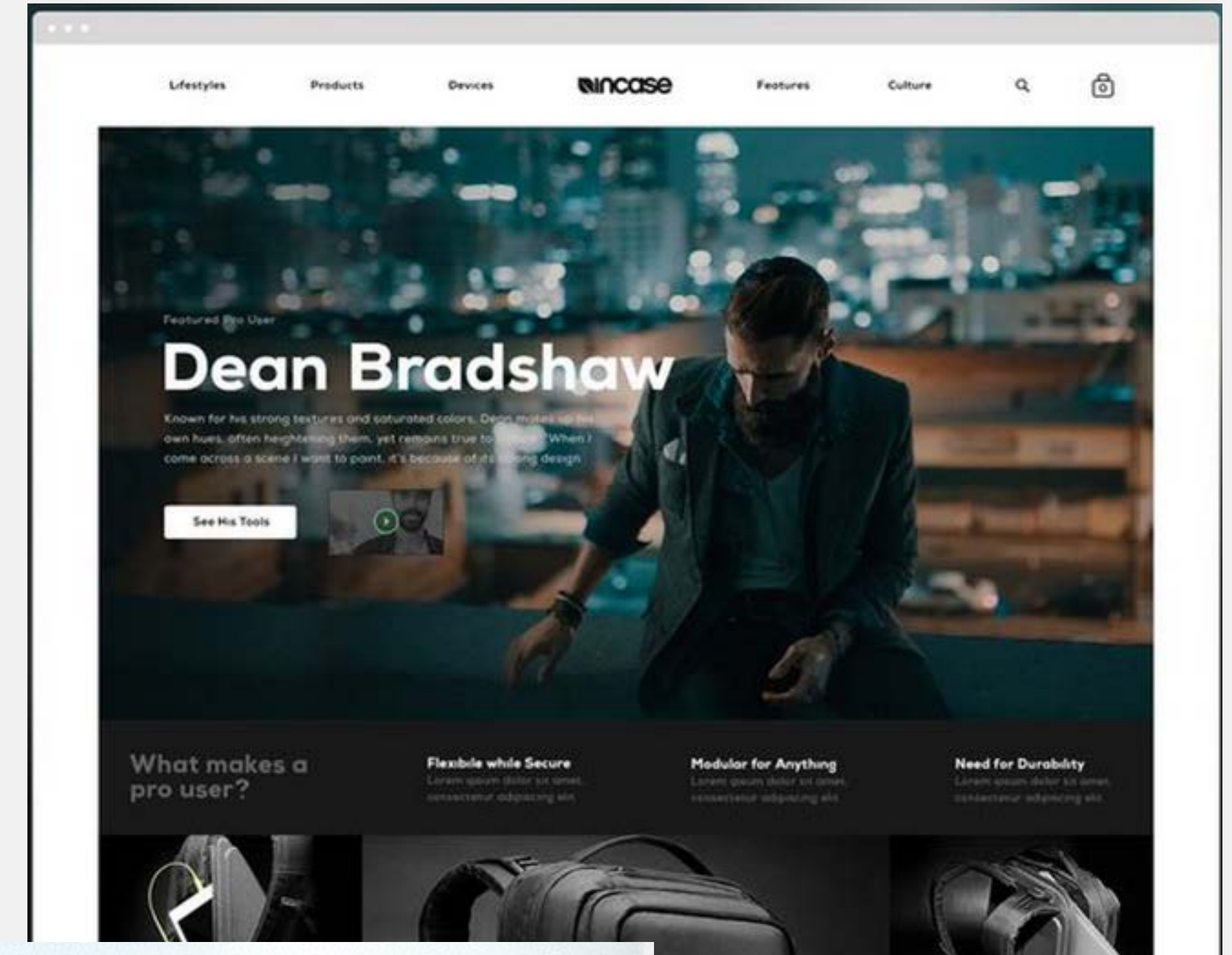
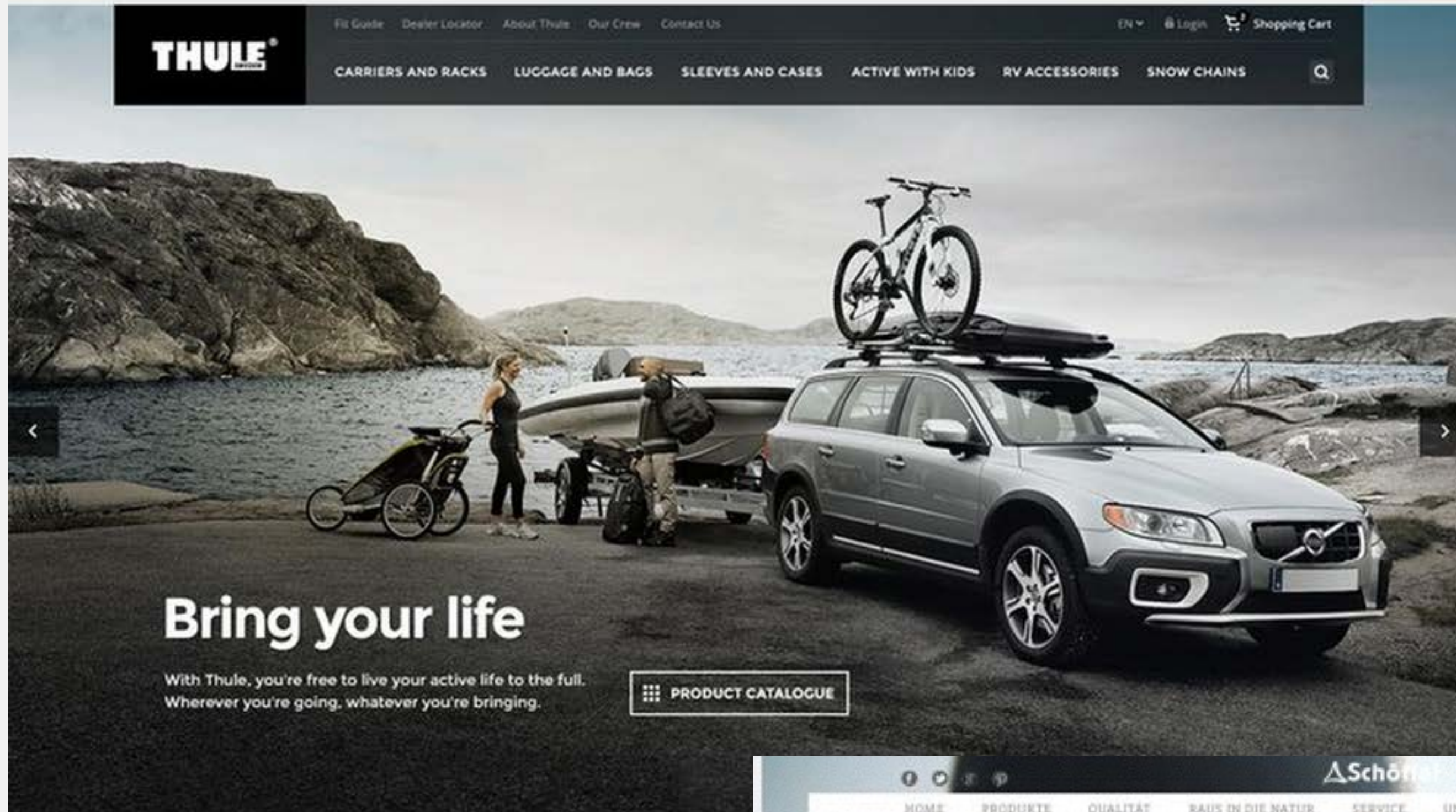
OUTLINED IMAGES

ETC.

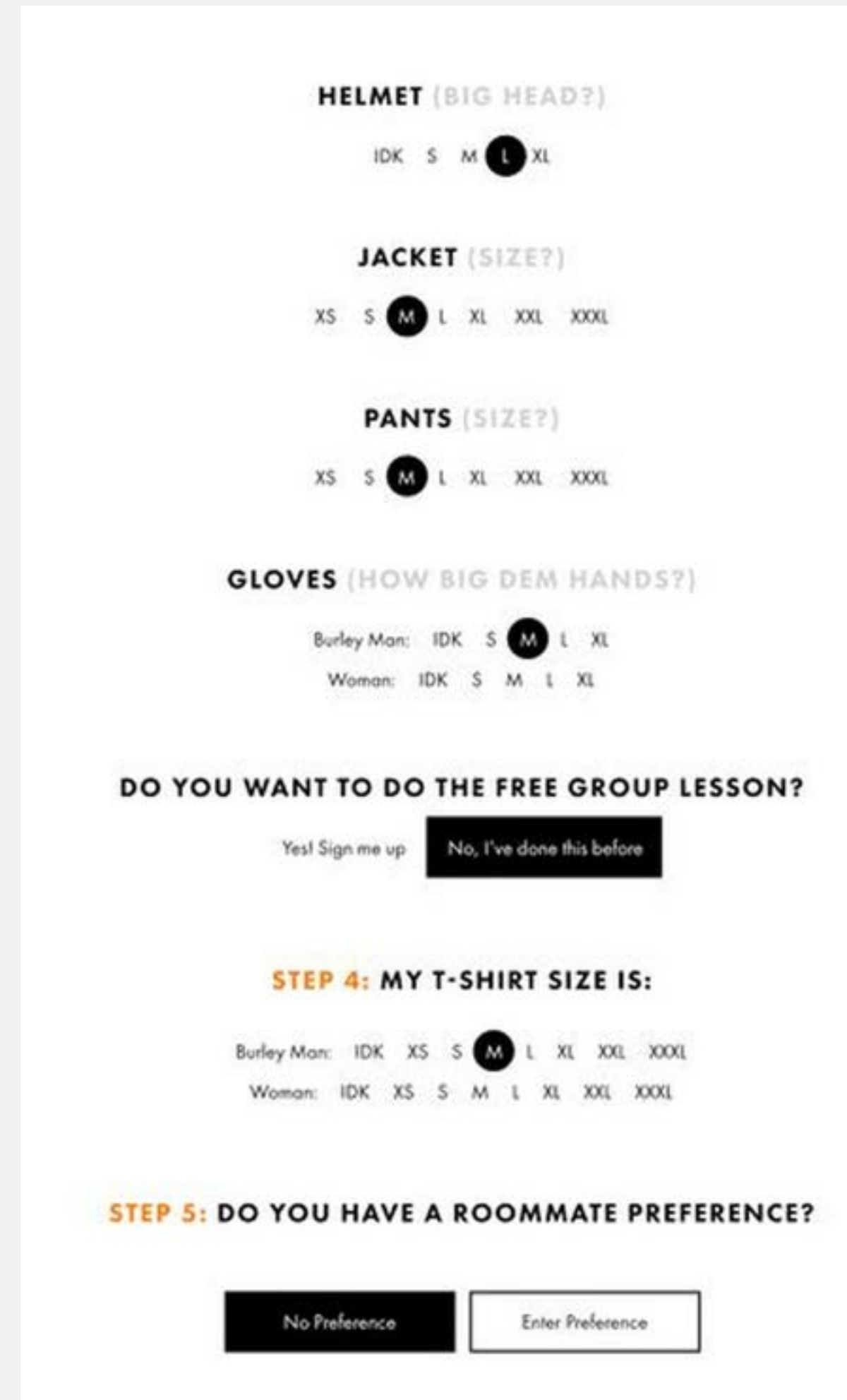
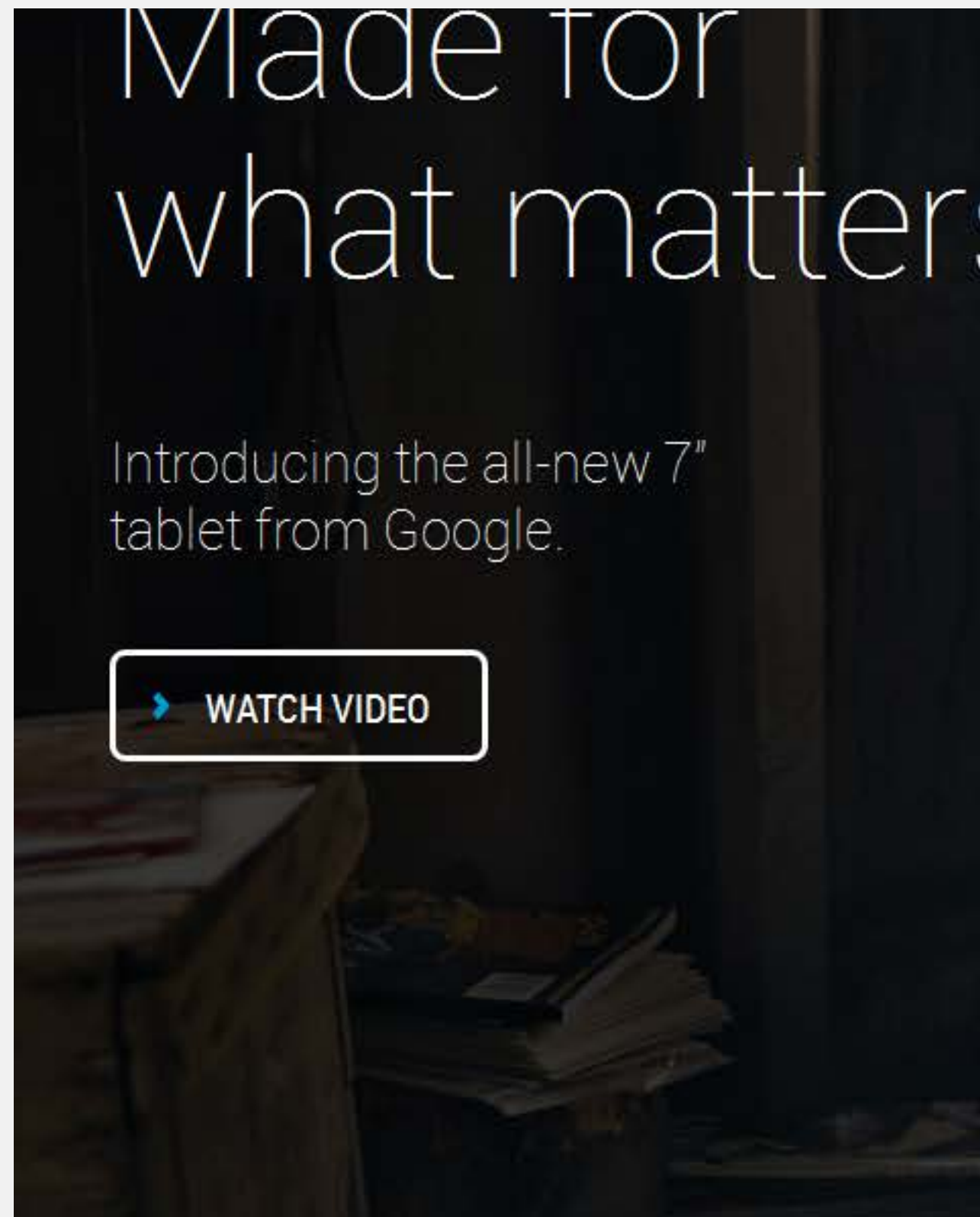


NAVIGATION

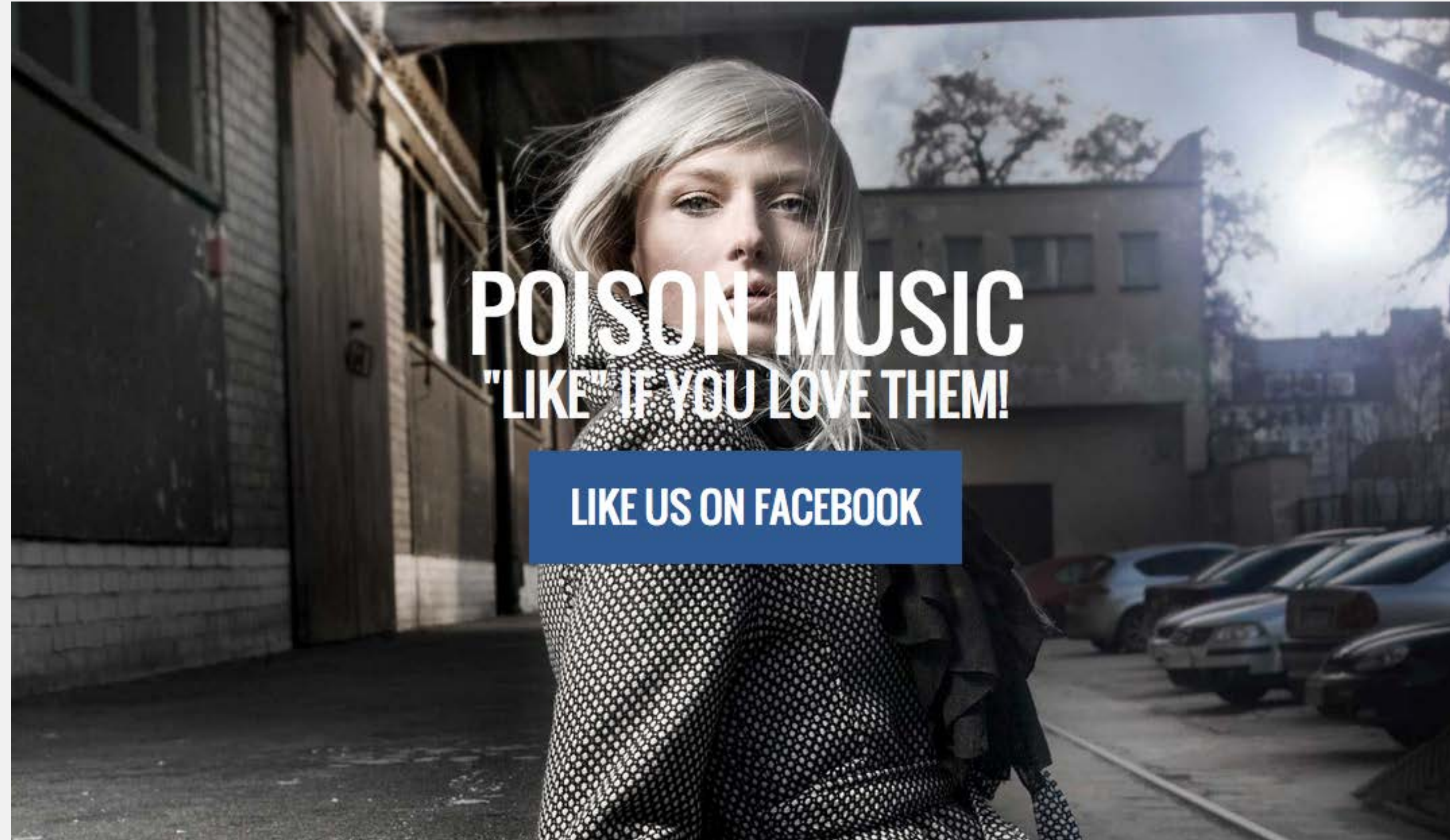
MAIN NAV SHOULD SIT OVER IMAGE/IMAGES OR BE OUTSIDE OF IT
BUT IT NEEDS TO BE CLEAR IT'S NAV AND NEUTRAL IN TONALITY
(WITH UNEXPECTED DROPDOWN)



BUTTONS SHOULD BE FLAT ART OR GHOST BUTTONS -
DISTINCTIVE AND CLEAR AND IDEALLY NEUTRAL OR WITH MINIMAL COLOR



BE DIRECT WHEN MAKING CALLS TO ACTION



POISON MUSIC
"LIKE" IF YOU LOVE THEM!

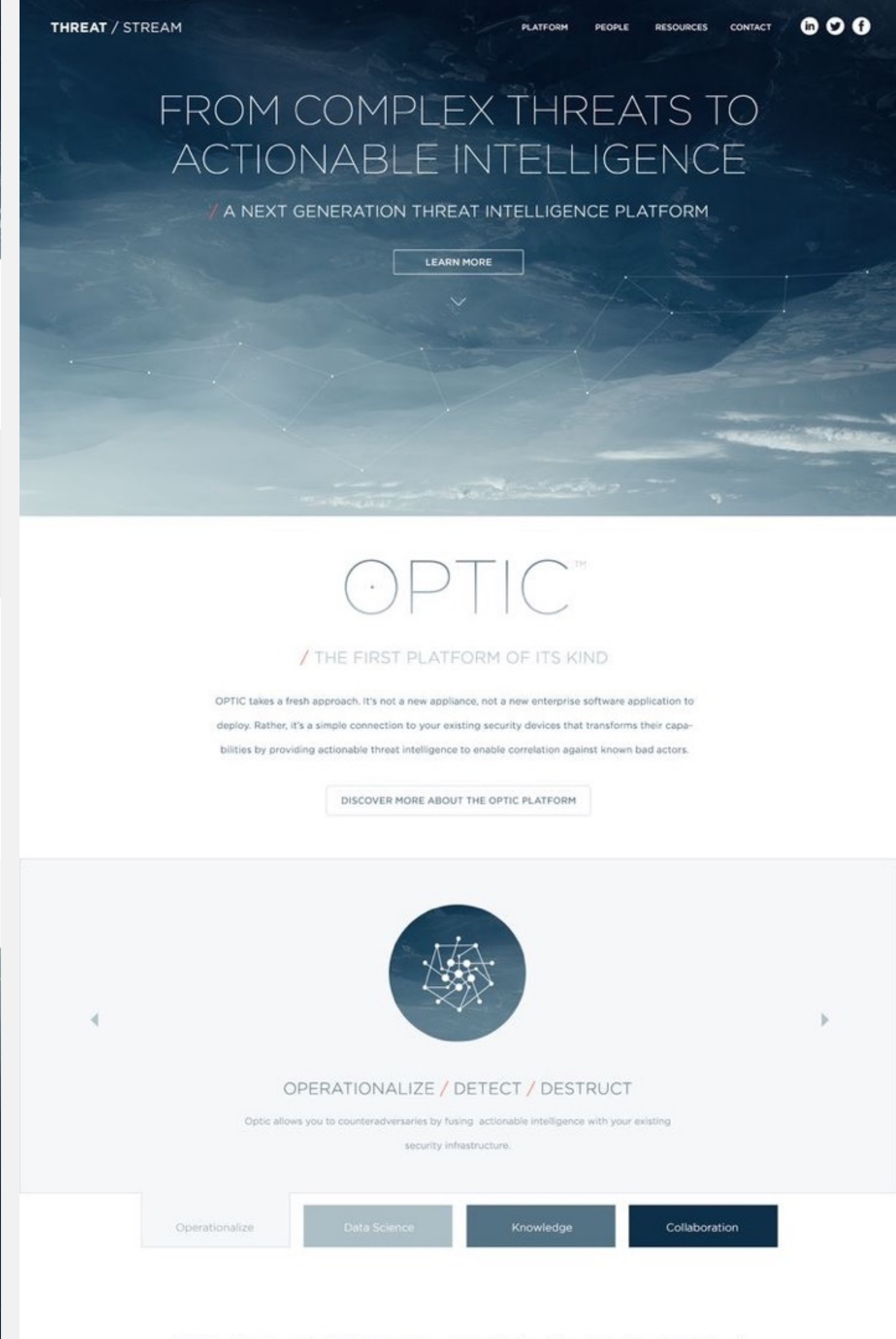
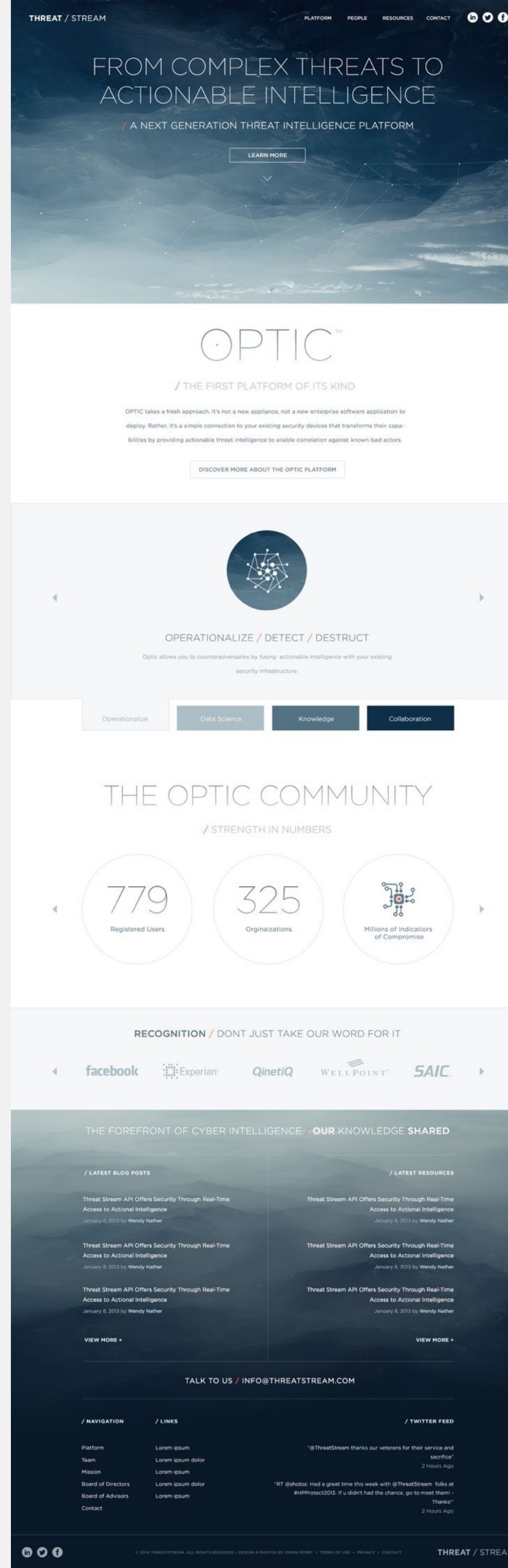
LIKE US ON FACEBOOK

IMAGERY

MAIN VISUAL CAN BE PURELY CONCEPTUAL

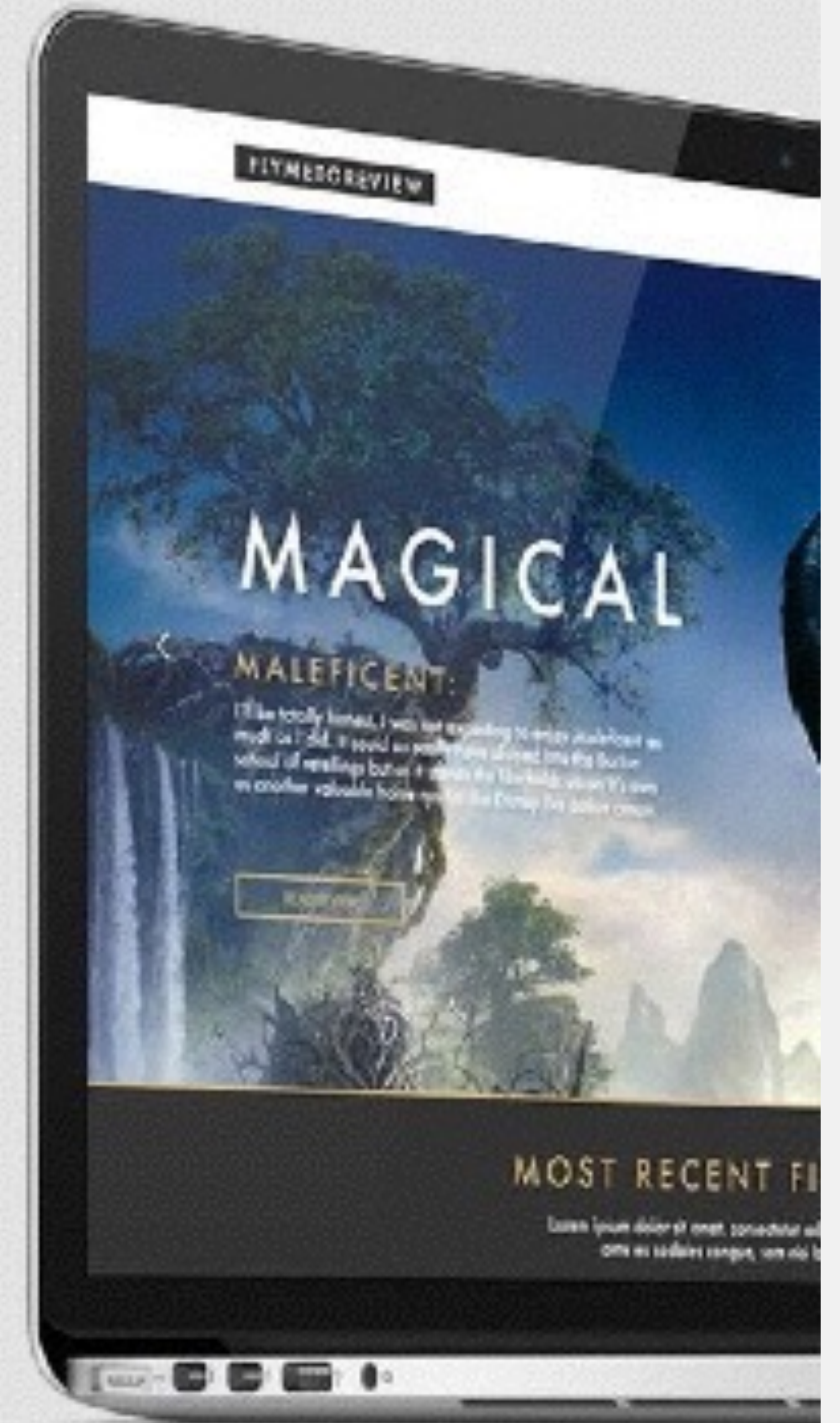


SAY VERY LITTLE.
FEEL ASPIRATIONAL.
CONNECT TO EMOTIONS.
APPEAR DIGITAL.



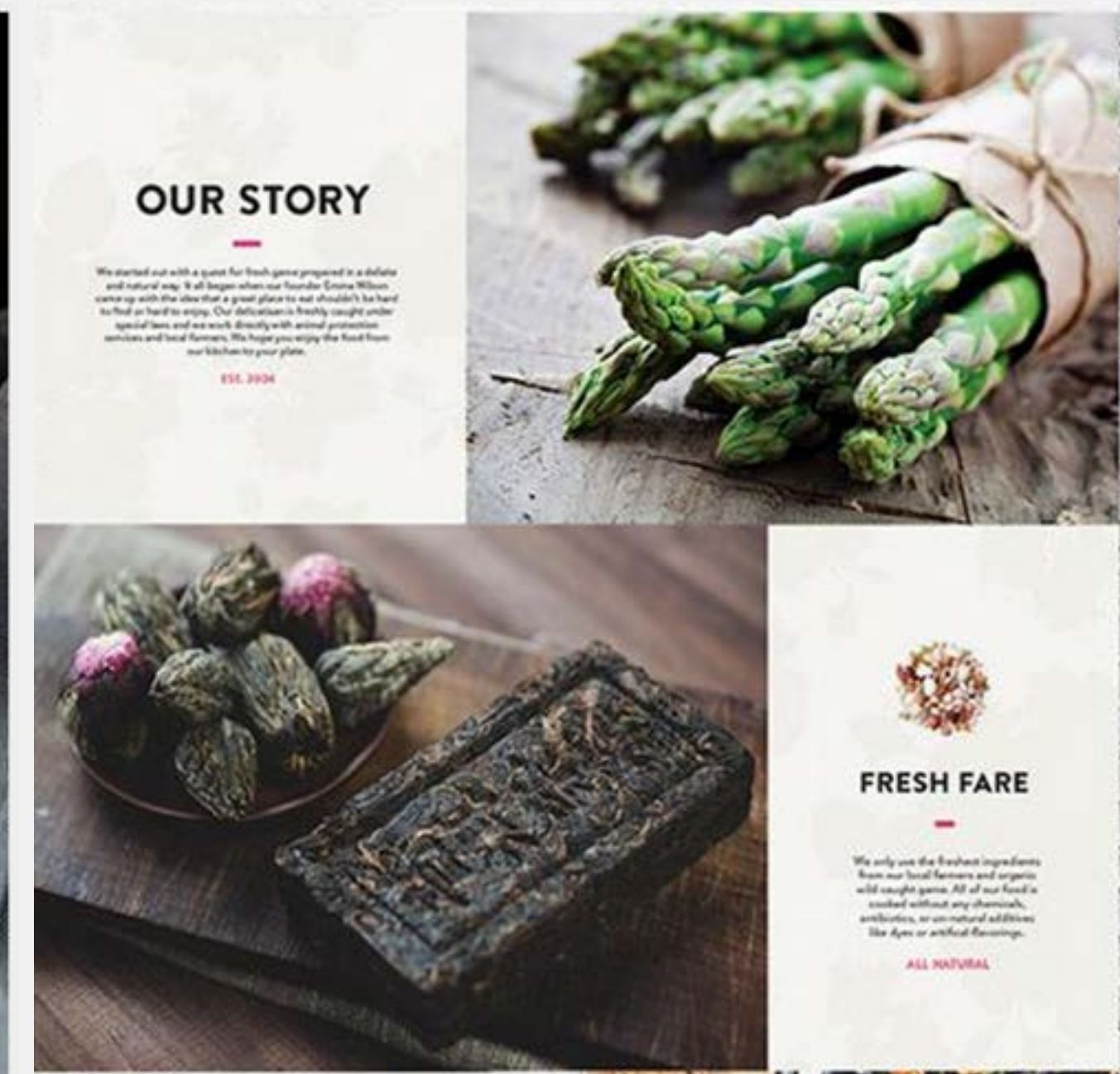
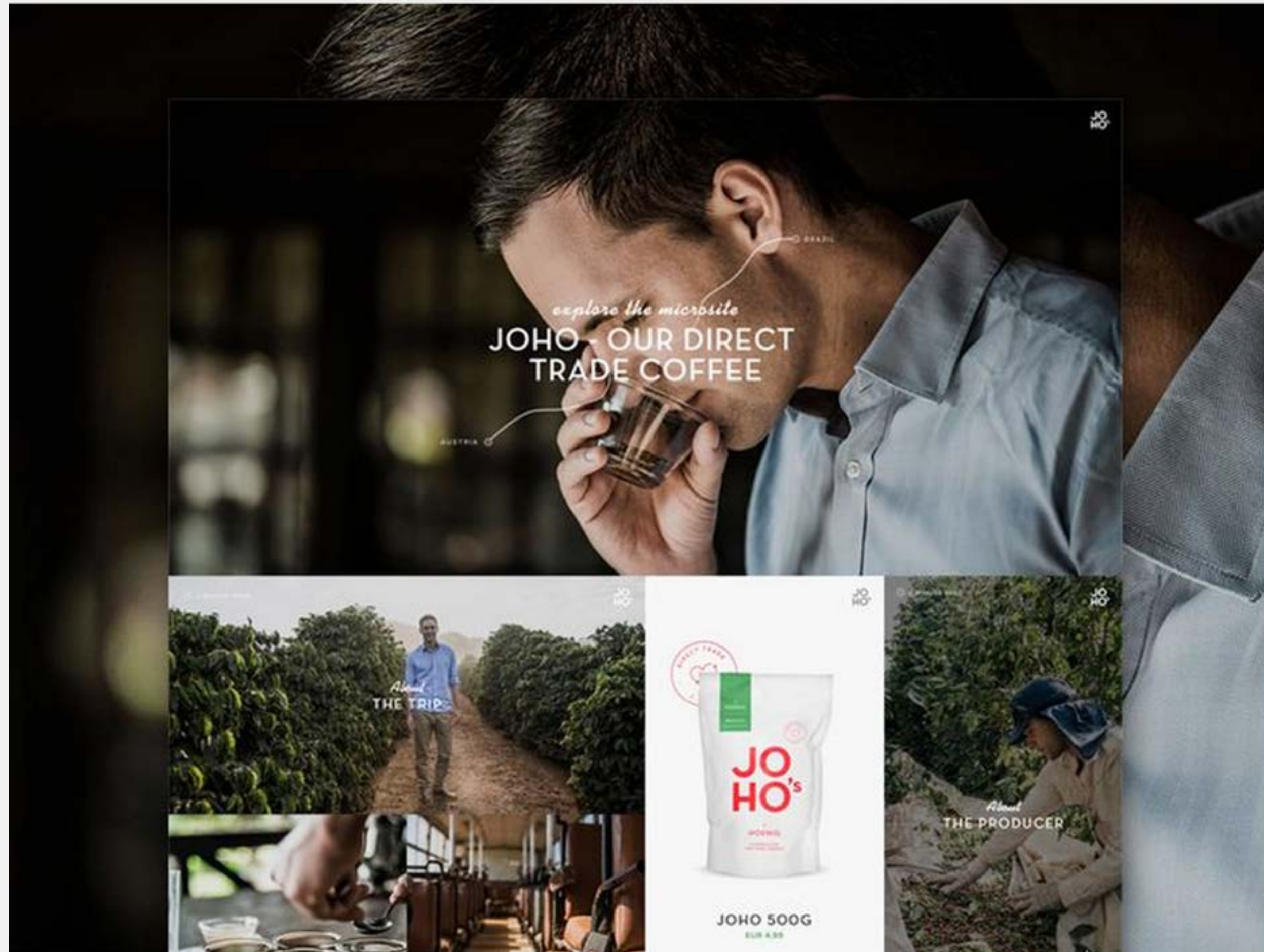
OR IT CAN MORE LITERALLY
TELL A STORY THROUGH
A CONCEPT BASED IMAGE.

I.E. A MAC SCREEN WITH PHOTOSHOP VS. A PC
SCREEN WITH SPREADSHEETS TO SEE BOTH
SIDES COMING TOGETHER.



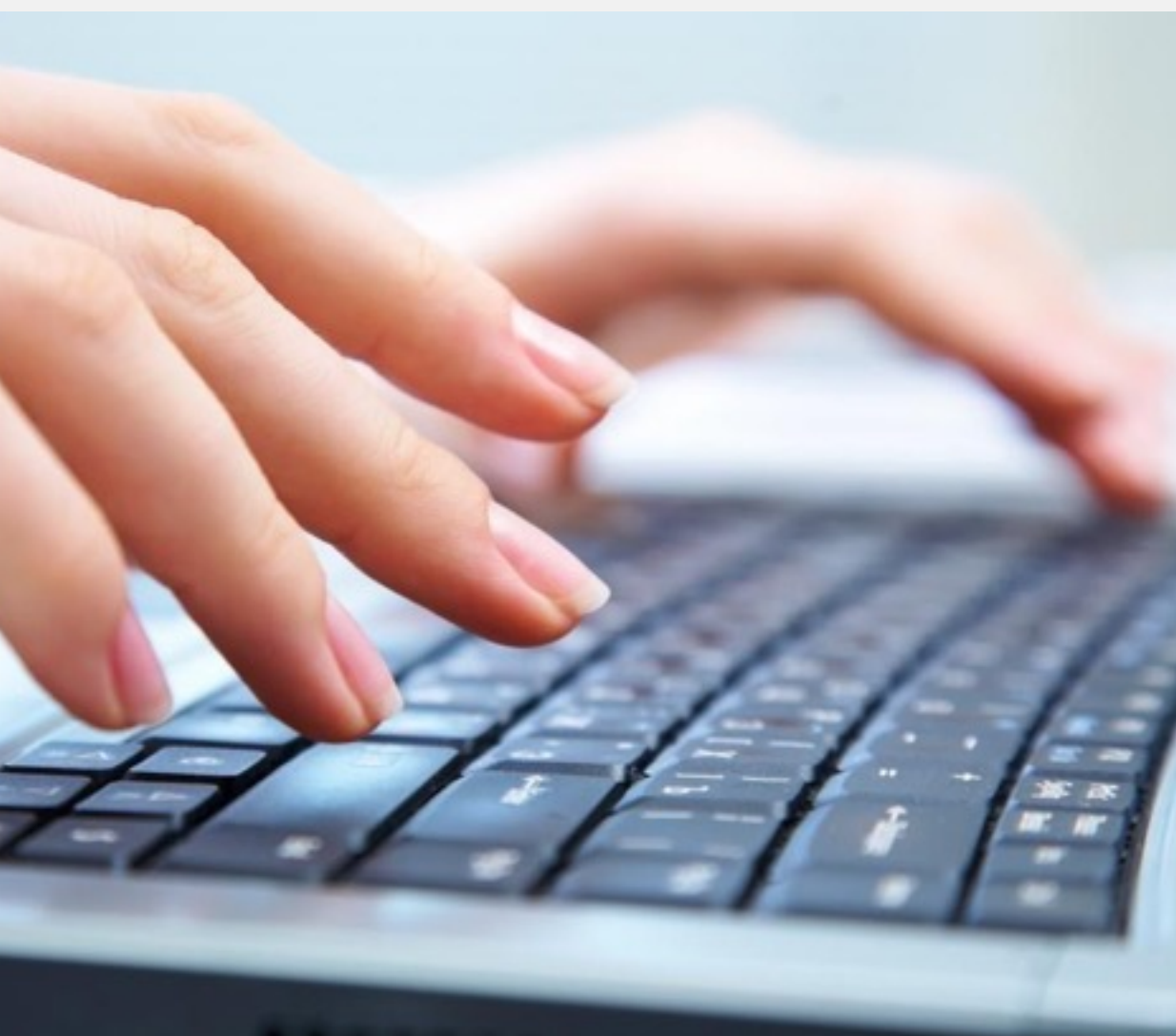
OR A SERIES OF IMAGES THAT WORK TOGETHER TO TELL A STORY...

I.E. A PERSON WITH COFFEE, SOMEONE WRITING SOMETHING, A COMPUTER SCREEN, SPREADSHEETS ETC, A HOME OFFICE ETC.

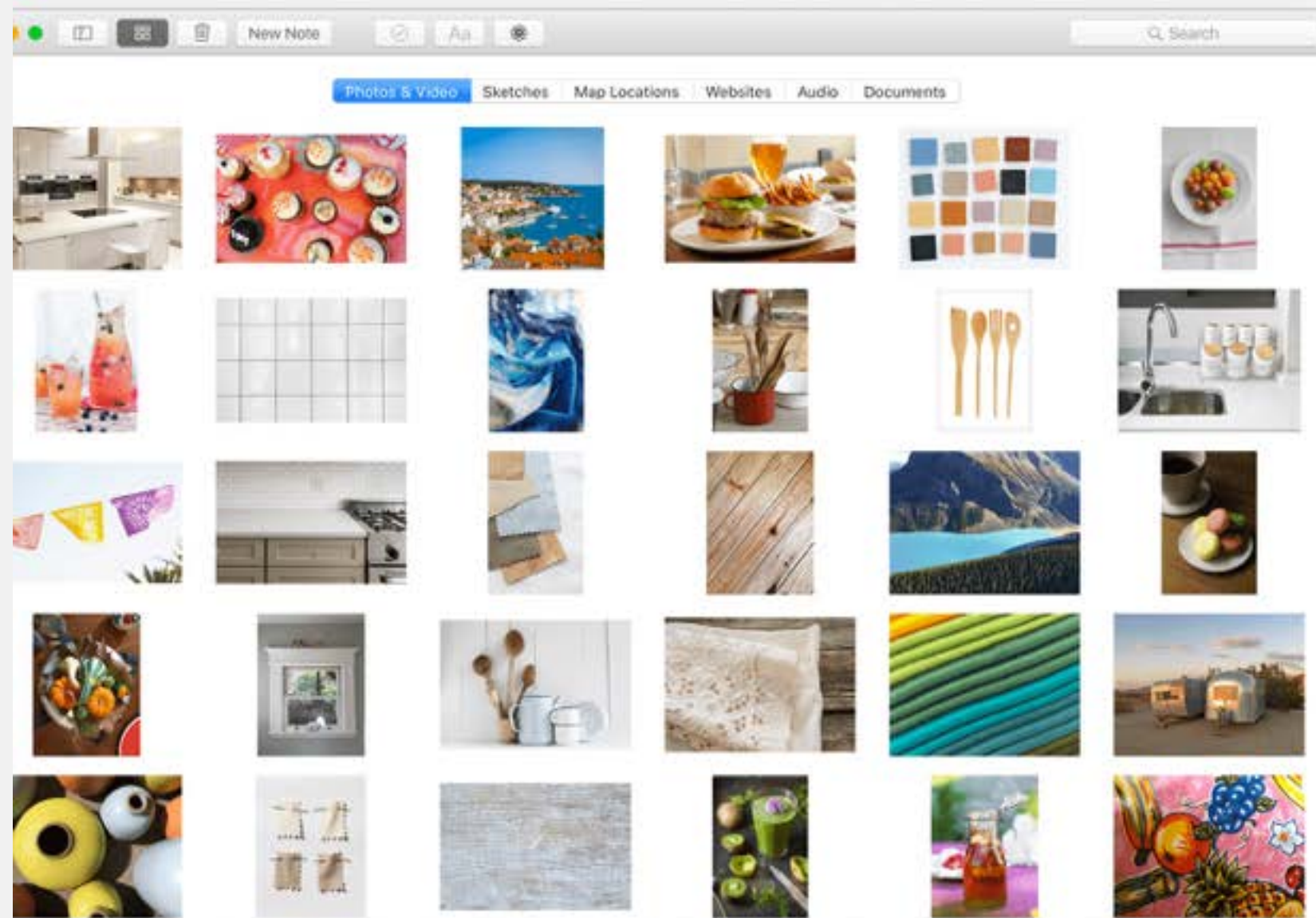


WHEN IMAGERY IS USED IT SHOULD ALWAYS FEEL VERY HIGH QUALITY AND
REAL AND NOT STAGED OR STOCK (EVEN IF IT IS)
IT CAN BE OF A SPACE, A CROP OF SOMETHING, OFFICE-Y, OR CITY BASED.

IT SHOULD ALWAYS MIX PERSPECTIVE, STRAIGHT ON, ANGLED, CLOSE UP, FAR AWAY ETC.



TECH COMPONENTS SHOULD BE SHOWN WITH PHONES/SCREENS/SCREENSHOTS - FOR VARIETY. THESE IMAGES SHOULD BE OUTLINED AND HAVE DEPTH/SHADOWS.



Use the Attachments Browser to see everything in one place.

All the attachments you've added to your notes are organized in one simple view: the new Attachments Browser. You can sort through photos, videos, map locations, and web links without having to remember which note you put them in. Click an item and go directly to its note.



MESSAGING

HEADLINES SHOULD BE SIMPLE AND DIRECT WHERE POSSIBLE.



Spotlight

Even more versatile. And helpful.

Spotlight gets even smarter in El Capitan, delivering results for weather, sports, stocks, web video, and transit information. And now you can ask Spotlight to find a file using natural language — so when you're looking for something, just type it the way you'd say it.¹ Spotlight is also more flexible: You can resize its window to see more results and move it anywhere on your desktop.

[Weather](#) · [Stocks](#) · [Web video](#)



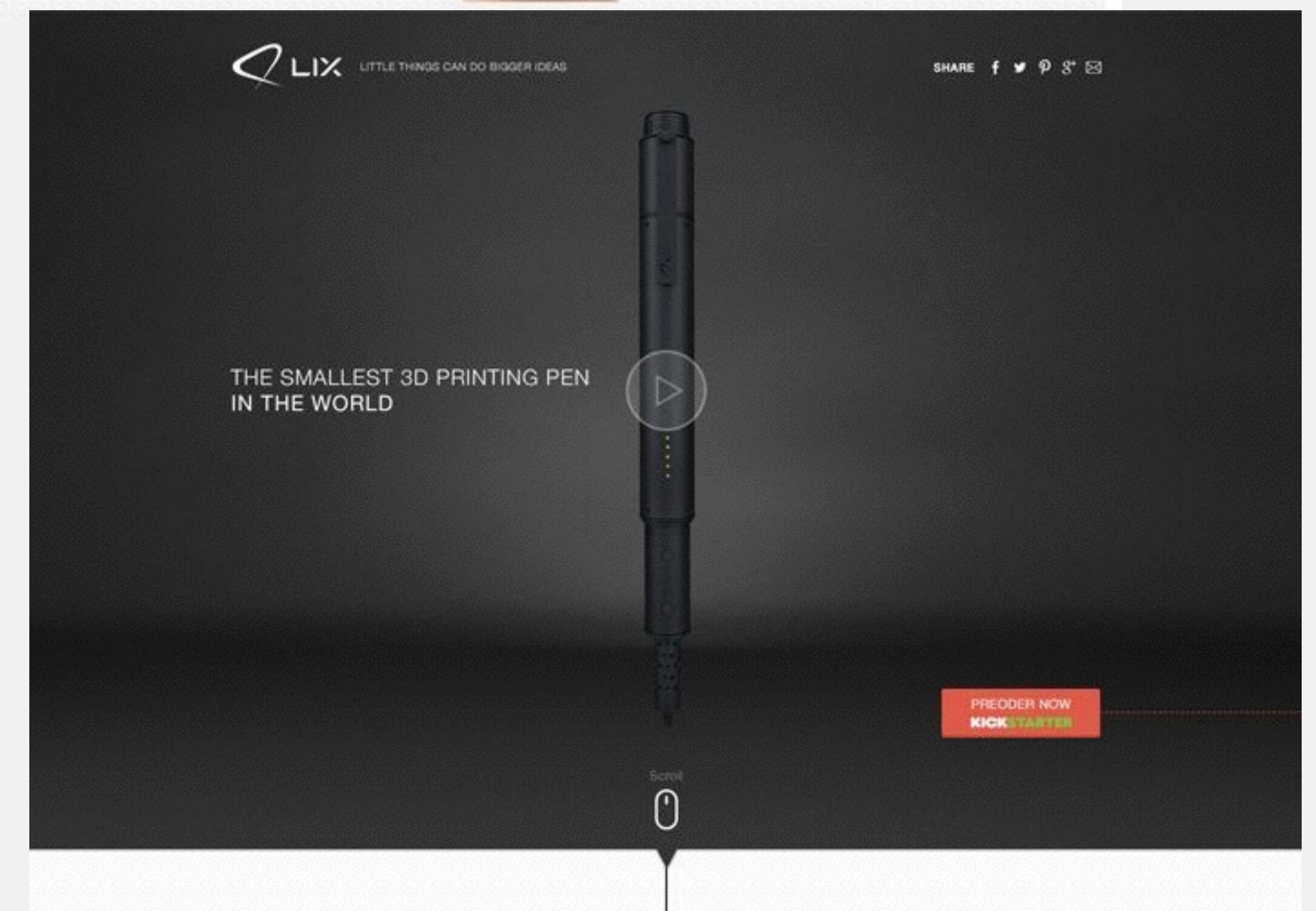
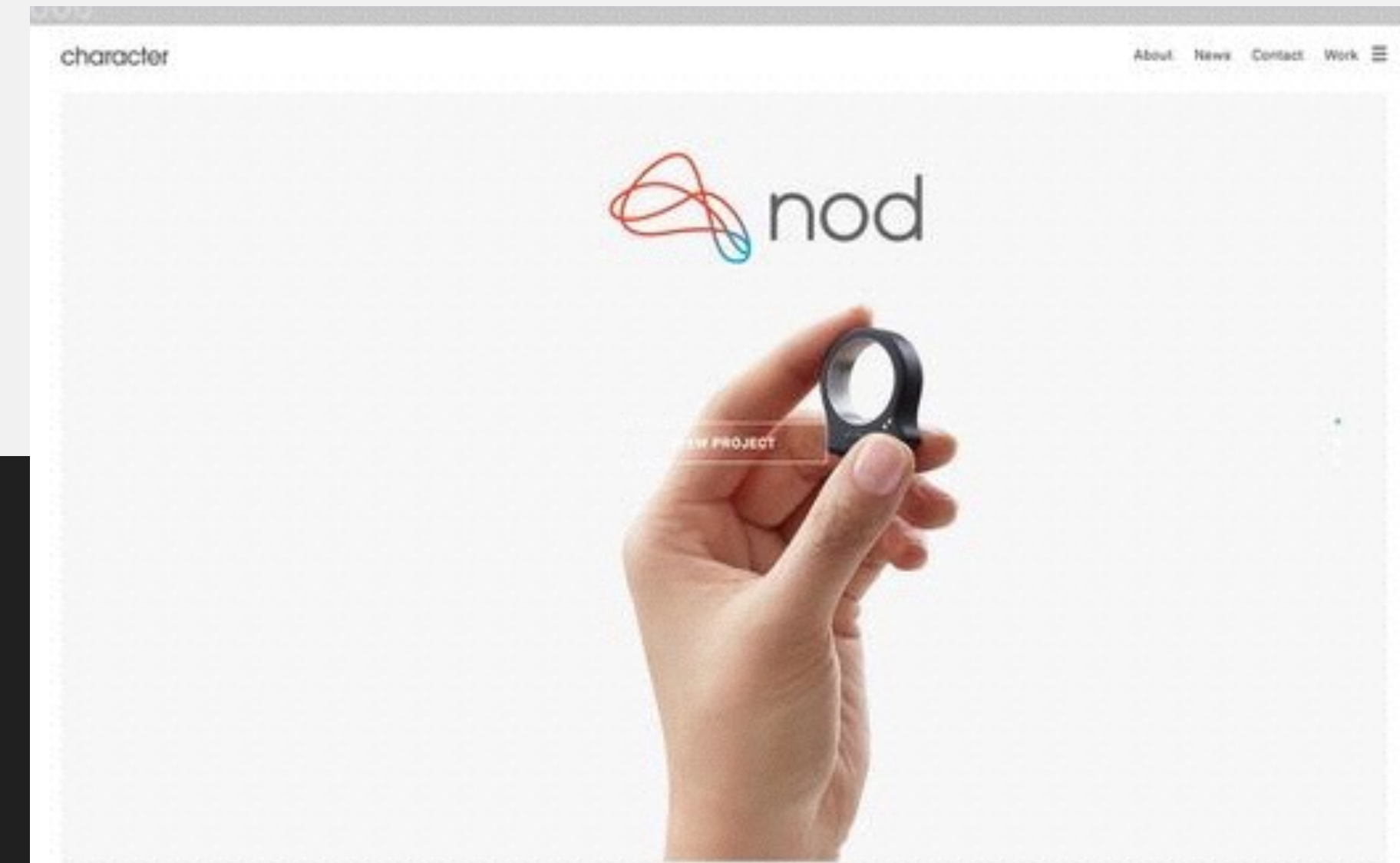
Split View

Who says you can't focus on two things at once?

Running lots of apps at the same time is one of the great things about using a Mac. Focusing on just one app in full-screen view is another. With Split View, you get the best of both. It automatically fills your screen with the two apps you choose. So you can make dinner plans with a friend in Messages while finding the restaurant in Maps. Or work on a document in Pages while doing your research in Safari. All without the distraction of your other open apps, and without having to manually resize and drag windows around. And your desktop is always just a swipe away, so it's easy to get back to everything else you were doing.

EACH PAGE SHOULD OPEN WITH ONE
SIMPLE MESSAGE.

(AVOID CLUTTER)



THEN TELL THE STORY AS
YOU MOVE DOWN THE
PAGE VISUALLY
(OR THROUGH CLICKS)

TO CONNECT THE DOTS
INTRINSICALLY...

THE SYSTEM

Smarter. Faster. Deeper.

Our durable, go-anywhere system delivers a full treatment in just 15 minutes.

Squid provides intermittent cold compression using our proprietary sequential compression wrap and cold gel pack to direct edema away from the extremities and towards the heart, promoting venous return. Our device is simple and easy to use, with a set up time of less than 1 minute, and provides the highest level of performance, comfort, and efficacy.

SMARTER
Designed by scientists and athletic trainers from day one.

FASTER
The shortest treatment time available on the market.

DEEPER
Active compression drives cold deep into the tissue.

3.87"

THE PUMP

Portable Recovery

The Squid pump may be tiny but it packs a powerful punch. The pump is durable and easy to use. The powerful motor drives four different compression levels up to 85 mmHG, adjustable even during a treatment.

- 50 TREATMENTS ON A SINGLE CHARGE*
- QUIET OPERATION FOR USE ANYWHERE
- STAINLESS STEEL QUICK CONNECTOR

THE WRAP & COLD GEL PACK

Scientific Fit. Targeted Cold.

Every Squid wrap features sequential compression that directs swelling away from the athletes' extremities and towards the heart. It delivers compression where you need it. Safety is our number one priority. Our team's deep understanding of the athlete's body ensures that the wrap avoids compression of important veins, arteries, and nerves that could pose a potential risk to the athlete. Wraps are customized to conform to the anatomy of each joint.

ANKLE ELBOW KNEE LEG SHOULDER WRIST

ANKLE WRAP + COLD GEL PACK

The Squid Ankle Wrap and Cold Gel Pack are scientifically designed to meet the specific needs of the ankle joint. Sequential Cold compression is delivered from the base of the ankle up to the calf, providing optimal active cold compression therapy to the ankle and upper foot areas. Available as one size fits most. Wrap fits both ankles.

The Cold Gel Pack uses a multi-chambered design allowing for the right amount of gel where you need it.

GET SQUID

THE SYSTEM

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- STAINLESS STEEL QUICK CONNECTOR

GET SQUID

* Actual number may vary based on treatment conditions.

CONSIDER USE OF VISUAL STATISTICS TO SHAKE THINGS UP...
LARGE NUMBERS OR TYPE CAN REPLACE IMAGERY.

 **DESIGNEMBRACED**
FREELANCE CD/AO & D

9 **.YEARS EXPERIENCE AS
A DIGITAL CREATIVE /
ART DIRECTOR &
DESIGNER**

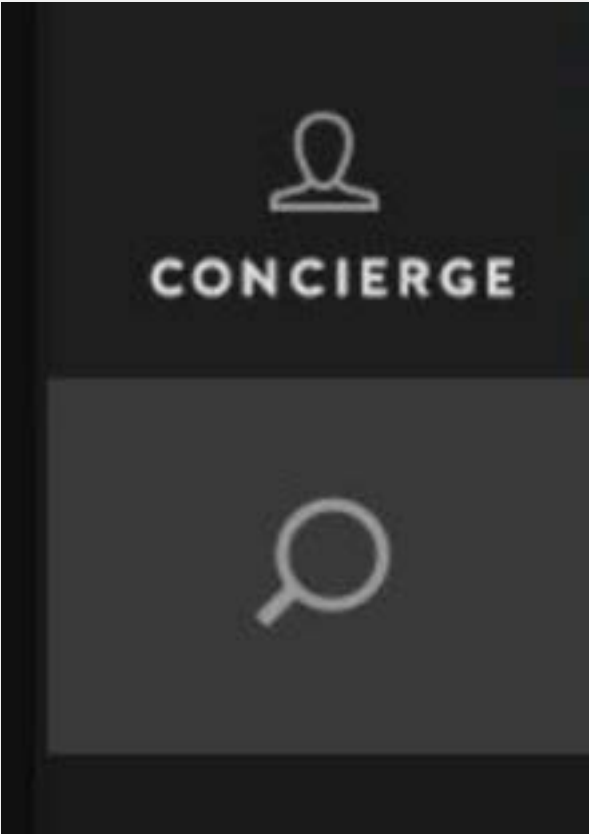
Design Embraced is the portfolio of British designer Anthony Goodwin who's had the privilege of doing what he loves for the past 9 years. He's freelanced for some of the worlds best agencies and respected brands. [Get in touch](#)

15

TWITTER BEHANCE EMAIL 

HUMAN ELEMENTS SHOULD BE INGRAINED TO ADD AUTHENTICITY.

TERMINOLOGY



TESIMONIALS

