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Notes and Changes on JLC Website

# Overview

Jones, Lakin & Company is looking to slightly rebrand and update their website. Here are some of the main things we are looking to change.

* New color scheme
  + Primary color: #3E567D
  + Secondary color: #4F6D9F
  + Tertiary color/text color: #999999
* Header changes
  + New primary color
  + New font potentially? – looking at something a sans serif font (maybe Source Sans Variable Bold?)
* New images
  + Indicated in the changes for each page
* Content update
  + Indicated in the changes for each page

I will list the changes below for the website template and each page.

# Website Template

The top of every page has the logo and the staff picture. We are looking to get new staff pictures done, but for now, we need to update the logo. I have attached the new logo as a “JLC\_horizontal\_logo.jpg.” The navigation bar will need the new color schemes, so either new images need to be created or the navigation bar can use code using <a> tags. We would like the buttons, whether they are an image or an <a> tag, to be the primary color (#3E567D) when it is not hovered over and the secondary color (#4F6D9F) when it is hovered over. The font should also change to a sans serif font. On the left third of every page, it has 2 buttons. We want them to be either the primary or secondary color, whichever looks better. The text in the footer can be kept as white or changed to black, whichever looks better but I would guess the white would look better. The only change the footer needs is an update to the new color scheme when users hover over links (use the secondary color). The small accent bar at the bottom should be changed to the tertiary color. The background is a gradient image, so that needs to change to a new background via code or a new image with the updated color scheme. The final thing is to change the mini logo on the address bar from the current logo to the letter L from the new logo. I will send a follow up email with the new image when I get a chance to make it.

# Home

* Changes to the header
* New first paragraph: “Welcome and thank you for visiting our Website. Jones, Lakin, & Company CPAs , PC is a Westminster, Maryland accounting firm dedicated to providing tax services and general accounting services to individuals, businesses, non-profits, and estates and trusts throughout the central Maryland and Southern Pennsylvania areas.”
* All the links in the text can remain, but they need to be updated to the new color scheme (primary color when not hovering, secondary color when hovering)
* Replace old picture with “JLC\_sign.jpg” (working on getting a new picture of it, I will send it over in a follow up email when I got it)
* Any chance to add a banner about COVID-19 requiring a mask?

# About Us

* Changes to the header – also make sure the header is on 1 line after the font change, or the second line reaches farther across the page
* Replace last 2 sentences of the first paragraph with “Now he has moved off Main Street to 15 S. Cranberry Road.”
* At the end of the third paragraph, replace the last sentence with “Outside of the 23 steps at the front door and the 26 steps at the back door, which Bill affectionately calls “the stress test,” the new space was particularly well-suited for the business.” **Check with Emily & Kim about this content.**
* After the third paragraph, a new paragraph is needed about moving to the new location and another paragraph about Kim becoming the owner. **Check with Emily & Kim about this content.**
* All the links in the text can remain, but they need to be updated to the new color scheme (primary color when not hovering, secondary color when hovering)
* Memberships header needs to be the primary color and new font too

# Profiles

* Changes to the header
* Change the names of each person to be the primary color, but I would keep the serif font. It looks professional on this page, but if it looks weird with the header, just keep it consistent.
* Remove CVA from Mr. Jones.
* Remove Valuation Analyst Credentials (PDF)
* Remove Laura’s profile
* Will eventually need to update headshots and add new profiles for other staff later.

# Services

* Changes to the header
* Change the layout of this page to look more modern
  + I will attach an image of a sketch I have of this (“JLC\_services\_mockup.jpg”)
  + Change the services offered from a text layout to a box layout
  + 3 boxes, each will have a background photo taken at the office that is darkened for contrast
  + “Tax Services”, “Compilation and Review Services”, and “General Accounting Services” will be in white, or one of the blues, whatever looks best.
  + When a user hovers over the box, it brings up the description that is already listed on the website
  + I can make a higher fidelity mockup if you want to see it. I can also make the code for it and then you can insert it in if you would like. This can be dealt with later if need be.
* Will eventually need to update headshots and add new profiles for other staff later.
* Add non-profits after businesses under Tax Services

# Resources

* (Top) First header – primary color
* Other headers – secondary color
* Bulleted text – tertiary color

# Employment

* Changes to the header
* All the links in the text can remain, but they need to be updated to the new color scheme (primary color when not hovering, secondary color when hovering)
* “We currently do not have any job openings:” – change to primary color
* “Please check back later for openings - thank you!” – change to secondary color

# Contact Us

* Changes to the header
* All the links in the text can remain, but they need to be updated to the new color scheme (primary color when not hovering, secondary color when hovering)
* Replace Parking text with “Parking: Free parking is available in front of the building.”
* Replace Accessibility text with “Our building is handicap accessible with no stairs and a slop up to the sidewalk. Enter the building through the shared door on the left with RBC. Inside the vestibule, enter through the right door with our logo.”
* Replace old picture with “JLC\_parking.jpg”
* Replace picture of map with iFrame code. You can go to google maps, enter the location of Jones, Lakin, & Company, and then get the embed code for the website. I can send it over if you want me to.