

Armstrong Proposed Reskin Process

Submitted By: Atmosphere BBDO

Submitted To: Armstrong

Dated: 2 October 2008

Notice: The enclosed material is proprietary and confidential. This material is presented for the purpose of evaluating services and may not be disclosed in any manner to anyone other than the addressee and employees or authorized representatives of Armstrong and Atmosphere BBDO.

Armstrong Proposed Reskin Process

In order to ensure that the Armstrong site look and feel is consistent with overall brand tone, we propose a redesign initiative consisting of two complementary processes.

#1 Global Site Reskin

#2 Selected Page Redesigns

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Project name: Armstrong Reskin
Last Edit: Thursday, October 02, 2008

Prepared by: Atmosphere
Company: AtmosphereBBDO

#1 Global Site Reskin

By reskinning global site components such as the header, logo treatment, navigation elements, and stylistic elements such as color and fonts, a dramatic difference can be made to the look and feel of the entire site while maintaining overall page structure and functionality.

Elements that can be changed by this process include:

- Primary and Secondary Navigation
- Product Selector / Faceted Browsing
- Color Palette
- Fonts
- Iconography
- Nomenclature
- Headers
- Subheaders
- Link Styles
- Form Fields
- Buttons

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Buttons

Global Header and Nav Design

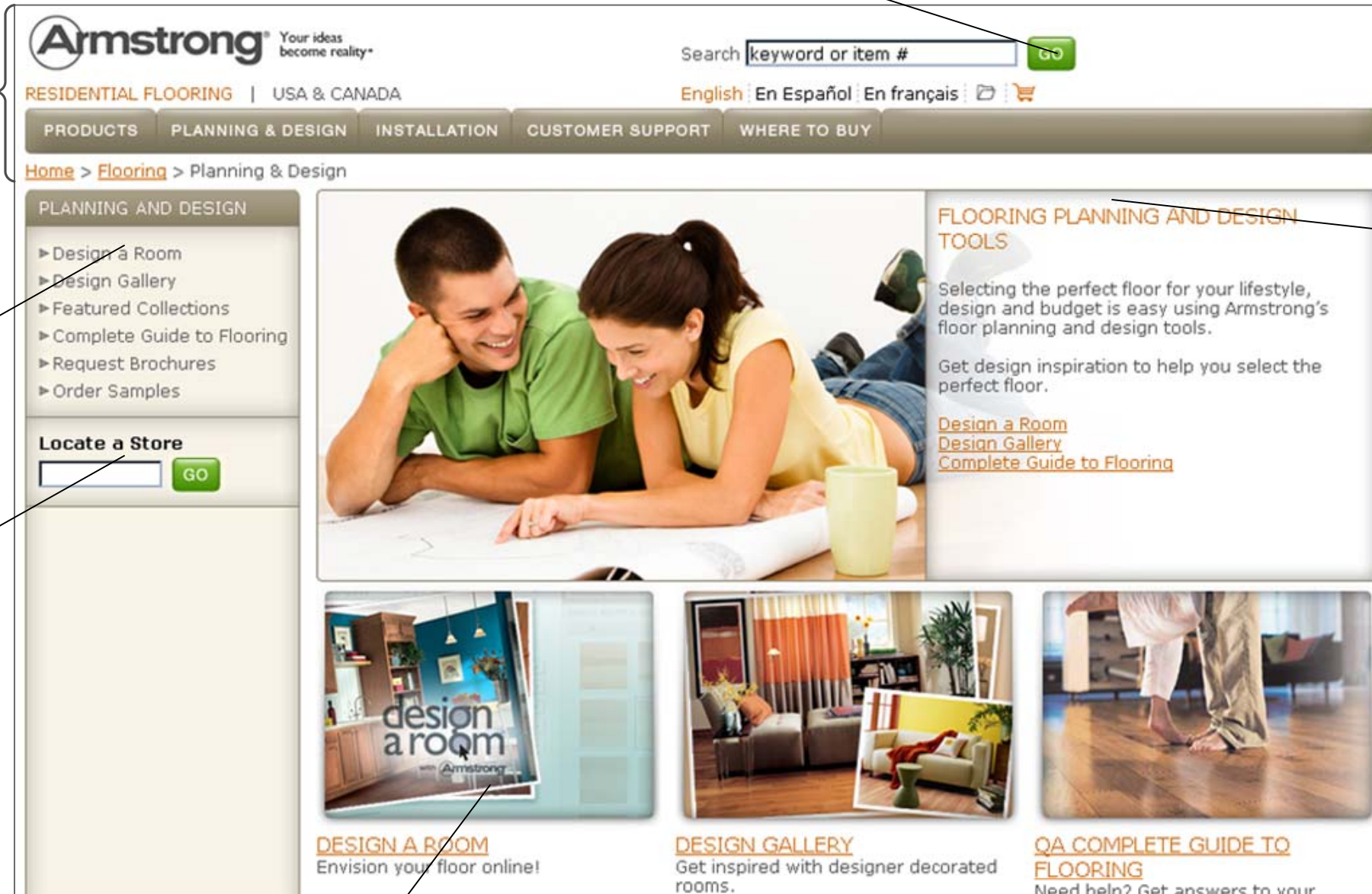
Color Palette
Overall Fonts
Nomenclature
Iconography
Links

Secondary Nav Design

Form Fields

Headers and Subheaders

Promotions



Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

#2 Selected Page Redesigns

Atmosphere has identified a number of pages that will benefit from a more detailed layout and content adjustment in order to increase user experience and branding.

For this part of the reskin, we are focusing on the main content area, but some templates may be adjusted to better suit the content they contain, while maintaining respect for the global site structure.

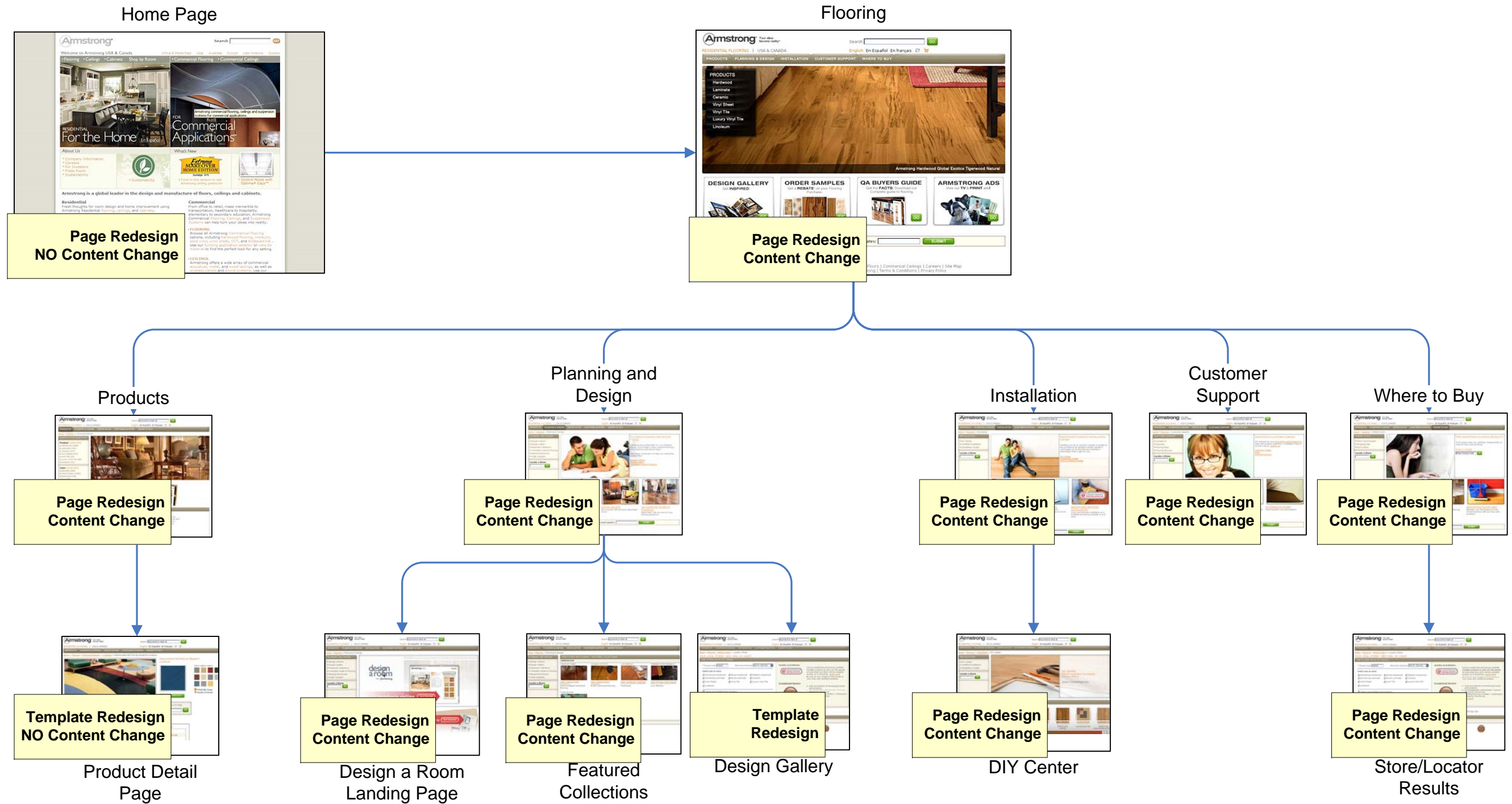
The change required for each page differs in the following ways:

Page Redesign – Redesigning the content area to better display required content.

Template Redesign – Redesigning the Product Detail template page in order to better showcase Armstrong products. This change will apply to all product pages on the site, but is considered one change. Product Detail page content will not be changed.

Content Change – Updating copy and images to better fit Armstrong's brand voice and tonality.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs