

Brief

Client: Pt Jørgensen

Business / concept:

This business is driven as a sole propriety company. The owner is educated a personal trainer and is selling pt lessons to private persons. She is working from home and has her own gym in the garage that she uses for client training.

Profile:

Her companys profile is that she wants to appear proffessional and energetic. She is well educated and has a very good knowledge about trainiing and diet.

Vision:

Her vision is that she wants to appear as a serious and good personal trainer. She wants to help people to get a good healt, and to achive their own goals. She is a very energetic and happy person and she wants that to become a big part in her job.

Audience:

The audience are people that wants some help to get a good health, become stronger, loose fat, build muschles or guidance to have a healthy and nutritious diet.

Troubleshooting:

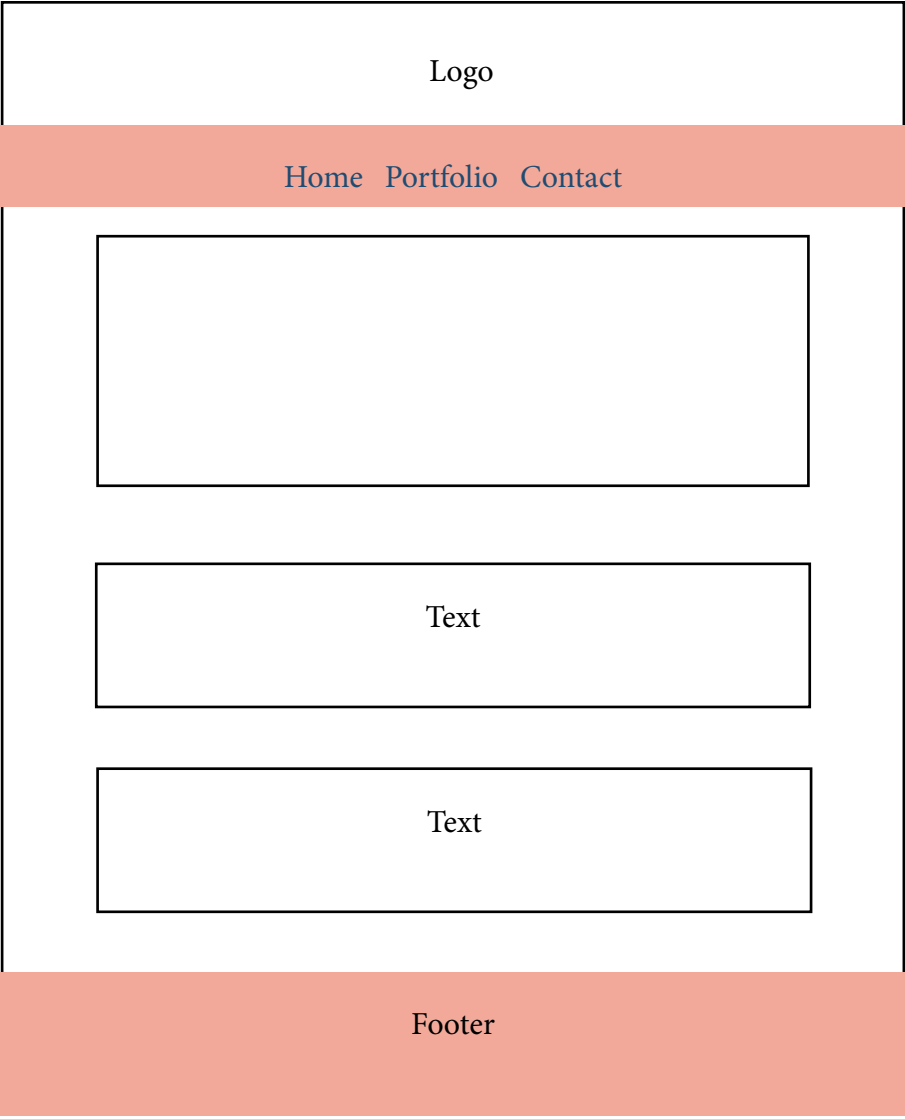
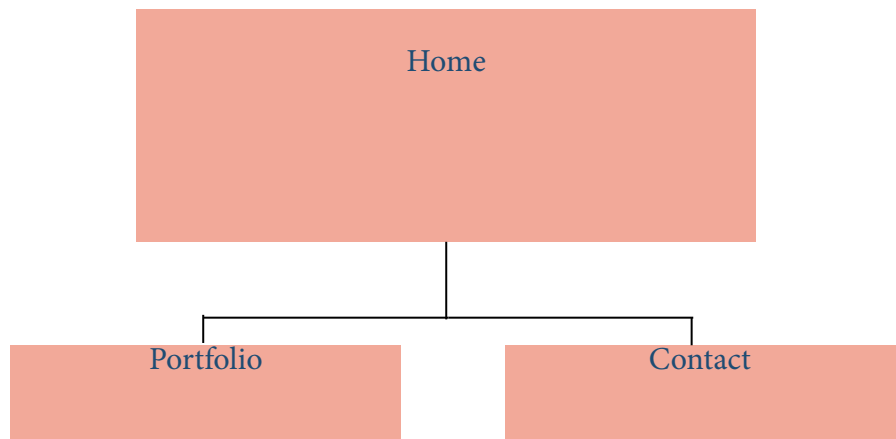
This company wants a one page website and it should contain:

Homepage

Portfolio

Contact

Creating a logo



The website should be fully responsive and work smoothly on small devices as computers. In these days many people use only their phones when visiting websites, so it's important that the website contains the needed information on mobile phones.

Style statement:

The client has a colour palette wish ; he wants to have colours that relate to calmness, good mood and training.

Relate to that the client's colour palette became these colours.



#2C2940



#0396A6



#F27272



#1F4C73



#F2A999

The client wants a modern and professional font.

He wants to use one font for headlines and another one for content.

The headlines should have the font: Segoe, Segoe UI and the content should have the font: Tw Cen Mt.

These are two modern fonts that would make the impression that the client wants in his website.

There should also be a lot of pictures of golfers using the client's products in the website.

Marketing Strategy:

The client wants to market his web-page using Facebook and Instagram.