

CONCEPT 1

# wolfie

**LOGO:** Use of a wolf's eye to depict to name, and the concept of searching.

**HERO IMAGE:** Hyperlinked ad rotation (background). Image can be displayed based on stand-alone ad rotation. Or, if based on relevant search content, this ad will post only when a movie search is conducted. Video can also be used in place of static images.

**FEATURED ADS SLIDER:** Additional prime real estate ads can be sold to local vendors.

**LOGO BUG:** For branding purposes, a 50% tint of the logo is located left of featured ads.

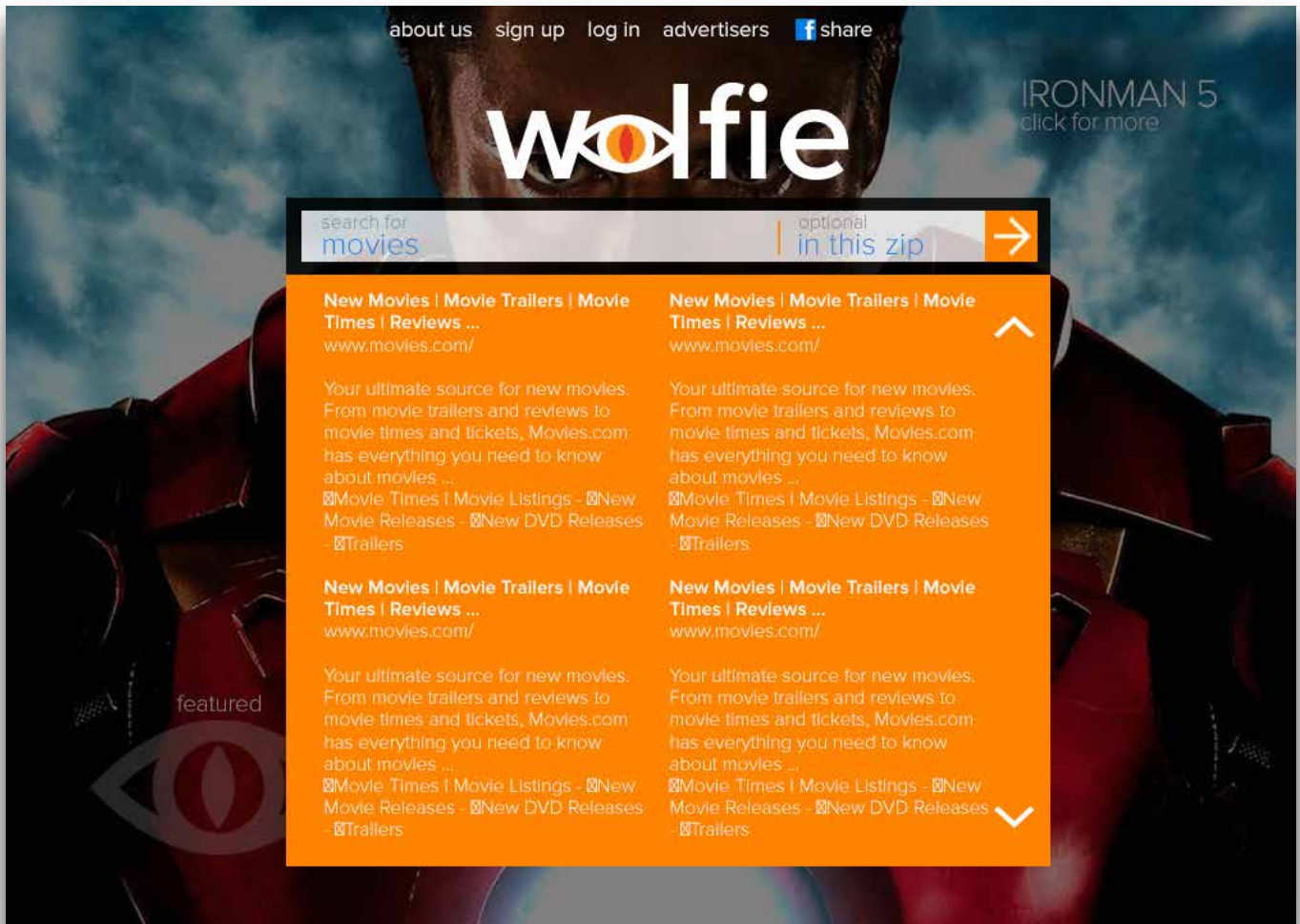
**TYPOGRAPHY:** Proxima Nova lower case

**SEARCH FIELD:** 85% opacity white mandatory search field with an optional zip code field to its right. The search will detect the PC location even without entering a zip. The zip field's purpose is if one wishes to force a search in a town where he is not searching from.

**FACEBOOK:** Facebook's Open Graph code enables Facebook users to post a pre-formatted image and text which you determine. This posts to users walls.

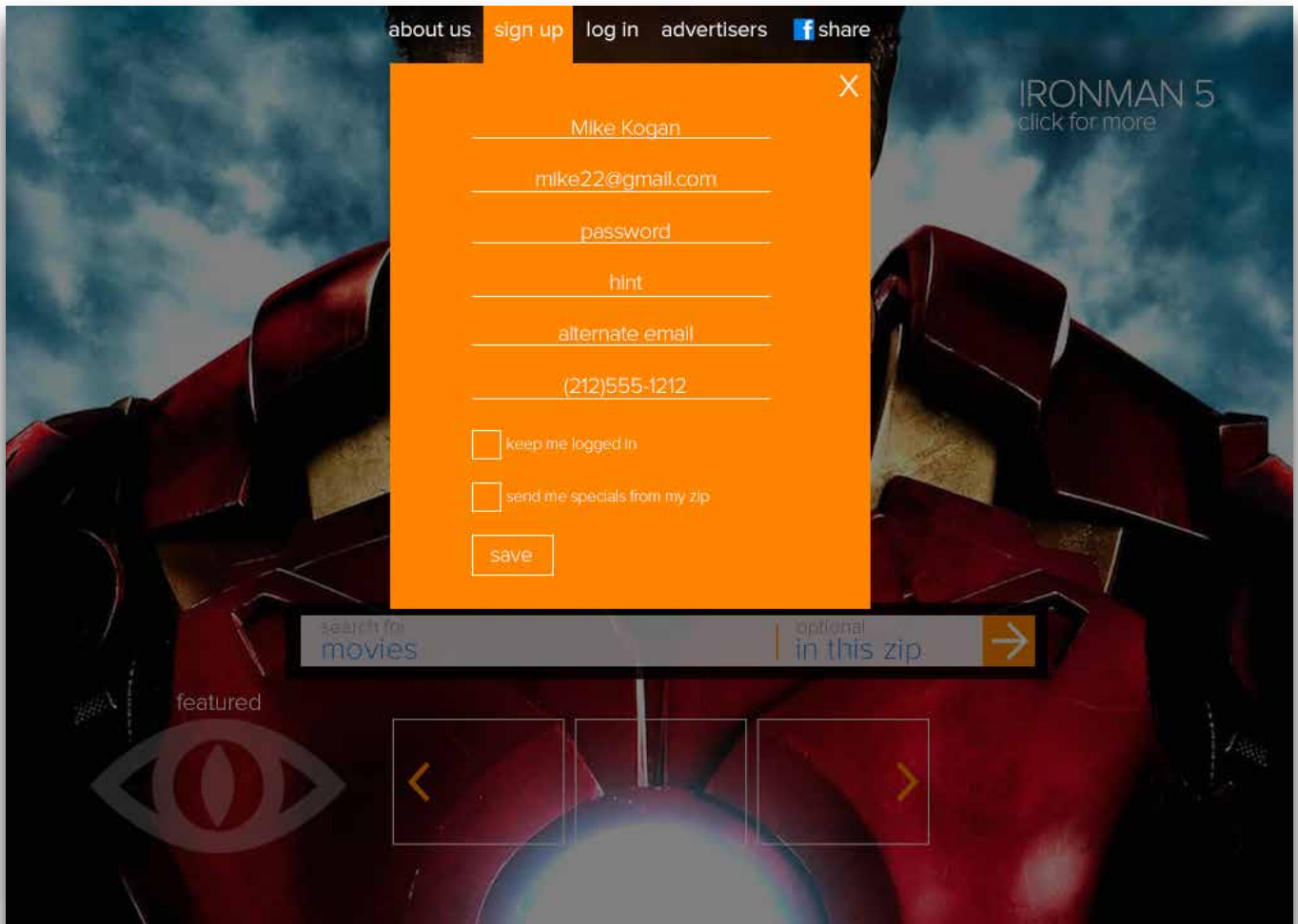
**COLOR PALETTE:**





CONCEPT 1

COMPLETED SEARCH: Logo and search fields rise up page as orange pane slides down revealing scrollable search results. Background is dimmed with 50% black. This animation is where the existing border expands inwards from all 4 sides until covering entire screen. Logo links to home screen.



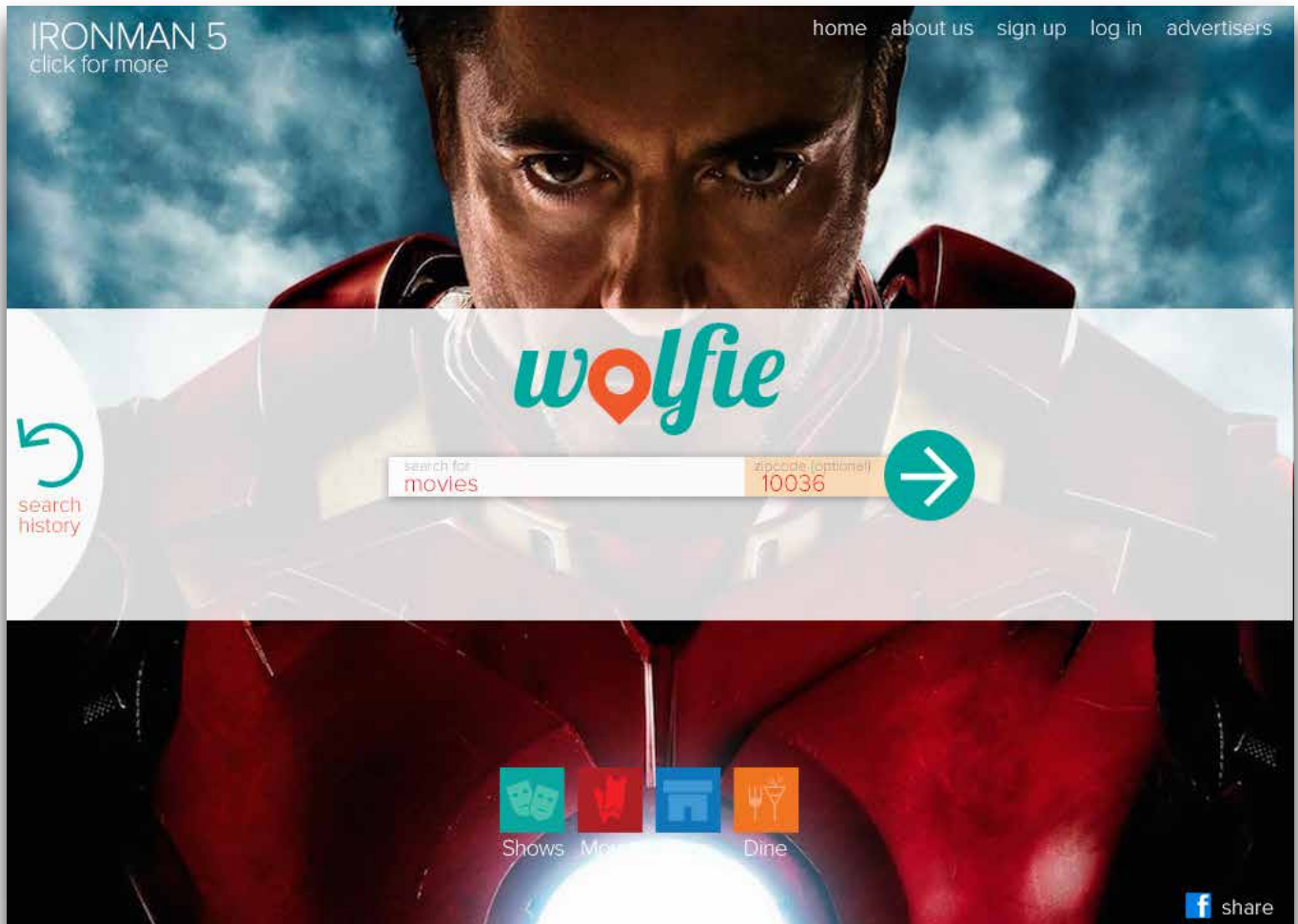
CONCEPT 1

**LINKS:** Upon click, orange box fades in behind clicked text. Same border animation covers screen at 50% black. Orange pane slides down and populates with content in a fade in. Upon exit or save, all animations reverse in reverse order at 2x speed.





WOL-001 | BRANDING & SEARCH ENGINE STRATEGY: UPDATED 3/21/16



CONCEPT 2

LOGO: Use map marker to depict "local" vendors.

HERO IMAGE: Hyperlinked ad rotation (background). Image can be displayed based on stand-alone ad rotation. Or, if based on relevant search content, this ad will post only when a movie search is conducted. Video can also be used in place of static images.

FEATURED CATEGORIES: Icons across bottom enable quick jump to theme pages.

SEARCH FIELD: 85% opacity white mandatory search field with an optional zip code field to its right. The search will detect the PC location even without entering a zip. The zip field's purpose is if one wishes

to force a search in a town where he is not searching from.

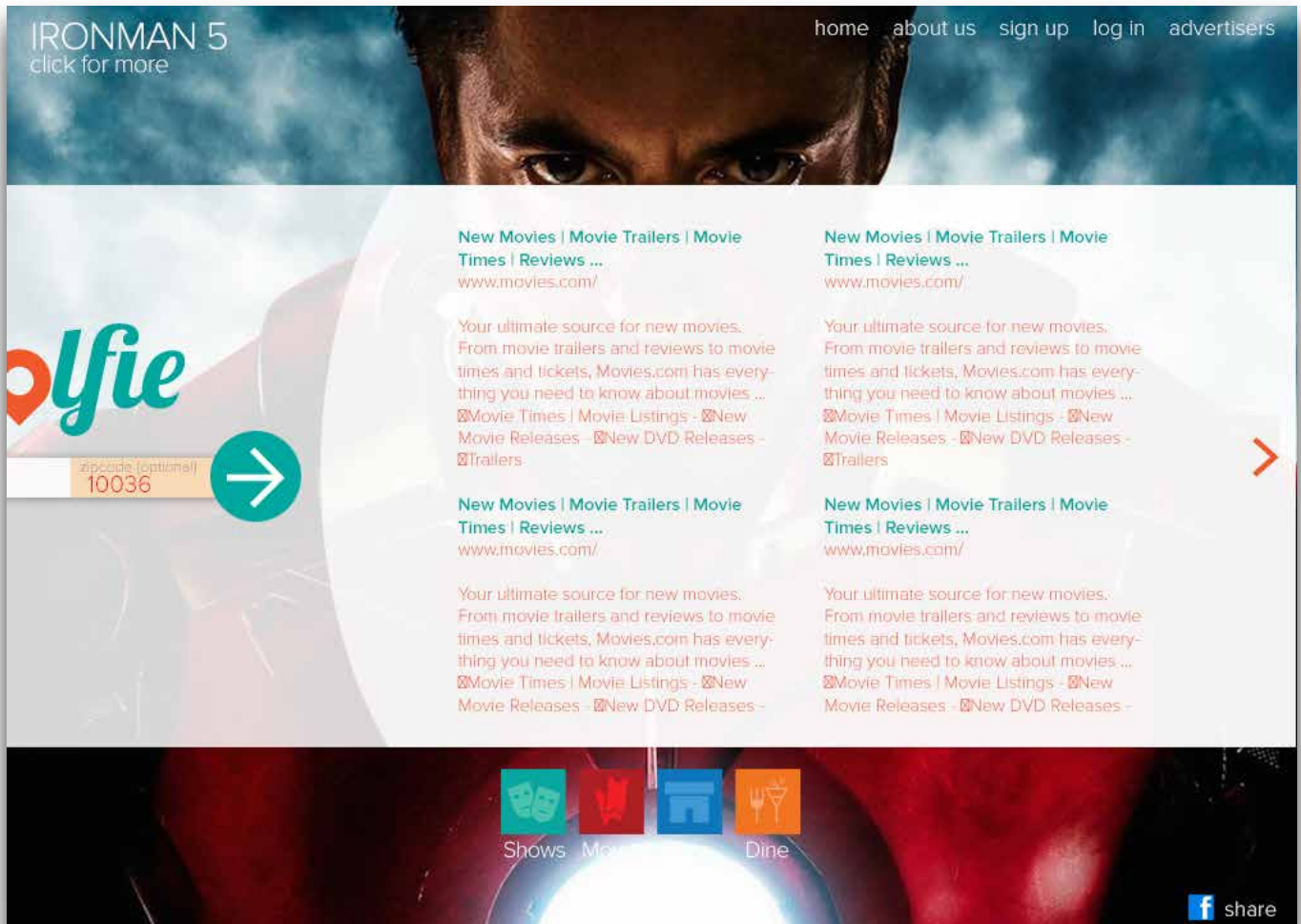
FACEBOOK: Facebook's Open Graph code enables Facebook users to post a pre-formatted image and text which you determine. This posts to users walls.

COLOR PALETTE:



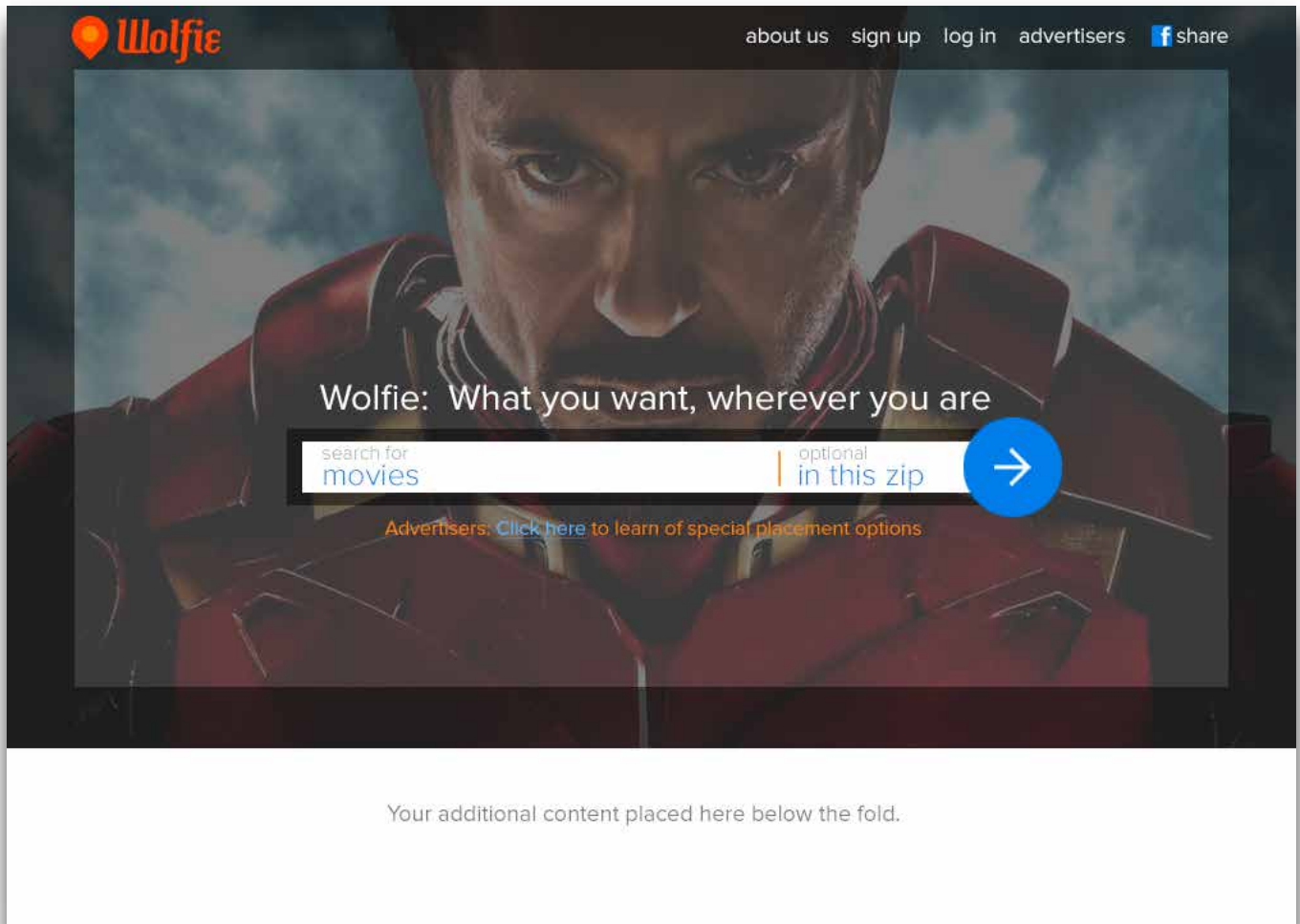
TYPOGRAPHY: Logo: Lobster. Text: Proxima Nova lower case.

SEARCH HISTORY: When clicked, pane slides left-to-right revealing prior searches. Maintained for ease of use. User can clear results in a Settings pane or share results via email.



CONCEPT 2

**COMPLETED SEARCH:** When user clicks the aqua enter arrow, logo slides left, white pane also slides in from left and reveals search results, while also growing in height. Clicking the orange arrow continues the right-to-left motion slide revealing 2 additional columns of results, hiding the first 2 columns.



PHASE II

PHASE II COMPLETE.  
AS PER EMAILED REVISIONS  
(10-03-2016 11:33:54) REVISION 2 ON  
LOGO AND GUI ARE COMPLETED.

