

Design and Functionality Review:

Design Materials:

- If logo on current site is the brand, please provide:
 - Logo files (preferably is a vector format, usually a .ai, .eps or .pdf file).
 - Brand/style guide (if there is one).
 - Any current marketing materials in use.
 - Access to any images available.
 - **NOTE:** Please upload into [client materials folder](#) noted at kick-off meeting.

Map Direction:

- Based upon kick-off meeting discussion, GSA recommends two perspectives:
 - USA map with state on Missouri and Taney County highlighted.
 - Regional map showing a 3-hour drive time radius. Within radius show:
 - Taney County
 - Surrounding States
 - Cities:
 - Branson
 - Springfield
 - Tulsa
 - Oklahoma City
 - Kansas City
 - St. Louis
 - Little Rock
 - Interstates

Website Research:

- Client, please provide any site(s) your like (or dislike).

Five Descriptive Words that Should Describe Your New Site:

- TBD

Any Other Questions/Comments/Thoughts?

- GSA homepage recommendations based upon kick-off meeting discussion:
 - Design with mobile menu and header links:

- Home
- Employment
- Sites + Buildings
- Build-in contact form pop-out on all pages.
- Rotating banners with custom messaging (or video banner if available):
 - Headline: Taking Care of People (highlight the TCP somehow)
- Welcome text.
- Map (see notes above).
- 'Ticker' functionality (data points).
- Featured news.
- Featured jobs.
- 'Featured Stakeholders' logo carousel.
- 'Quality of Life' secondary banner set:
 - 'Veteran Friendly'
- Other:
 - Testimonials