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**ASSIGNMENT:****SCHOOLING PHASE:**[www.linkedin.com/in/davehuer](http://www.linkedin.com/in/davehuer)

5-PAGE BUSINESS BROCHURE

PHASE 2, OCT 2013

<http://dhuer.htpwebdesign.ca/>**USER ACTIVITY:**

The site is designed as an "urgent order site" for professional and volunteer first responder teams, and industrial operations crews working needing to urgently re-stock on the way to a work site, for on-going activity re-supply at those sites, and to replenish kit on leave or upon returning home.

The site is designed to be a high utility site that is easy-to-navigate for a user who is operating with high urgency. Dayglo colours, icons and titles all reference first responder/rescue/military usage (see notes below this section), and all format is transferable to a mobile solution for use by that same market which operates with a mobile, mission-driven task fulfillment orientation.

Ordering Instructions are provided to guide the user through the order process. 4B's Customer Service employees will use the instructions to instruct/guide the customer through the ordering process. This is included to help the user minimize order time, again, to help the user focus on getting the order asap so they can move on to their other time-driven activities. Simultaneously, this mistake-proofs against the danger of order error and the time cost that could result from order errors—a significant issue for this customer; ensuring that our team and the customer "stays on the same page".

"Way Out" Instructions (unlinked at present) at the top guide the user out of the site by moving up or downstream.

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**WEBSITE USER EXPERIENCE NOTES:**

**USER GROUP:**    PROFESSIONAL RESCUE TECHS

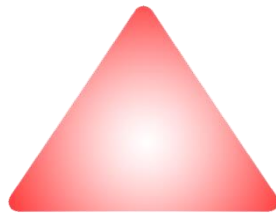
**BACKGROUND:**    OFTEN COME FROM MILITARY, OR HAVE CONSTANT MILITARY/POLICE CONTACT

**CORP ICON:**



**REFERENCES:**

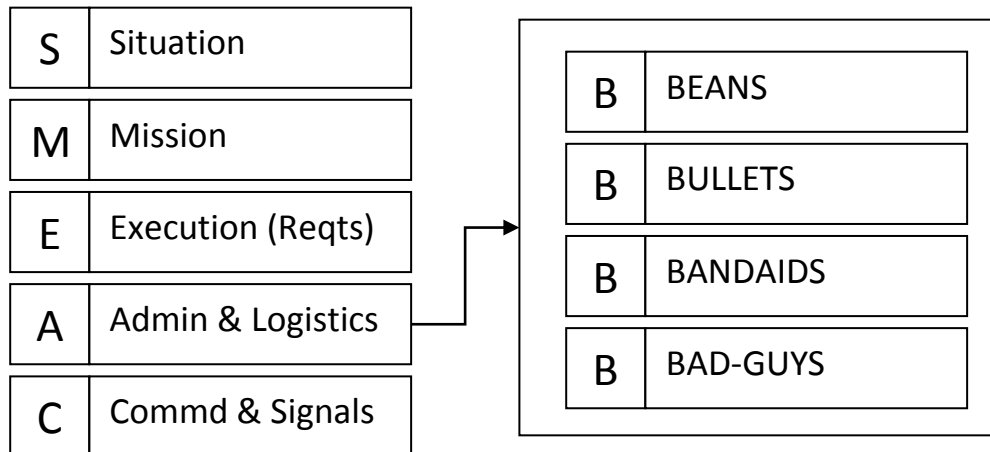
(A)      GOV CANADA - SYMBOL FOR EMERGENCY OPS STAGING AREA



(B)      "4-B'S" - "ADMINISTRATIVE & LOGISTICS SUBJECT" AREA, FROM CF & US MILITARY "SMEAC" 5 PARAGRAPH ORDER, WHICH IS A METHOD TO SPECIFY OPERATIONAL ORDERS.

USER GROUP WILL UNDERSTAND MEANING OF:

- (i)      REFERENCES
- (ii)     ICONS
- (iii)    SYMBOLS



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**SYMBOLS :**

GOV CANADA - SYMBOLS LIST, SEE BELOW FOR SOURCE

**INSIGNIA :**

CANADIAN FORCES USED AS REFERENCE.  
RANK UP-ENDED TO REFLECT CUSTOMER FOCUS: FRONT-LINE CUSTOMER FACING EMPLOYEES GET 4 CHEVRONS, CEO GETS 0 CHEVRONS AS JOB IS TO SERVE ALL INTERNAL TEAMS SO THEY CAN SERVE CUSTOMERS

**MARKET :**

EMERGENCY RESCUE CACHES  
"URGENCY OF ORDER-FILLING" REQUIREMENTS DRIVE THE MISSION

**FONTS :**

GOV CANADA - CANADIAN FORCES GRAPHIC STANDARDS MANUAL

3.2.1 Typography: The fonts used on the logo for the organization's name is Futura Light, chosen for its legibility, solid shape and simple design.

IMPORTANT

: It is strictly forbidden to change the typography of the logo or to try to reproduce it.

3.2.2 Official Font: For its legibility, purity and elegance, Arial font has been chosen for all stationery, forms and official documents of the organization.

**COLOURS :**

COLOURS :

CANADA FLAG RED: CMYK C8,98 M12,11 Y77 K0

MAPLE LEAVES RED: CMYK C17,04 M100 K100 B7,88

