# ONESPACE

WEB - CREATIVE DIRECTION

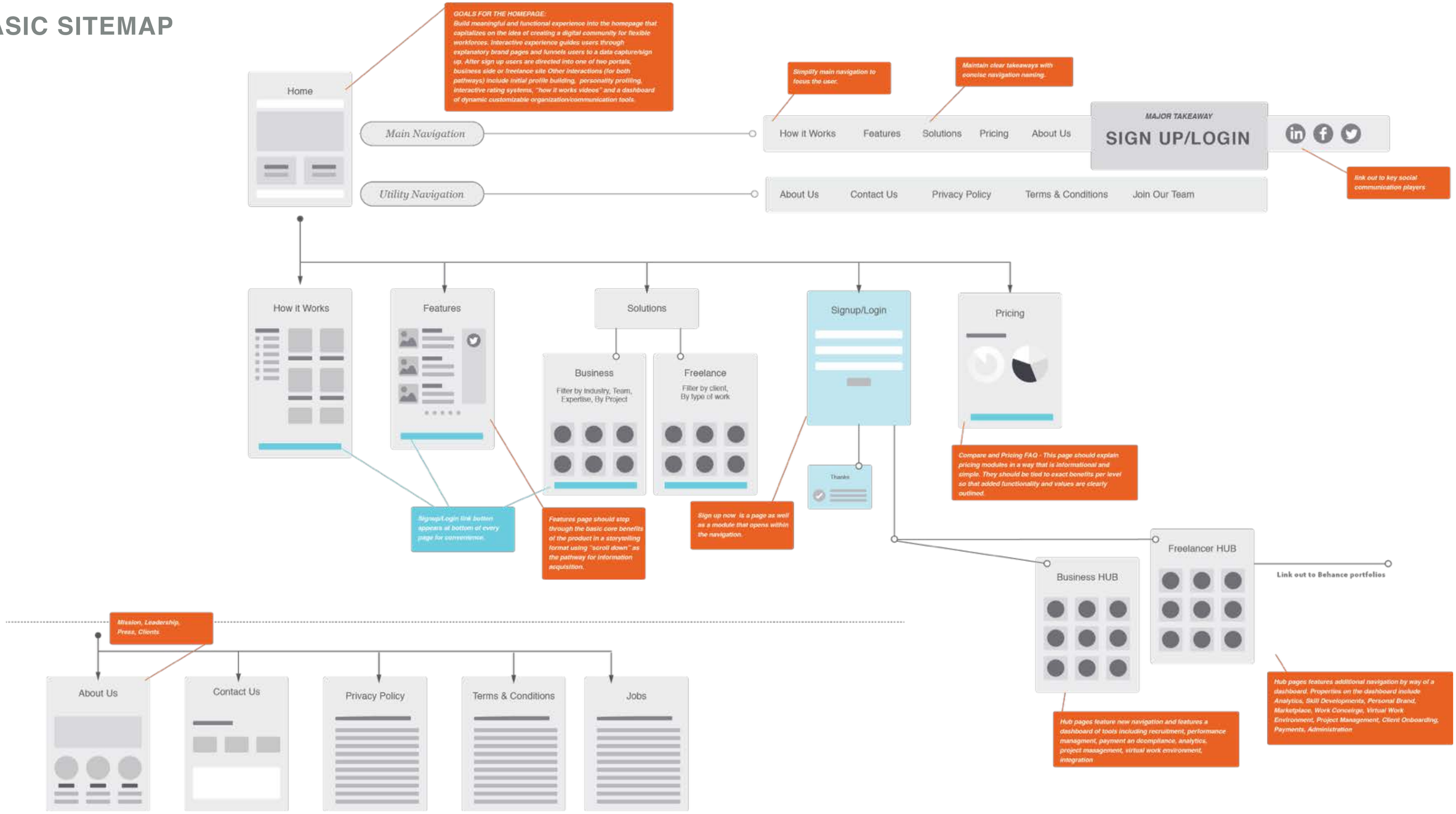
CHOSEN PATH

# 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 SUBSTANCIATE*

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.

THOUGHT TAKEAWAYS

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

OVERALL DESIGN STYLE

# FLAT DESIGN

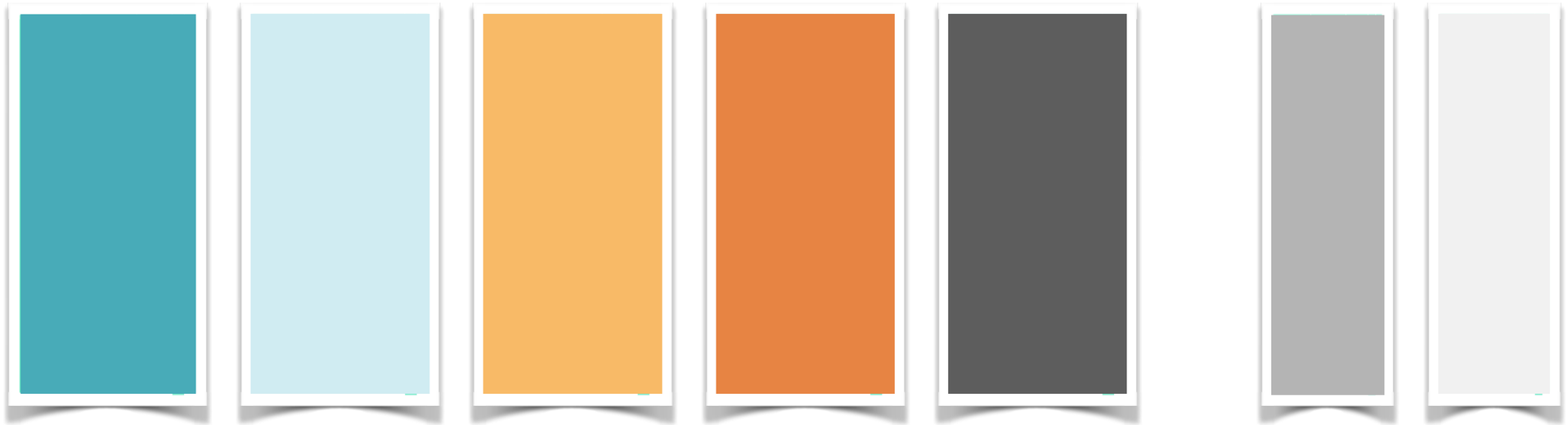
## WITH A TOUCH OF MATERIAL DESIGN

COMPONENTS

# COLOR PALETTE
# LAYOUT ELEMENTS
# ICONS/BUTTONS
# GRIDWORK

## MAIN COLORS

## NEUTRALS



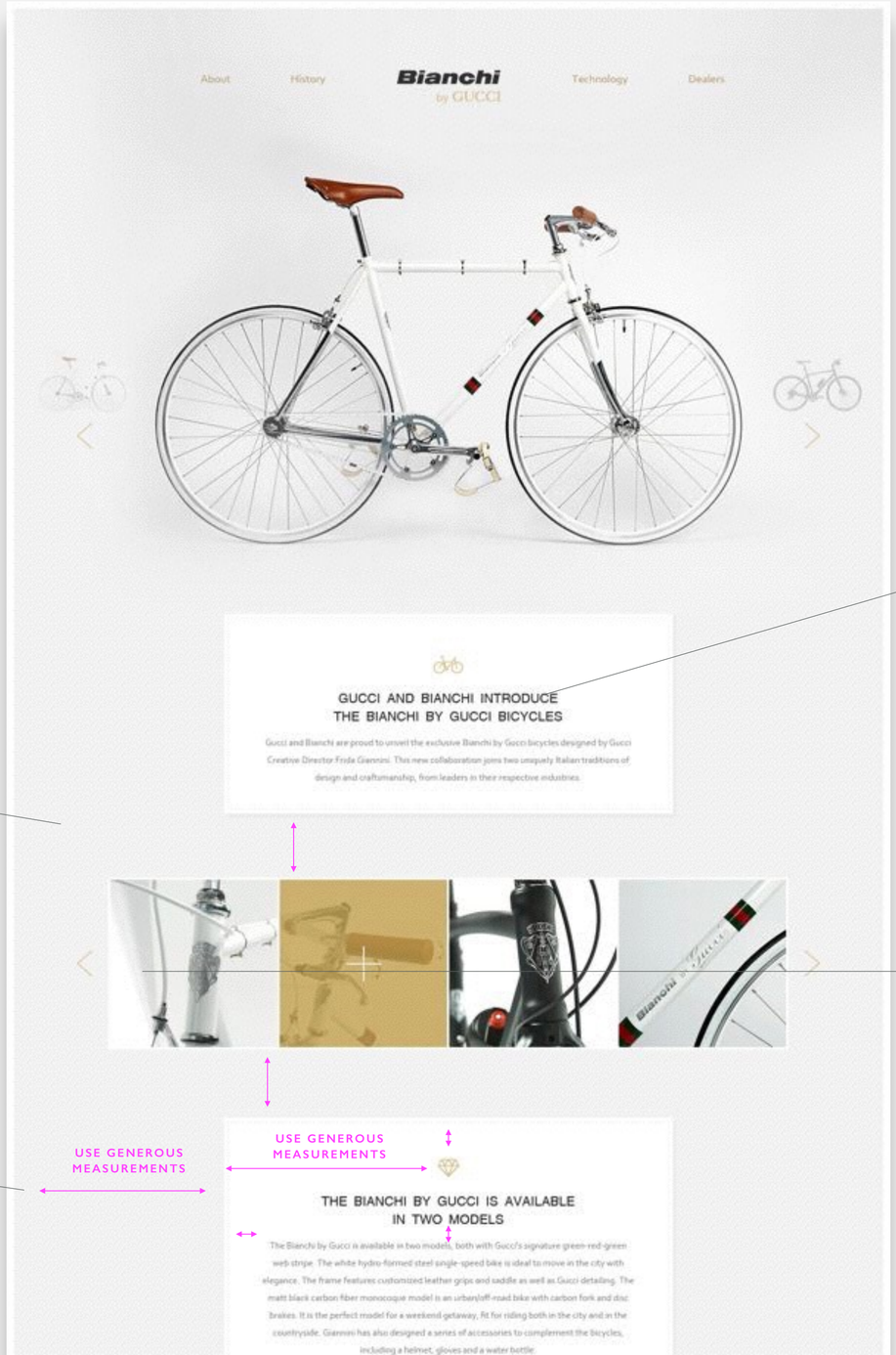
3CA9B7 D0ECF3 F9B860 E87F35 515654 B4B4B5 F2F2F2

# COLOR USAGE DISTRIBUTION GUIDE

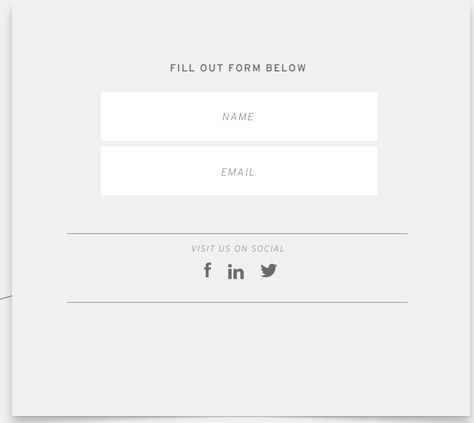
(COLOR AMOUNT VISUALLY REPRESENTED)

## COLOR SHOULD PRIMARILY BE NEUTRALS

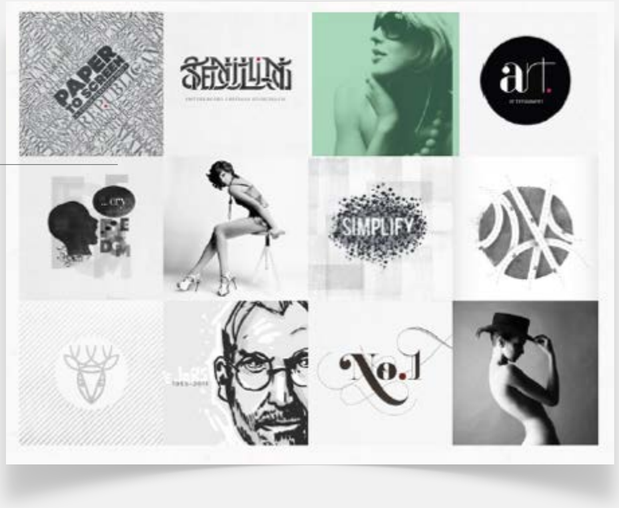
## USE MARGINS/PADDING TO CREATE A SENSE OF "SPACE"



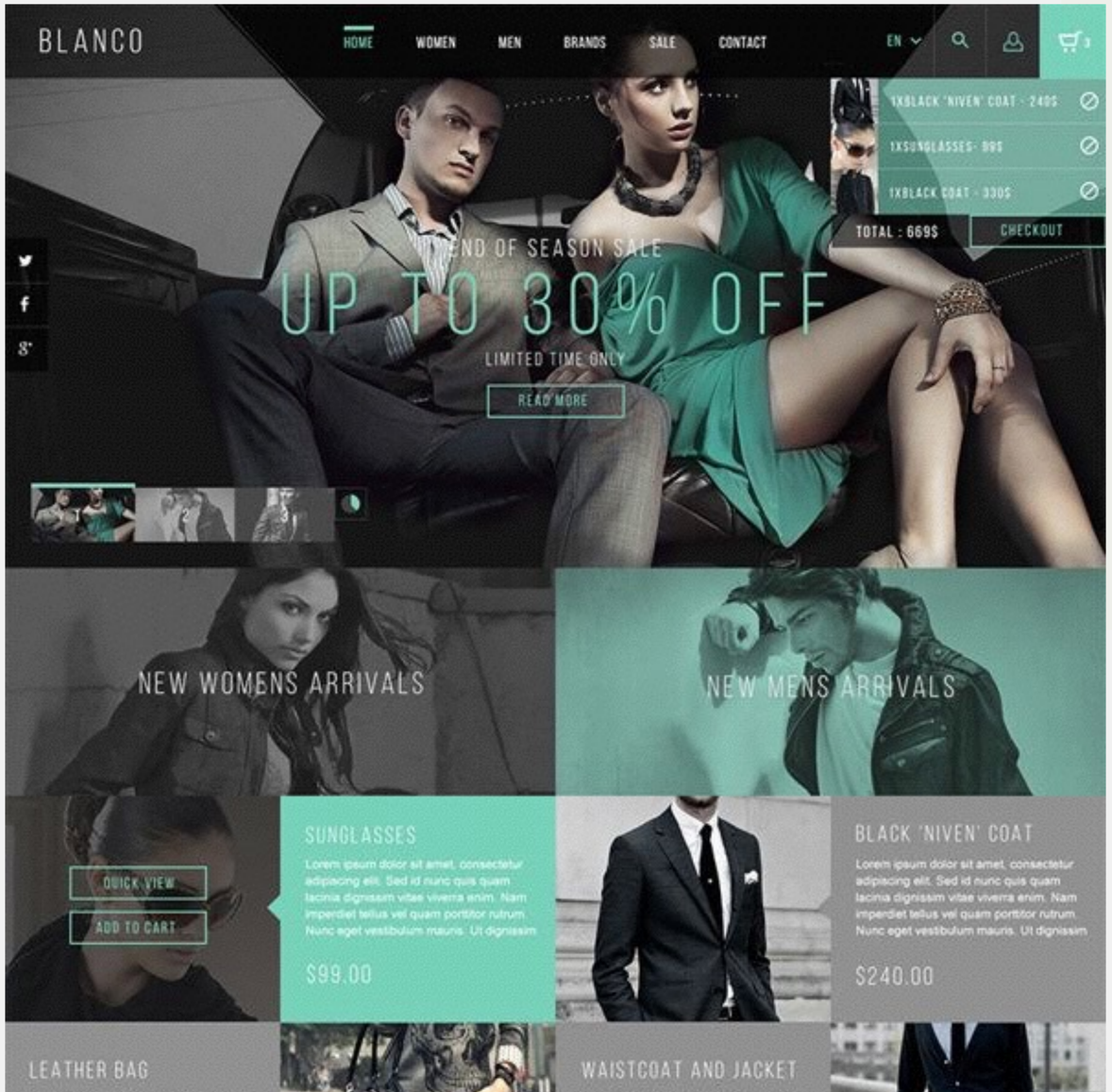

## USE WHITE (AS A COLOR) ALONG WITH NEUTRALS IN SMART WAYS.

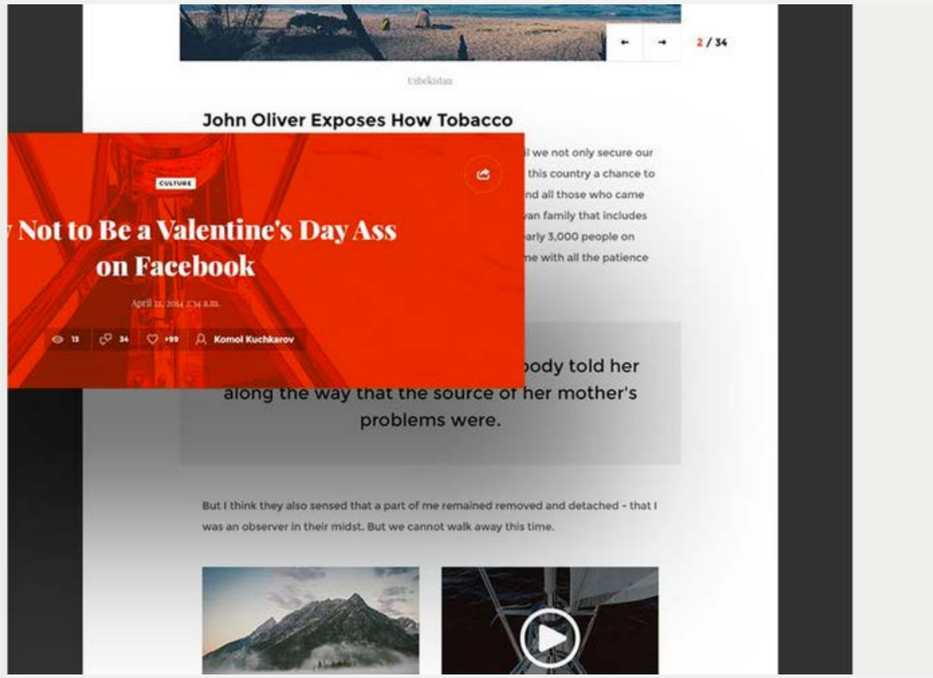


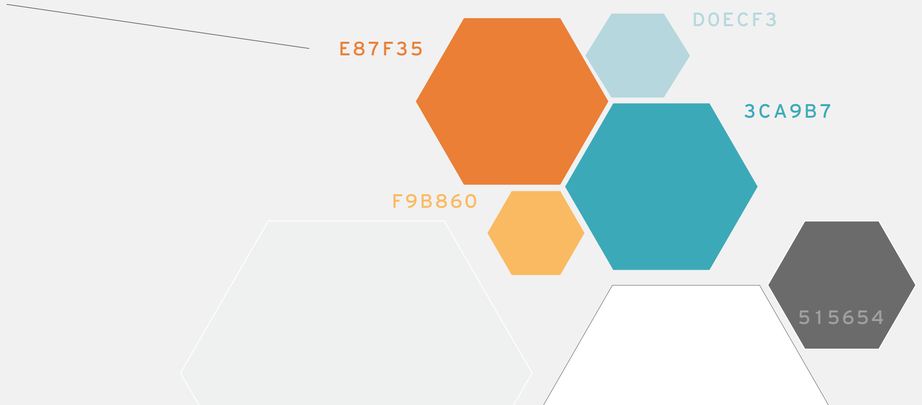

## INTEGRATE B/W NEUTRAL IMAGERY



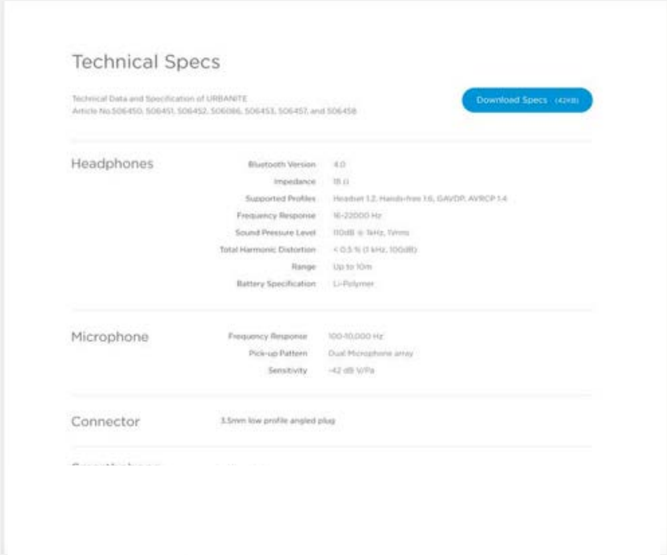
USE LARGE POPS OF COLOR FOR EMPHASIS
AND UNEXPECTED SURPRISE/DELIGHTS OR AS ROLLOVERS.

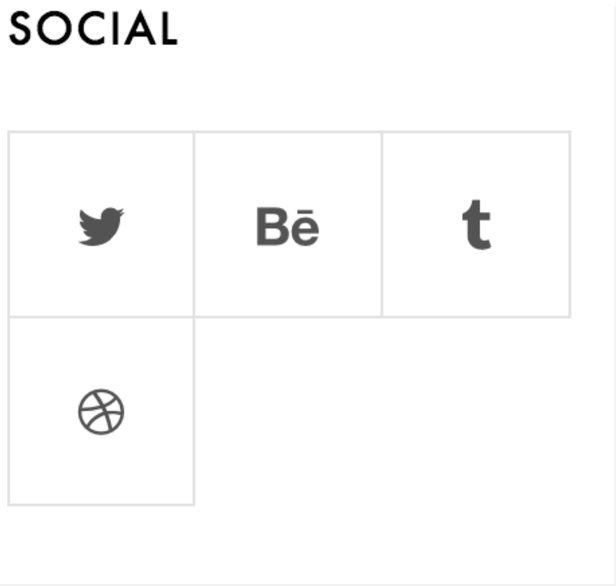


## USE LIGHT LINE WEIGHTS AS RULES TO PROVIDE DEFINITION TO THE PAGE



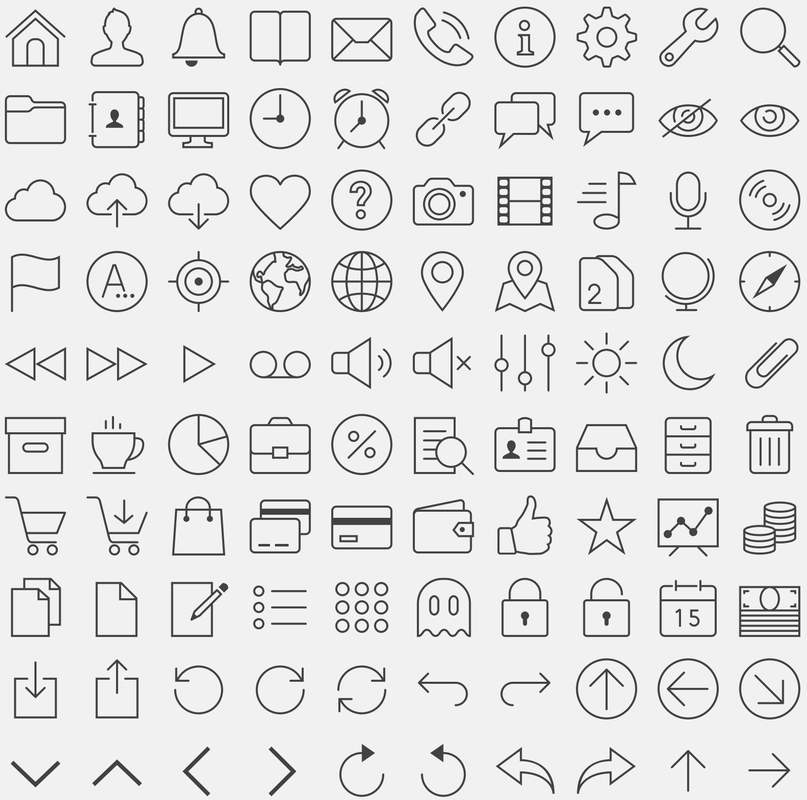




## UTILIZE BLACK TO PROVIDE CONTRAST.

(THIS SHOULD PRIMARILY BE IN TYPE OR IMAGERY.)

## DELIBERATELY SPACE TYPE TO ACCENTUATE HEADLINES AND NAVIGATION PATHS.

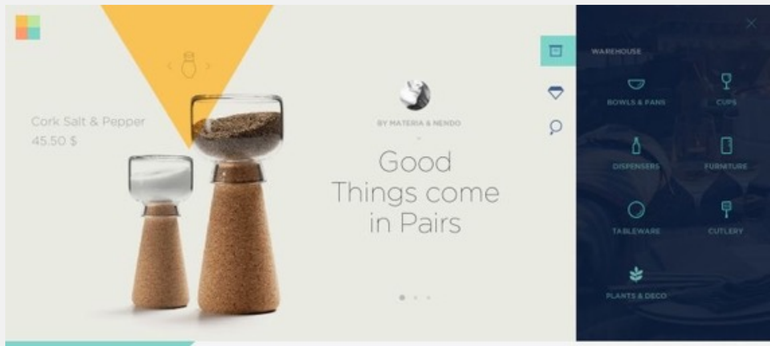
## FUNCTIONAL ICONS SHOULD BE CLEAN AND OPEN WITH FINE LIFEWORK

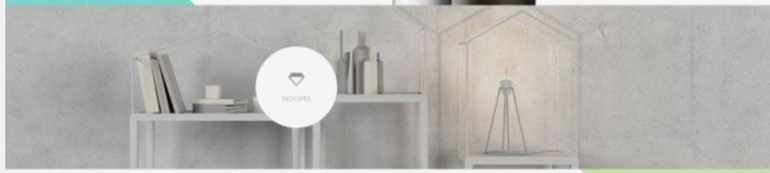


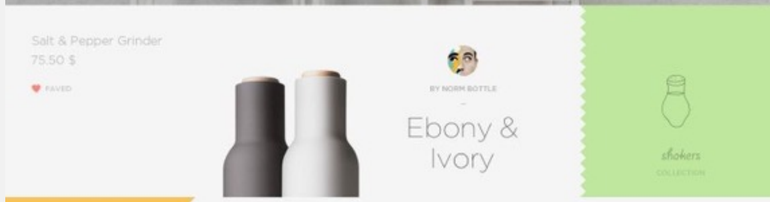
## ICON SPACING

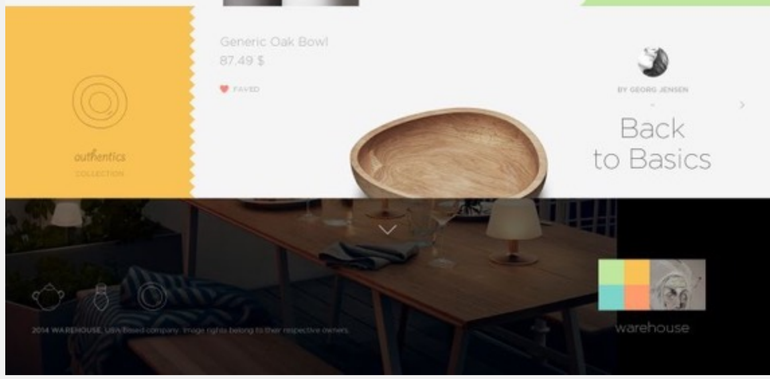
# EXPLANATORY ICONS/INFOGRAPHICS CAN BE MORE COMPLEX

GRID WORK IS NECESSARY.
BUT GET CREATIVE.

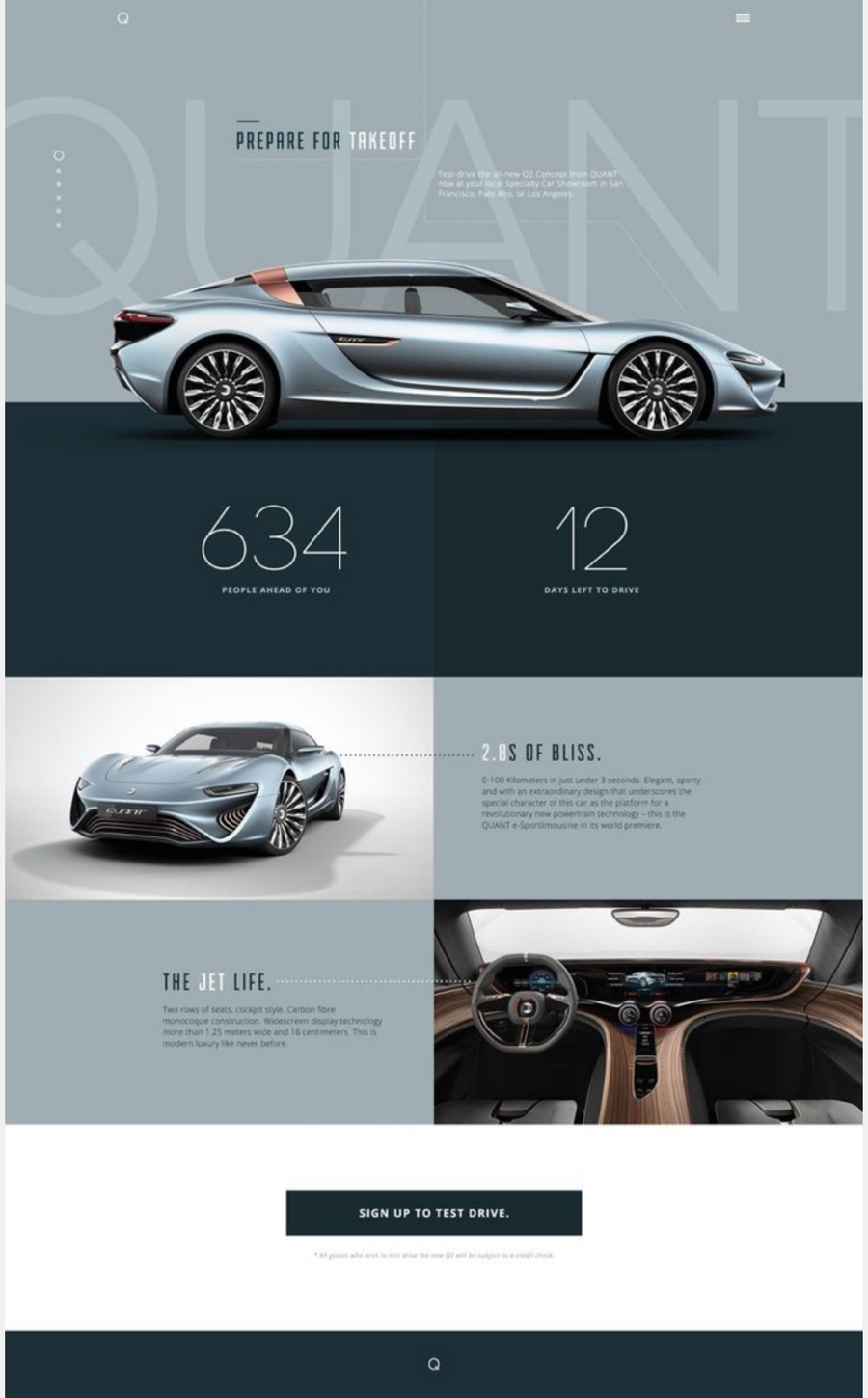


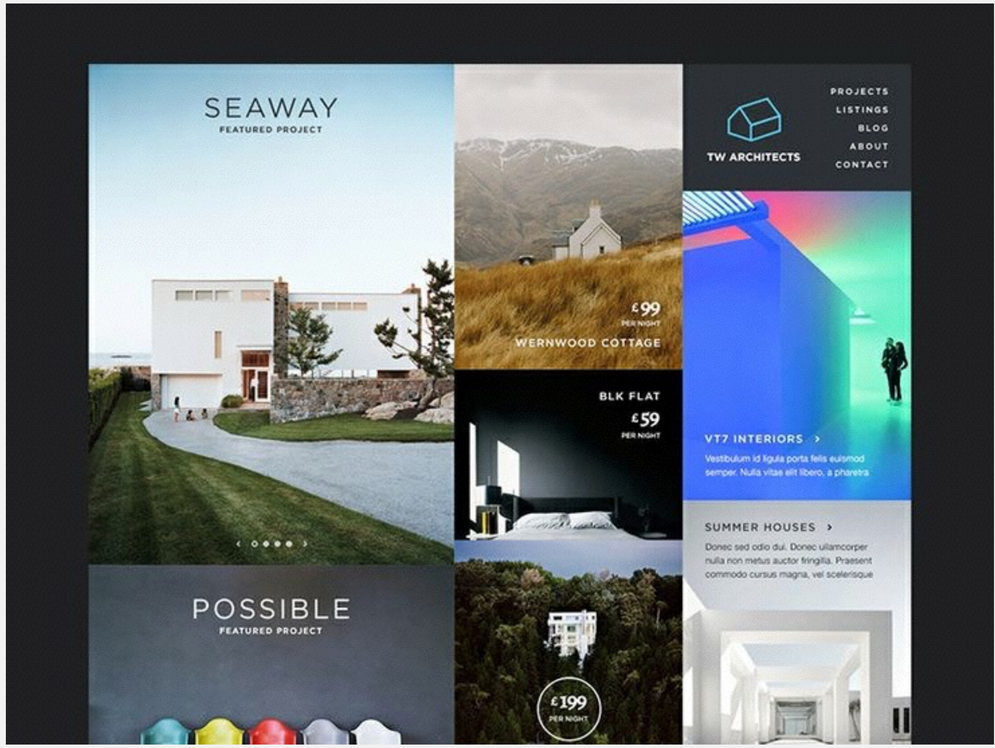




AND MORE CREATIVE.



SURPRISE AND DELIGHT AS YOU GO WITH VARIATION IN LAYOUT

*(BASE YOUR BREAKS IN LAYOUT ON CONTENT)*

FROM GRID

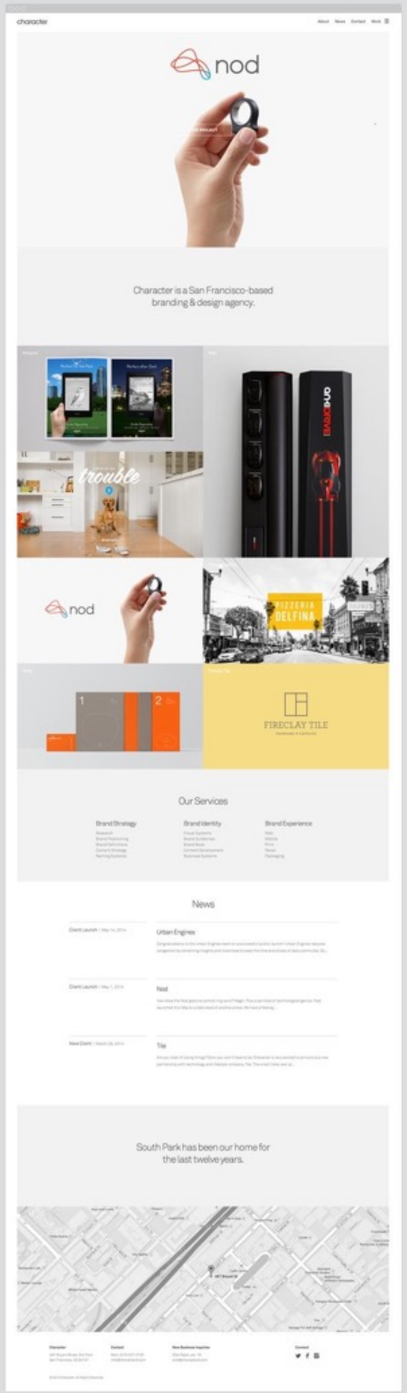
TO FULL BLOCK

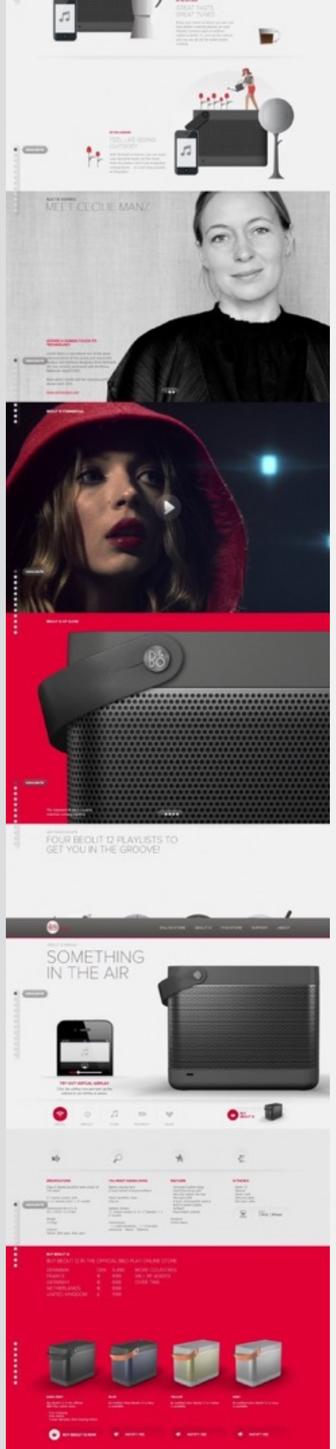
TO FULL SCREEN

CROPPED IMAGES

OUTLINED IMAGES

ETC.

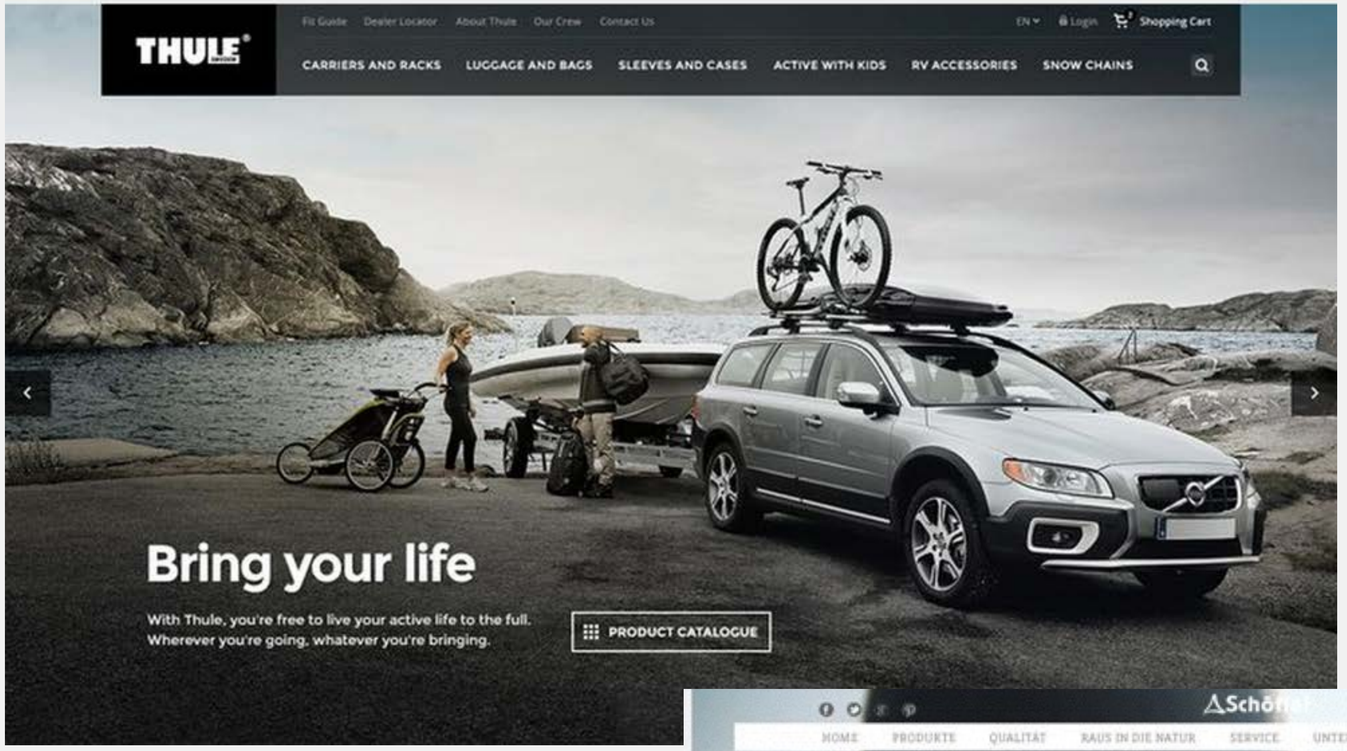


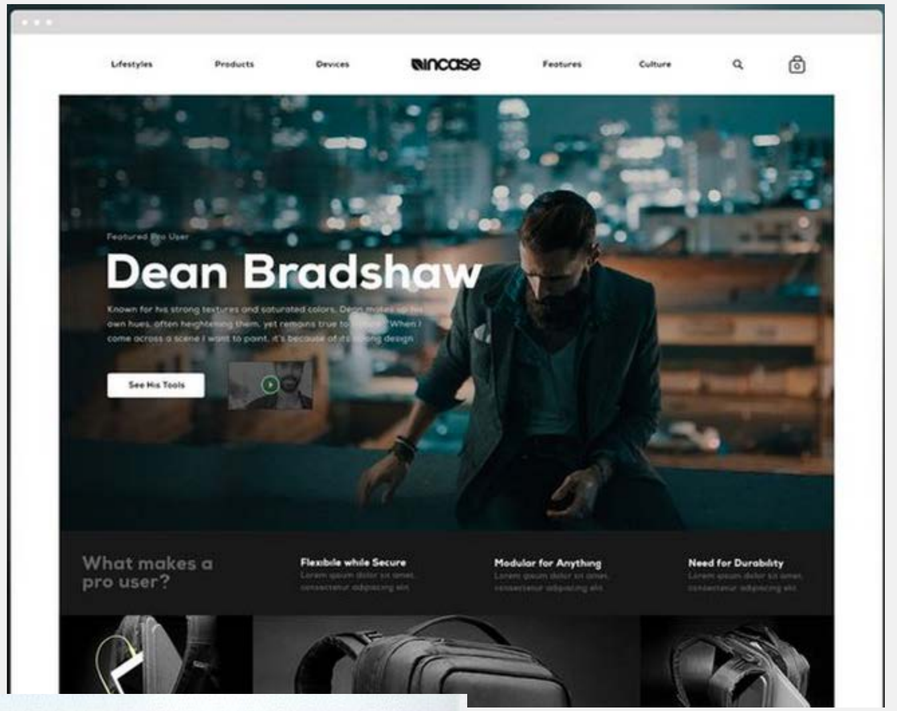



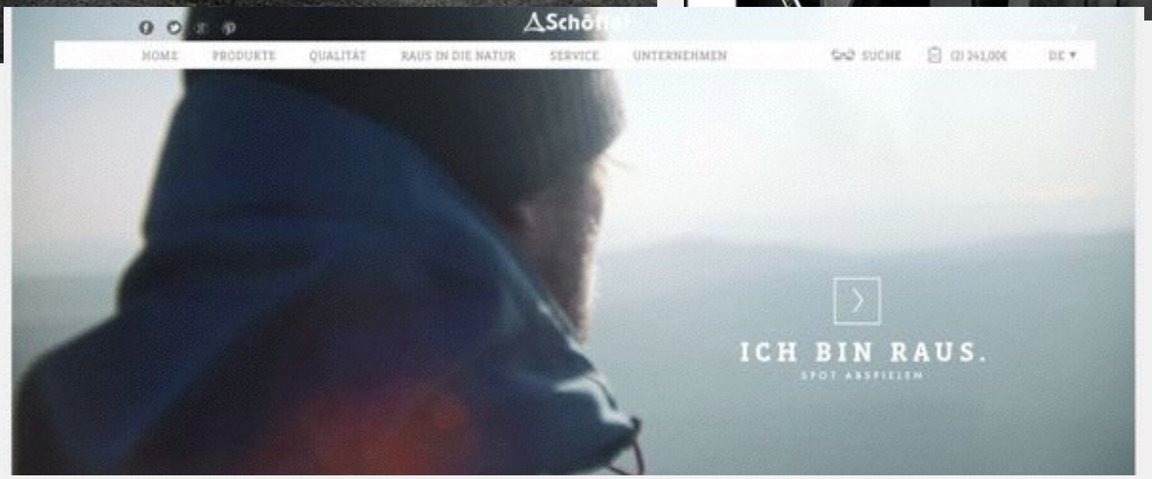
# NAVIGATION

# 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

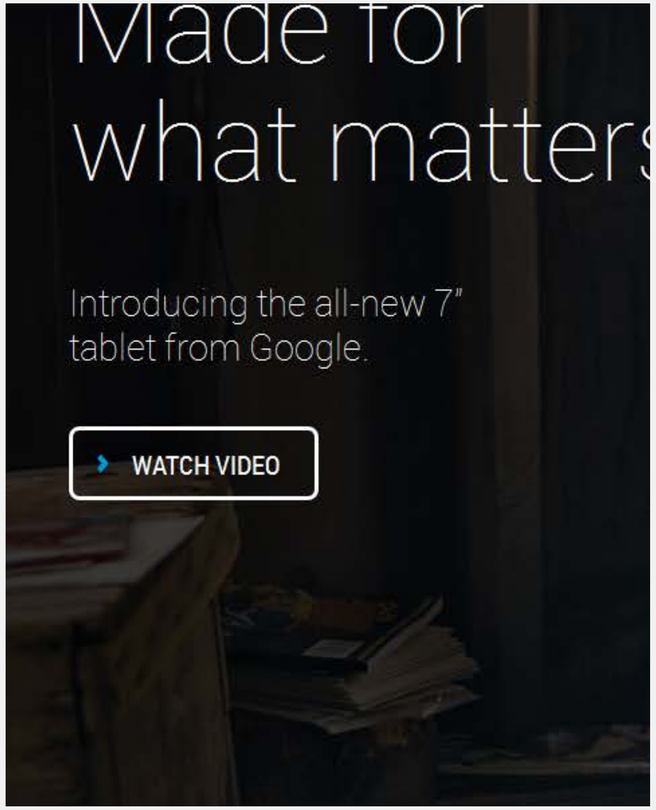
(WITH UNEXPECTED DROPDOWN)

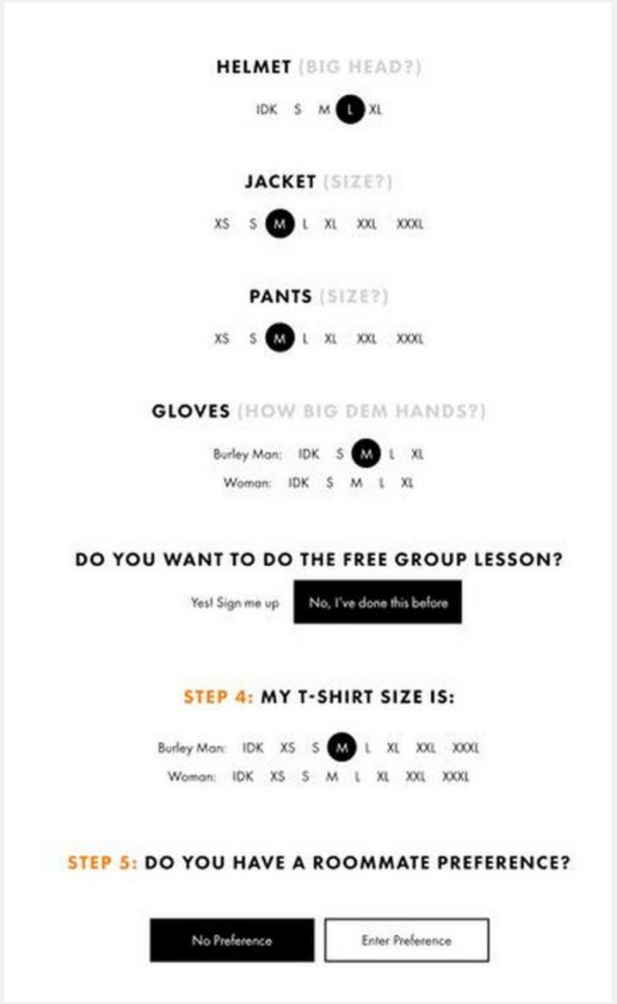


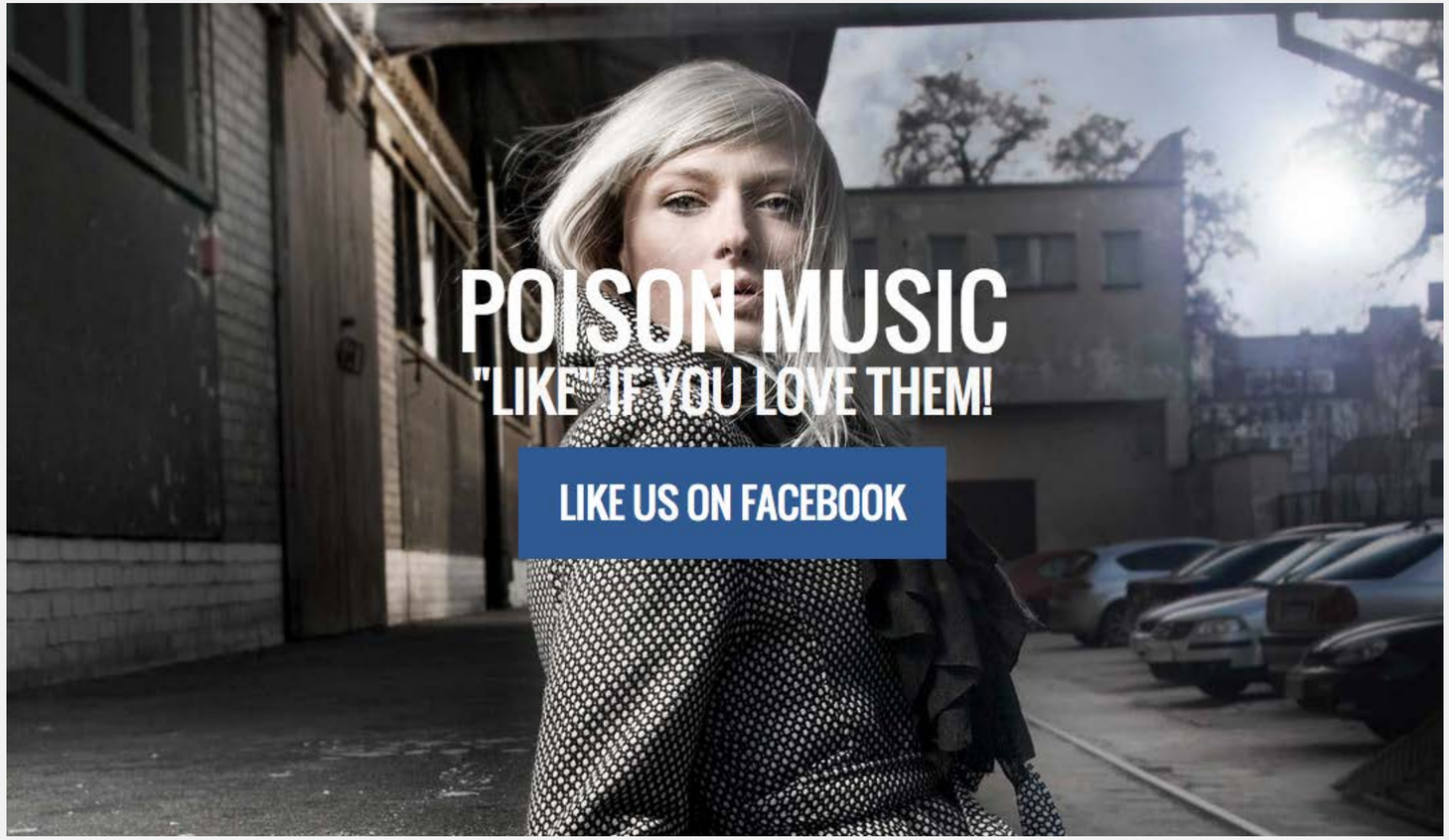



# BUTTONS SHOULD BE FLAT ART OR GHOST BUTTONS - DISTINCTIVE AND CLEA AND IDEALLY NEUTRAL OR WITH MINIMAL COLOR



# BE DIRECT WHEN MAKING CALLS TO ACTION



# IMAGERY

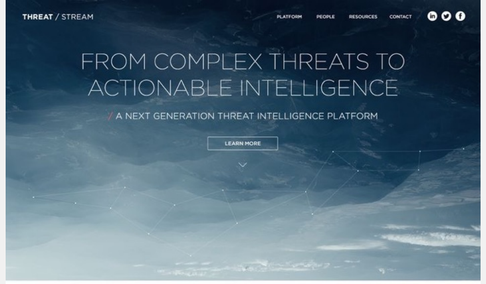
# MAIN VISUAL CAN BE PURELY CONCEPTUAL

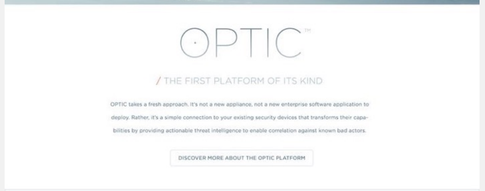
SAY VERY LITTLE.

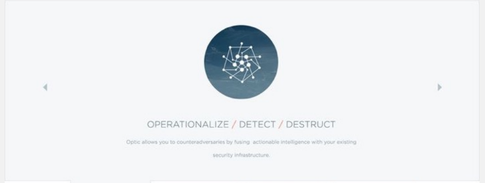
FEEL ASPIRATIONAL.

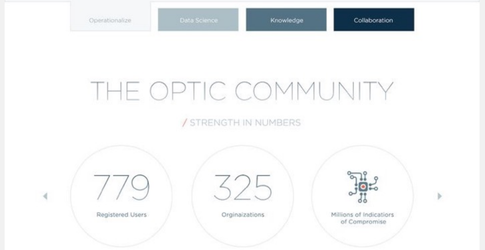
CONNECT TO EMOTIONS.

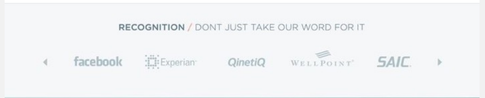
APPEAR DIGITAL.

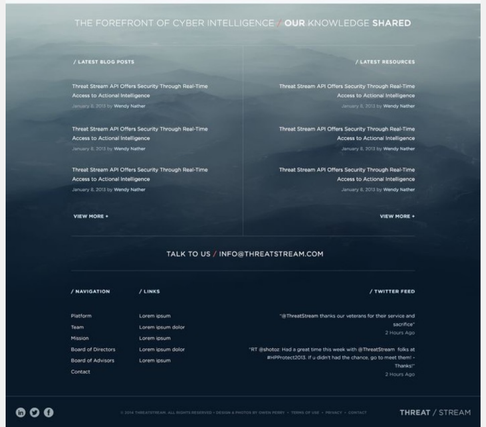


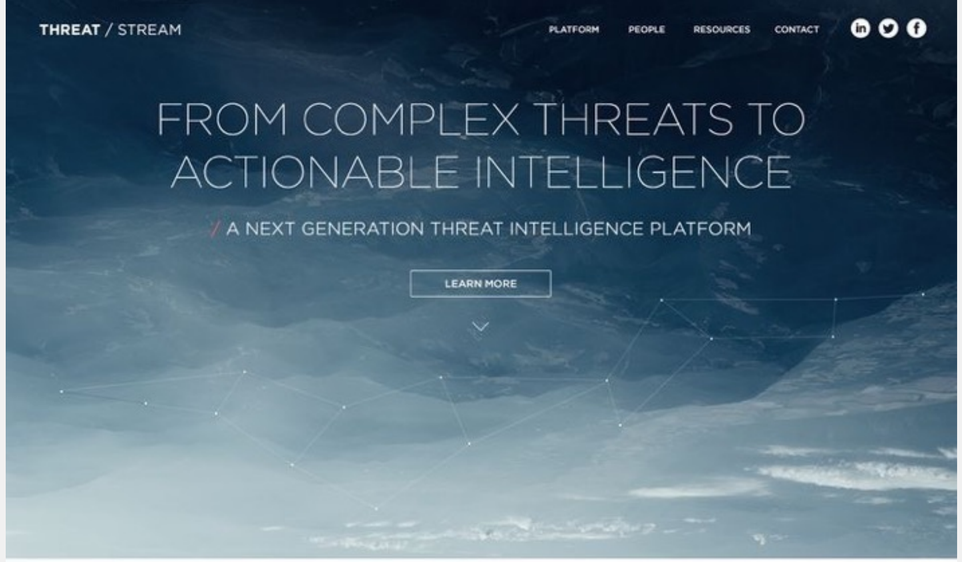



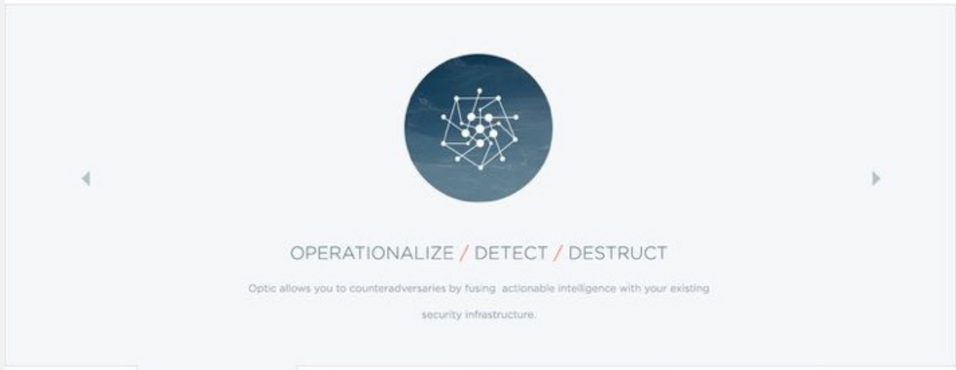



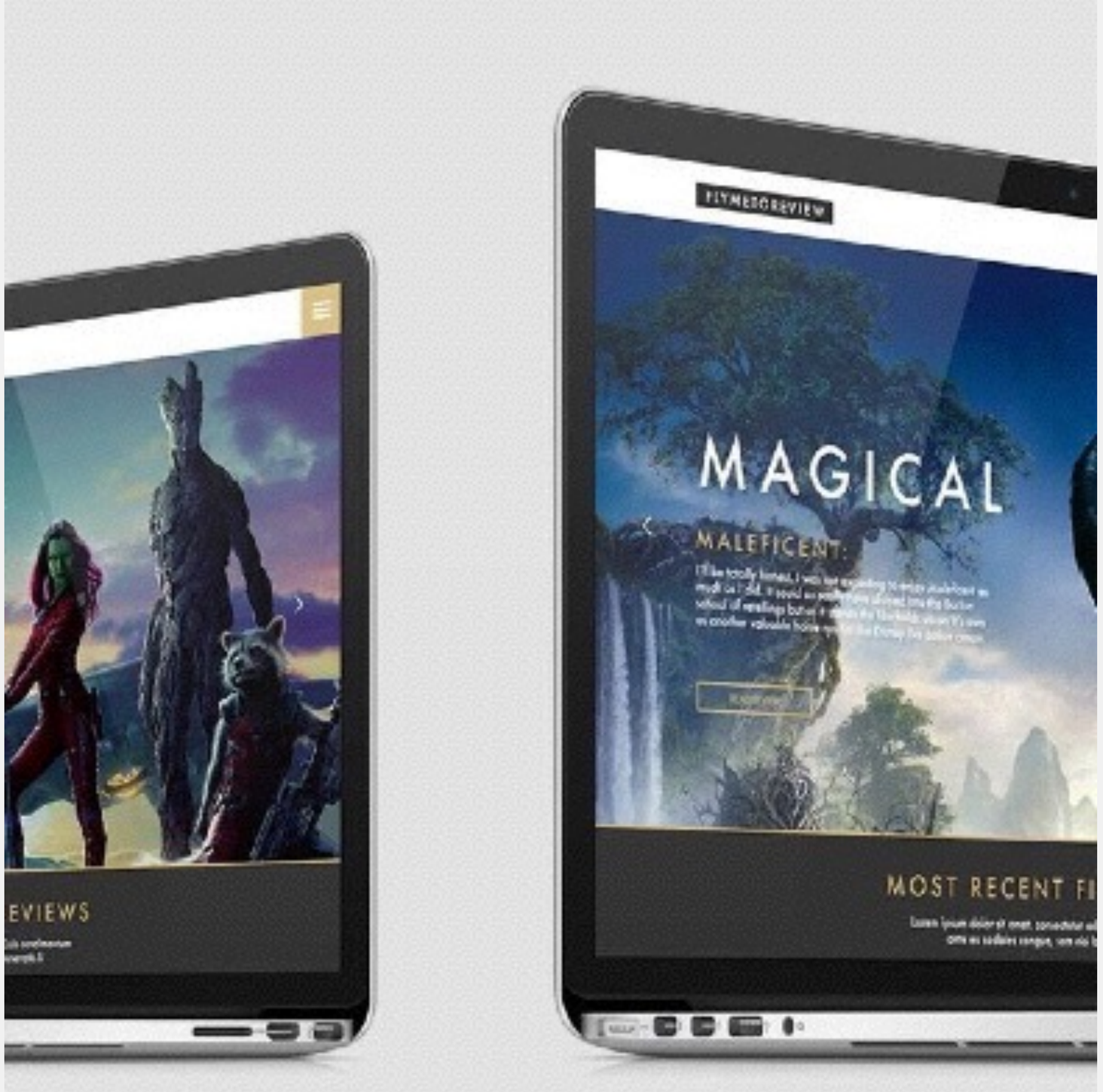





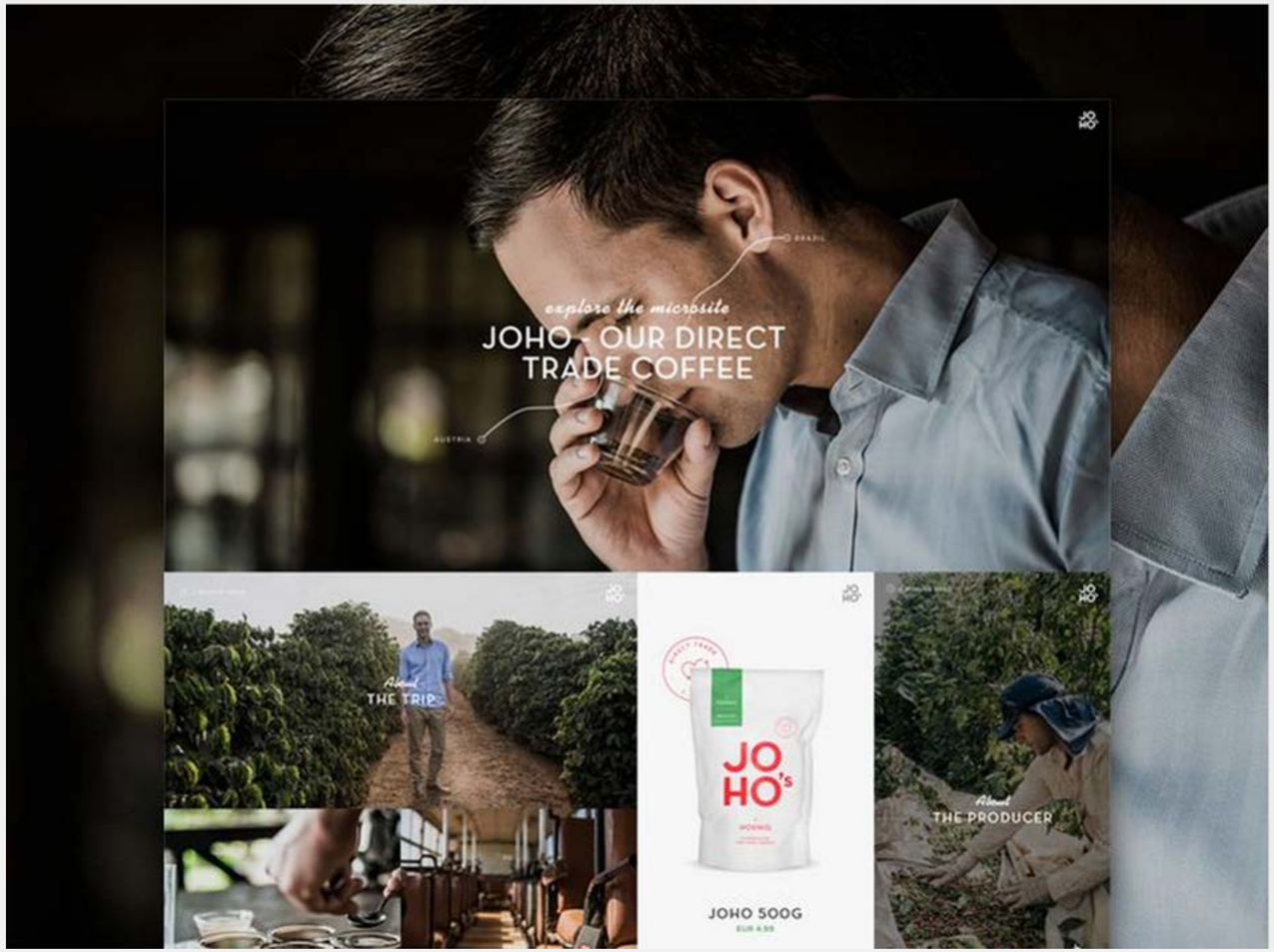
OR IT CAN MORE LITERALLY
TELL A STORY THROUGH
A CONCEPT BASED IMAGE.

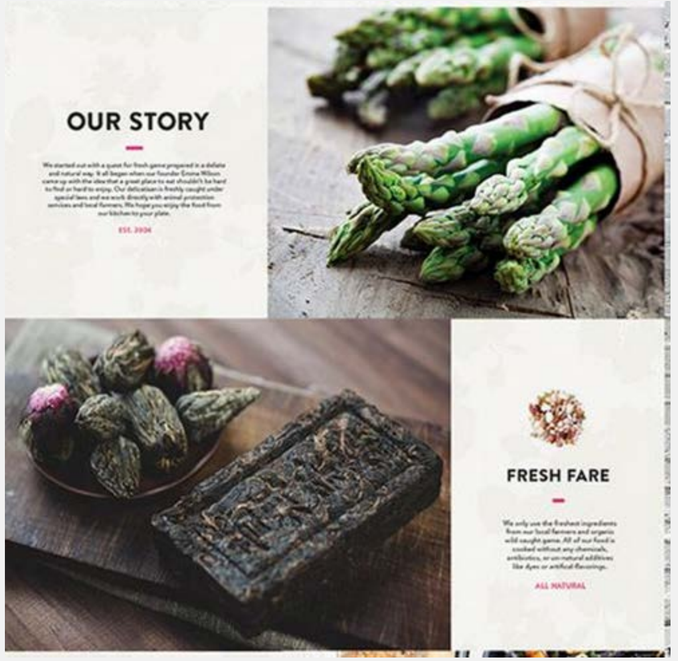
I.E. A MAC SCREEN WITH PHOTOSHOP VS. A PC SCREEN WITH SPREADSHEETS TO SEE BOTH SIDES COMING TOGETHER.



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

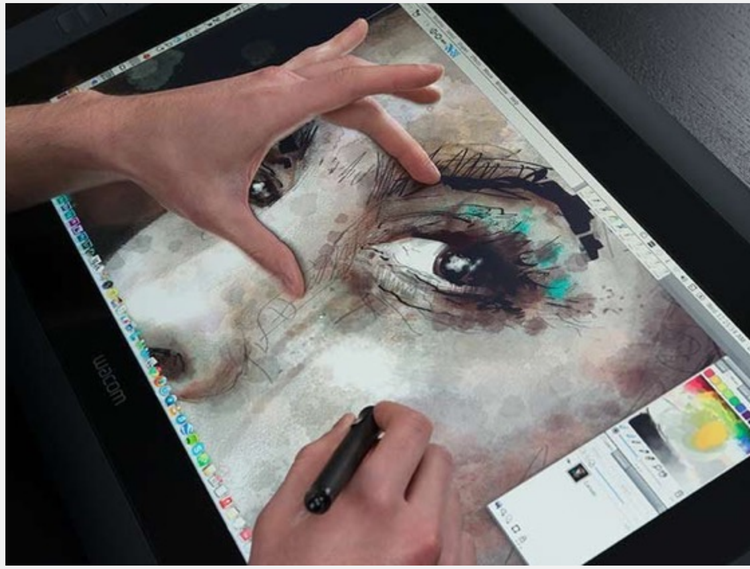
I.E. A PERSON WITH COFFEE, SOMEONE WRITING SOMETHING, A COMPUTER SCREEN, SPREADSHEETS ETC, A HOME OFFICE ETC.



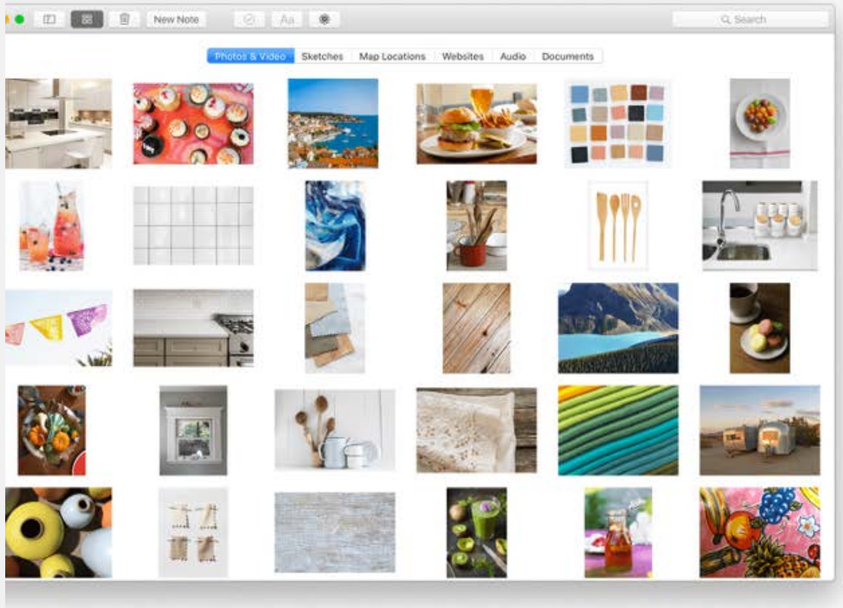



WHEN IMAGERY IS USED IT SHOULD ALWAYS FEEL VERY HIGH QUALITY AND REAL AND NOT STAGED OR STOCK (EVEN IF IT IS)
IT CAN BE OF A SPACE, A CROP OF SOMETHING, OFFICE-Y, OR CITY BASED.

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.

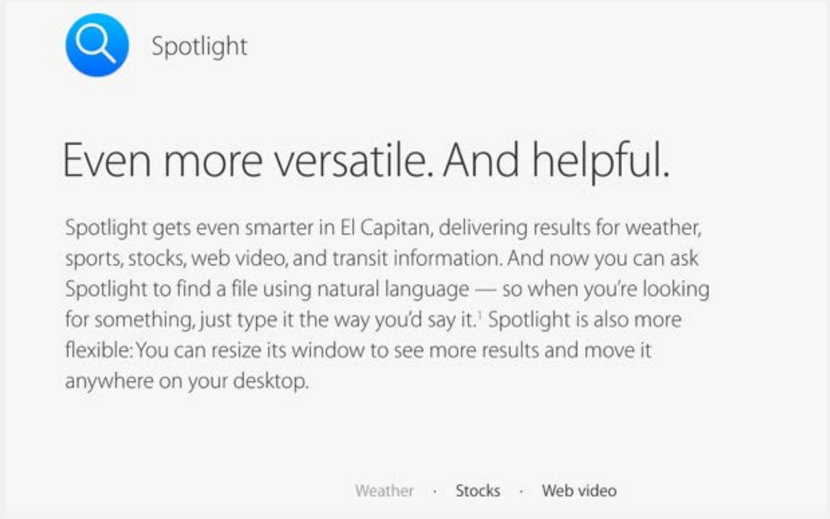



**Use the Attachments Browser to see everything in one place.**

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.

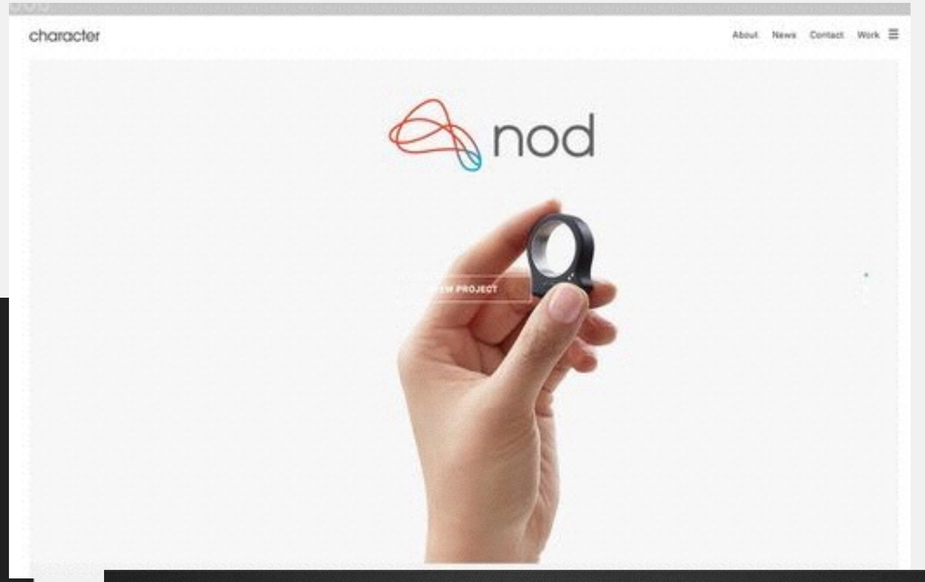
# MESSAGING

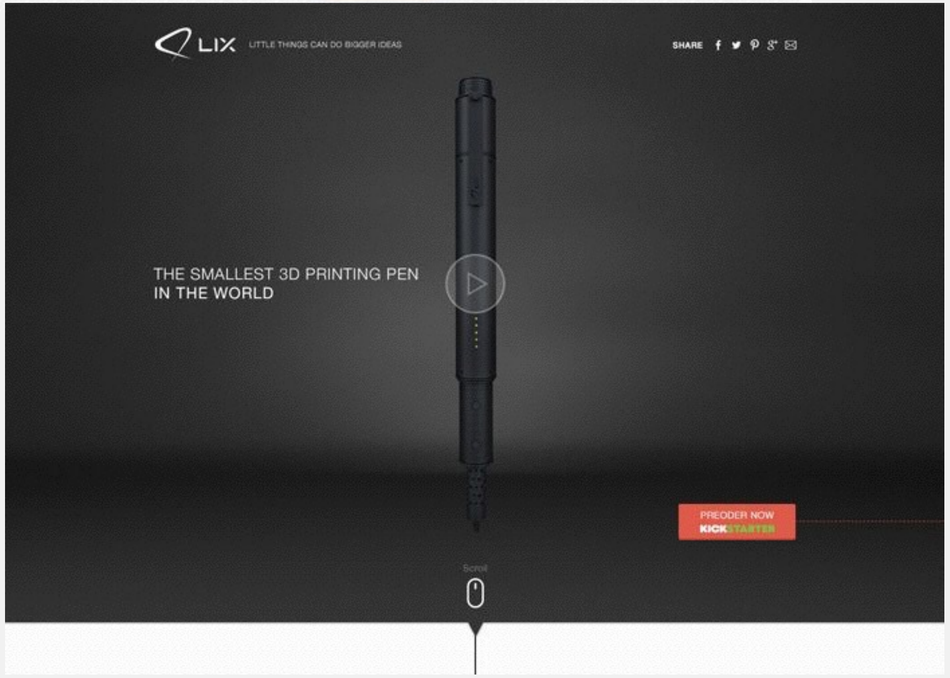
# HEADLINES SHOULD BE SIMPLE AND DIRECT WHERE POSSIBLE.



EACH PAGE SHOULD OPEN WITH ONE SIMPLE MESSAGE.

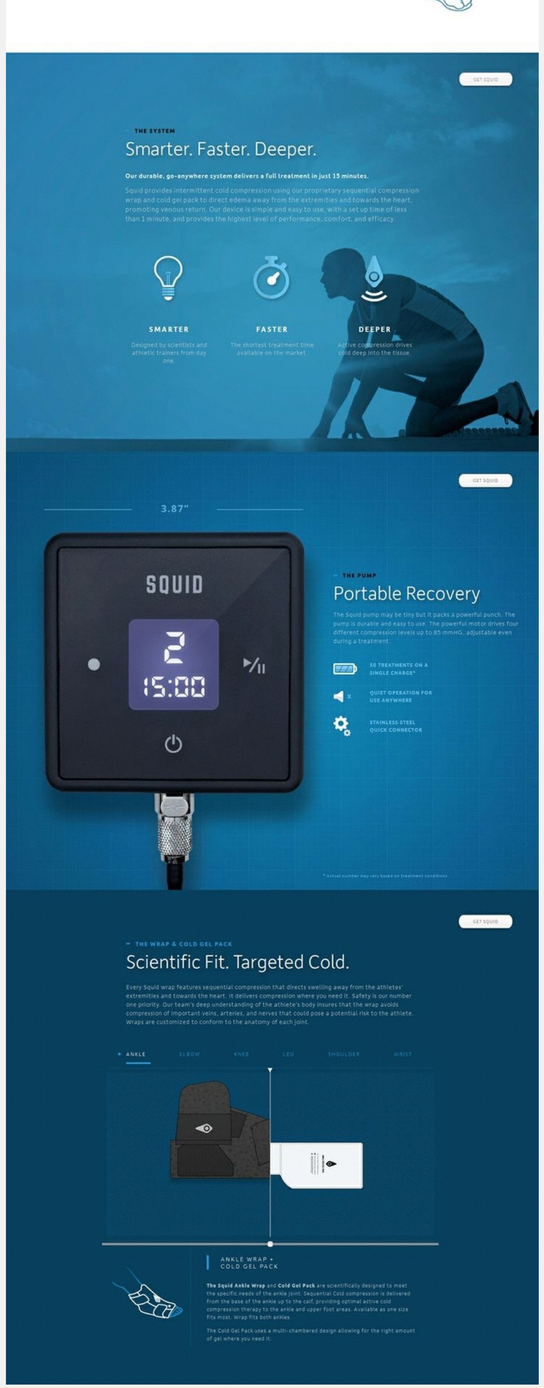
(AVOID CLUTTER)

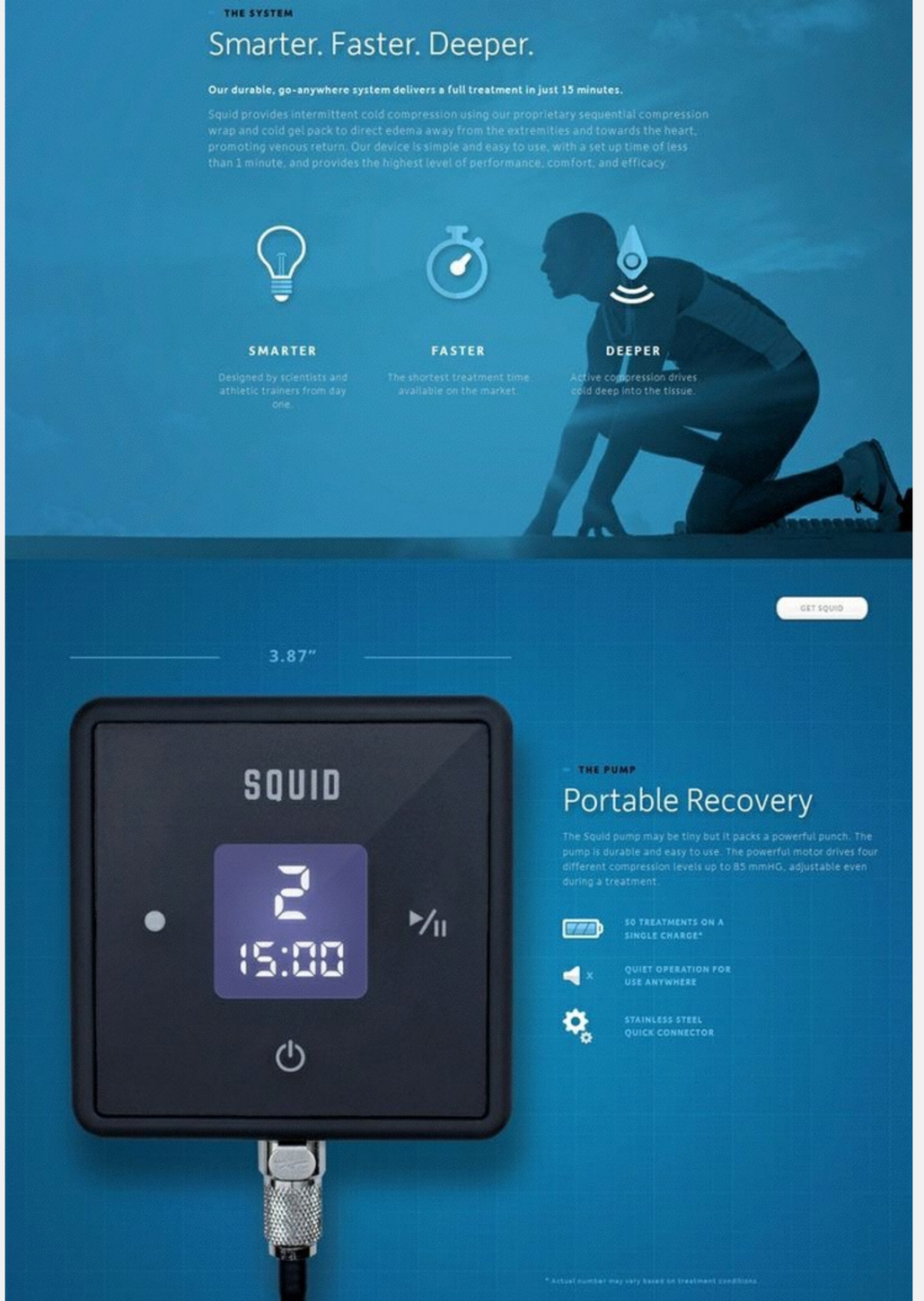


THEN TELL THE STORY AS YOU MOVE DOWN THE PAGE VISUALLY
(OR THROUGH CLICKS)

TO CONNECT THE DOTS INTRINSICALLY...

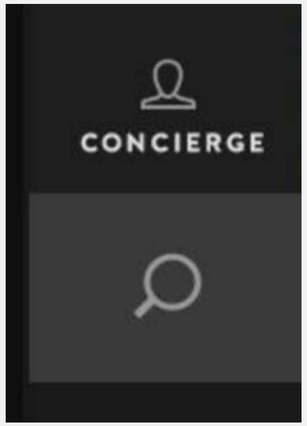


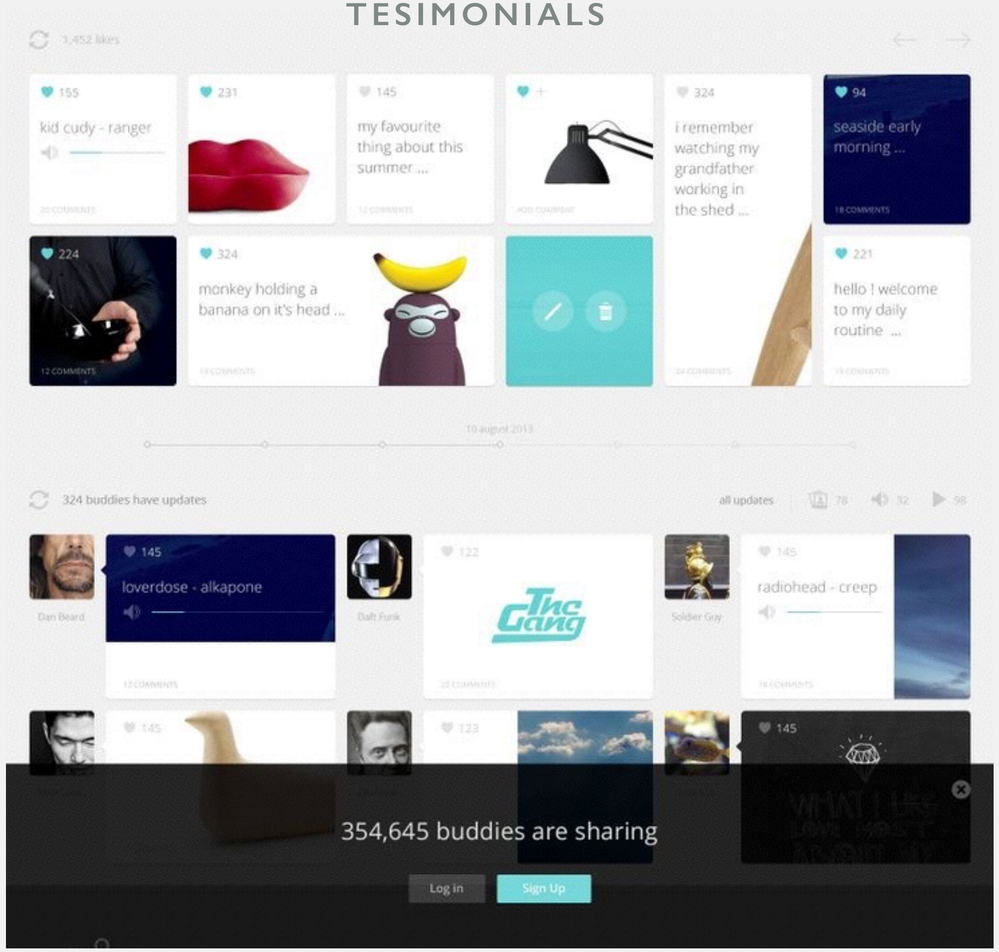
CONSIDER USE OF VISUAL STATISTICS TO SHAKE THINGS UP...
LARGE NUMBERS OR TYPE CAN REPLACE IMAGERY.

# HUMAN ELEMENTS SHOULD BE INGRAINED TO ADD AUTHENTICITY.

## TERMINOLOGY




## TESIMONIALS



THE END.