**Project Name: New WordPress Theme for Internet Marketers and Niche Sites**

**Design Text: Handy Investments, LLC.**

**Tagline: This is my tagline**

**Description:**

Dear Design Team,

We are working on designing a monetizable WordPress theme geared toward internet marketers. You will find all details below, but the main characteristics we want this theme to be known for are a unique header system, a boxed look, and simplicity.

Please read on for a full description of what we would like to see from you.

As a point of reference, we drew some inspiration from these sites:

DEADLINE (http://demo.awesem.com/?theme=deadline)
PINPOINT (http://themes.swiftpsd.com/index.php?theme=pinpoint)
INOVADO (http://themeforest.net/item/inovado-retina-responsive-multipurpose-theme/full_screen_preview/3810895)


# BASIC DESIGN FEATURES

**1. Colors:** We would like to see various color scheme options that can be used for the post titles, text, menu text, links, etc. Please keep the signature colors in mind, but be creative. We are open to new color scheme ideas.

**2. Fonts:** The fonts used in our theme should be simple, professional, easy to read, sans-serif, etc.. We would like the theme to offer a few font options for posts/pages/titles/links, etc.; please suggest up to five font families that the user will be able to choose from. We do not want to see Times New Roman. As a reference, we like the fonts used on these sites:
- undrip.com
- apple.com

**3. Responsive design:** compatible with mobile devices.

**4. Header:** This is one of our key design features, and will be seen on every page (except for where the user has the option to hide it). The header should be between 960px-1100px long, and have two different width options: the narrower one at about 200px, the wider one at about 300px.

This theme will come preloaded with about 200 headers; the user will be able to set any of these, or a custom jpeg, as the header image. In front of the image will be an optional functionality for a title and tag text for the user's website. These text spaces should have font, color, design, and justification options.

**5. Background:** The background is the image or color that fills up the user's browser window behind the theme body. The user has the option to select a plain color, or one of the preloaded images. Please suggest 10-20 background textures/patterns to use as preloaded images.

**6. Menus:** This theme should incorporate four WordPress menus: the top nav above header, the top nav below header, the bottom nav left, and the bottom nav right.

The top nav below header will be the main menu; it should be positioned directly below the header, with no space in between, and should be the exact same length as the header. Please include a search bar and/or button on the far right of this menu.

**7. Ad Rotator/Social Media Slider:** Each of these spaces will rotate images every few seconds. This space should be 90px in height, and both sliders together should fill the length of the theme body (the same length as the header). The Ad Rotator should be exactly 728px X 90px, and the Social Media Slider should fill the rest of the horizontal space. Both will be positioned directly below the header and main menu, with a narrow padding between the menu and the sliders, and between the sliders. Please provide designs for left-right and right-left for the two sliders.

**8. Footer:** This is the space at the very bottom of the theme body, and should provide a definite visual end to the body. This space is narrow, but flexible. Please design options for a Copyright message on the left and a logo on the right.

**9. Sidebars:** The theme will allow for the following sidebar layouts:
- No sidebars
- right sidebar only (300px)
- left sidebar only (300px)
- right and left sidebar (each 200px)

TEMPLATES

**Default**
The default template will be the standard for this theme as far as look and functionality. The theme's design characteristics are a boxed layout with defined borders; a header (see Header section), an ad rotator and a social media space below the header (see Ad Rotator and Social Media Slider sections); a 300px-width sidebar on the right side; WordPress menus (see Menus section), and a footer area (see Footer section).

The Default page template will include all of these designs, as well as a page title and a text body. There should be options to use the default template with No Page Title, and with No Sidebars.

**Magazines**
There will be three layouts for the Magazine template. Each will feature a large image slider at the top that rotates the featured image for each post in a specified category as well as its title and excerpt. The three layouts will differ as follows:

- Mag 1: Image slider at top; below, a standard WP-style blog feed layout listing posts from a certain category, each w/small featured image, title, date, and excerpt (about one paragraph long).
- Mag 2: Image slider at top; below, two columns of posts: the left column will give a list of the latest posts, each w/small featured image, title, and date; the right column will give a similar list, but only of posts from a certain category.
- Mag 3: Image slider at top; below, allow for 1-5 vertical sections for 1-5 different categories of posts. Each category section will be divided into two columns of posts: the left column will show a medium-sized featured image, title, date, and excerpt for one post in a certain category; the right column will show a list of posts in that category, each with a small featured image, title, and date. Refer to http://demo.awesem.com/?theme=deadline for design ideas.

**Portfolios**
Each layout will show featured image from selected posts. We would like two styles for each layout below: one with the title, subtitle, and excerpt from the post; the other with only the images.
- 1-column layout
- 2-column layout
- 3-column layout
- 4-column layout

**Sales Page**

The Sales page is a simplified landing page. There will be one Sales page template. It will be made up of a title and text body, and the following width and layout options.

Width options:
- Full width blank page
- 700px-width blank page
- 500px-width blank page

Layout options:
- Custom header
- No header
- No menus
- No footer
- No sidebars

**Squeeze Page**
The purpose of a squeeze page is to persuade the user to subscribe or sign up for a product or service. The template should include a title, a space for a video, a text space for a description of the video, a space for an opt-in form, and an optional text body. It should have width and layout options similar to the Sales page, but without the full width option, as follows:

Width options:
- 700px-width
- 500px-width

Layout options:
- Custom header
- No header
- No menus
- No footer
- No sidebars

**About Us/Contact Page**
Use your imagination!