



WEBSITE DESIGN SAMPLE

Four design directions

Sample Timber Co.

A presentation and production handoff example

Four homepage concepts • Sample identity, copy and imagery



A clearer route through sample content

DESIGN GOAL

Less cluttered. Modern. Easy to use.

Give visitors a clear route to explore products, understand services and take the next step. This demonstration uses a fictional business identity and sample wording.

SAMPLE SITE CONTENT MAP

01 Product discovery

Clear product categories and featured ranges

02 Services

Cutting, delivery and project support

03 Audience paths

Home projects, trade buyers and supply partners

04 Trust & story

Company information, project photography and helpful guidance

05 Explore & enquire

Articles, gallery, projects and contact pathway

Sample content note

This portfolio example uses a fictional business name, generic sample wording and demonstration photographs.

SecureNow

DESIGN PRESENTATION SAMPLE

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Sample Timber Co.

[Home](#)
[Products](#)
[Services](#)
[About](#)
[Contact](#)

Request a quote

WARM · CALM · GROUNDED

Landscape sleepers for home and trade projects

Explore a sample range of new and used timber products, service information and project ideas.

Explore products

Request a quote

Organic Untreated Sleepers

Landscape timber for raised beds and outdoor projects.

New & Used Sleepers

Product options for home and trade projects.

Timber Cutting

Cutting options for new, used and customer-supplied timber.

Delivery

Delivery information for the sample service area.

Project Supplies

Timber options for paths, garden beds and retaining walls.

Customer groups

Home gardeners

Ideas and materials for home projects.

Landscapeers

Product and cutting options for trade projects.

Railways

Sample supply information for nursery partners.

About the supplier

This sample section shows how a short company introduction and project photo can share a single, clear layout.

Replace sample copy with approved customer wording during production.

Clear categories

Photo-led examples

Visible quote path

Featured products

Organic Untreated Landscape Sleepers

Sample product description for the design demonstration.

New & Used Railway Sleepers

Sample product description for the design demonstration.

Railway Sleeper Boards

Sample product description for the design demonstration.

Sample Timber Co. Sample customer website concept

Designed by SecureNow [www.securenow.online](#)

Visual system & build notes

MODERN NATURAL

A nature-led refresh that makes untreated timber and garden uses feel clear and welcoming.

COLOUR PALETTE



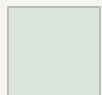
Deep gum

#174A3B · Primary / actions



Warm stone

#F4F1E8 · Page background



Sage

#DDE6DC · Support band



Bark

#20332B · Body text

RESPONSIVE & ACCESSIBILITY

At 768 px: stack hero text above image; collapse navigation to menu; keep the primary enquiry action visible. At 390 px: 20 px side margins, 28–32 px headline, single-column sections. Maintain WCAG AA text contrast, visible keyboard focus, descriptive image alt text and 44 px minimum touch targets.

TYPE

Headings: Arial Bold · 34–40 px

Body: Arial Regular · 16–18 px

LAYOUT & COMPONENTS

- 01** Open split hero; large garden photo
- 02** Soft green service band; rounded calls to action
- 03** Compact product navigation; generous spacing

GRID & UI TOKENS

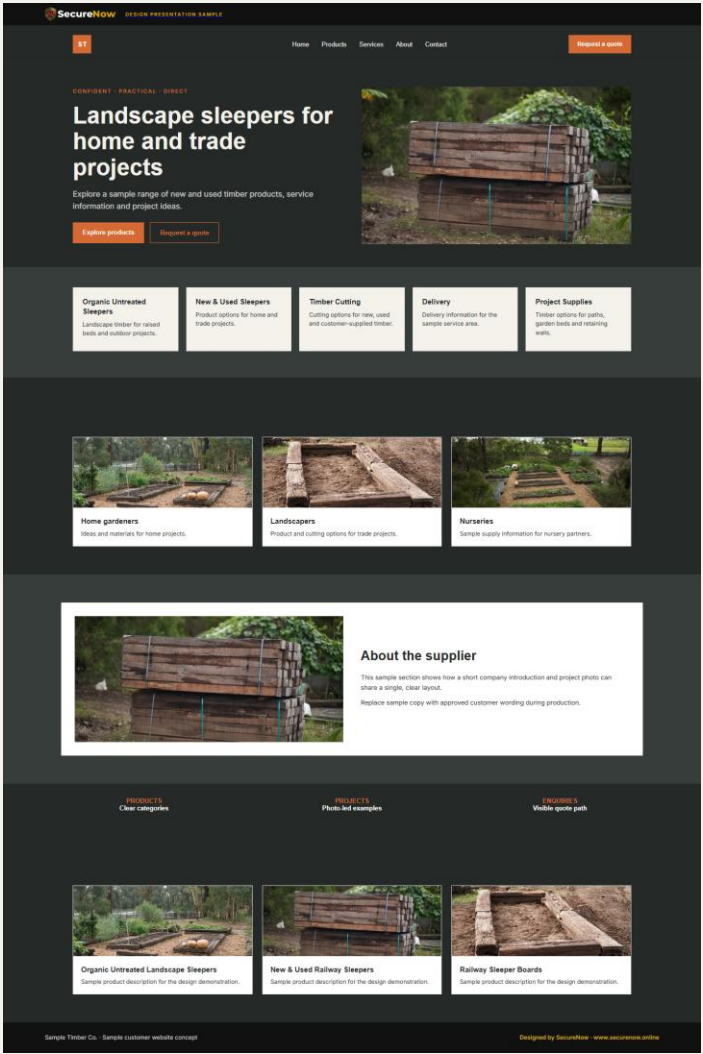
Max width 1,200 px · 12 columns · 24 px gutters

Spacing 8/16/24/32/48 px · button height 48 px

Buttons: pill · cards: 8 px radius

Trade & Industrial — homepage preview

Confident · practical · direct



Visual system & build notes

TRADE & INDUSTRIAL

A stronger trade voice with clear hierarchy and direct access to products and quotes.

COLOUR PALETTE



Rail charcoal

#252A29 · Header / base



Burnt orange

#D56A35 · Primary / actions



Pale timber

#F4F2EB · Main text



Iron

#363D3A · Secondary surface

RESPONSIVE & ACCESSIBILITY

At 768 px: stack hero text above image; collapse navigation to menu; keep the primary enquiry action visible. At 390 px: 20 px side margins, 28–32 px headline, single-column sections. Maintain WCAG AA text contrast, visible keyboard focus, descriptive image alt text and 44 px minimum touch targets.

TYPE

Headings: Arial Bold · 36–42 px

Body: Arial Regular · 16–18 px

LAYOUT & COMPONENTS

- 01** Dark header and high-contrast hero
- 02** Square orange actions; strong bold headings
- 03** Photo framed with a simple industrial edge

GRID & UI TOKENS

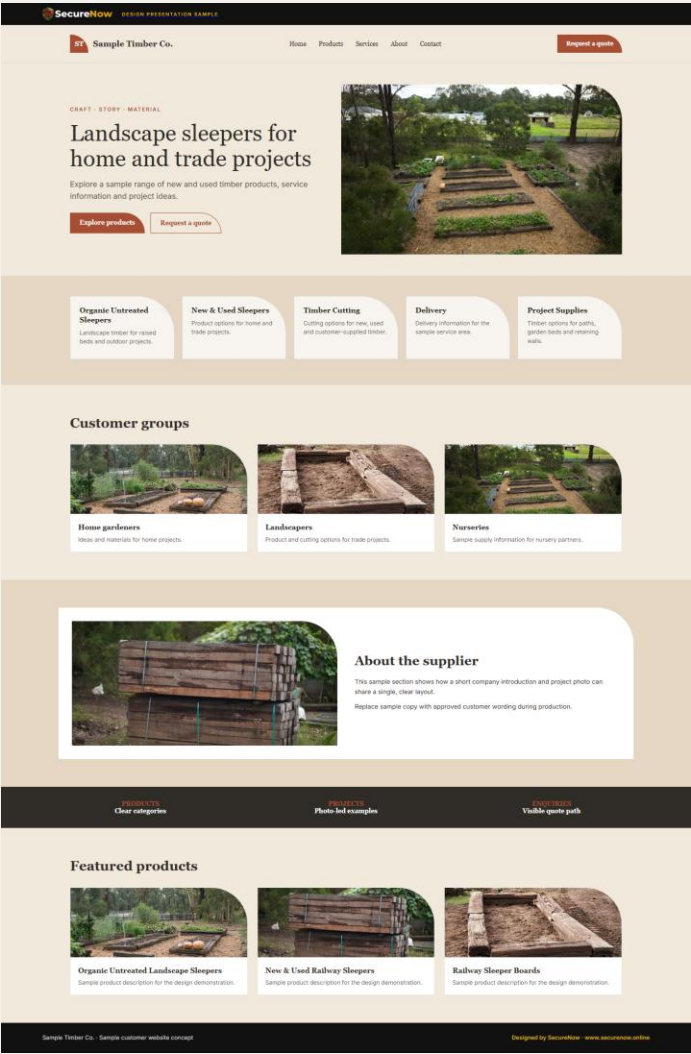
Max width 1,200 px · 12 columns · 24 px gutters

Spacing 8/16/24/32/48 px · button height 48 px

Buttons and cards: square corners

Editorial Landscape — homepage preview

Craft · story · material



Visual system & build notes

EDITORIAL LANDSCAPE

A more considered, editorial layout that brings the company story and finished projects forward.

COLOUR PALETTE



Linen

#F1E9DC · Page background



Charcoal ink

#302D28 · Headings / body



Red earth

#A64F35 · Primary / actions



Sandstone

#E5D7C4 · Support band

RESPONSIVE & ACCESSIBILITY

At 768 px: stack hero text above image; collapse navigation to menu; keep the primary enquiry action visible. At 390 px: 20 px side margins, 28–32 px headline, single-column sections. Maintain WCAG AA text contrast, visible keyboard focus, descriptive image alt text and 44 px minimum touch targets.

TYPE

Headings: Georgia · 36–44 px

Body: Arial Regular · 16–18 px

LAYOUT & COMPONENTS

- 01** Serif-led headline paired with a large photo
- 02** Asymmetric photo crop; generous whitespace
- 03** Earth-tone calls to action and restrained dividers

GRID & UI TOKENS

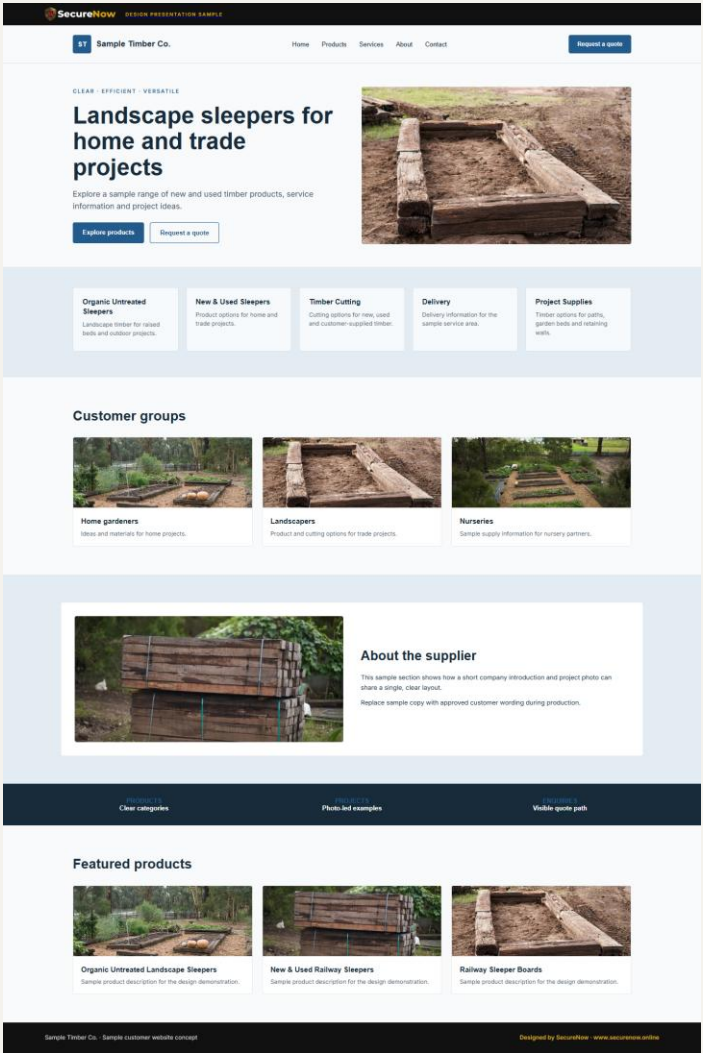
Max width 1,200 px · 12 columns · 28 px gutters

Spacing 8/16/24/32/48 px · button height 48 px

Buttons: 2 px radius · cards: no shadow

Clean Contemporary — homepage preview

Clear · efficient · versatile



Visual system & build notes

CLEAN CONTEMPORARY

A crisp, flexible direction for customers who want to compare products and act quickly.

COLOUR PALETTE



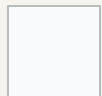
Deep navy

#172B3A · Headings / nav



Steel blue

#235B8C · Primary / links



Cool white

#F8FAFC · Page background



Mist blue

#E4ECF3 · Support band

RESPONSIVE & ACCESSIBILITY

At 768 px: stack hero text above image; collapse navigation to menu; keep the primary enquiry action visible. At 390 px: 20 px side margins, 28–32 px headline, single-column sections. Maintain WCAG AA text contrast, visible keyboard focus, descriptive image alt text and 44 px minimum touch targets.

TYPE

Headings: Arial Bold · 34–40 px

Body: Arial Regular · 16–18 px

LAYOUT & COMPONENTS

- 01** White space and clear blue navigation
- 02** Balanced split hero with plain rectangular actions
- 03** Consistent modular sections; minimal decoration

GRID & UI TOKENS

Max width 1,200 px · 12 columns · 24 px gutters

Spacing 8/16/24/32/48 px · button height 48 px

Buttons: 3 px radius · cards: 4 px radius

Four directions to consider

01

Modern Natural

Warm · calm · grounded

A nature-led refresh that makes untreated timber and garden uses feel clear and welcoming.

02

Trade & Industrial

Confident · practical · direct

A stronger trade voice with clear hierarchy and direct access to products and quotes.

03

Editorial Landscape

Craft · story · material

A more considered, editorial layout that brings the company story and finished projects forward.

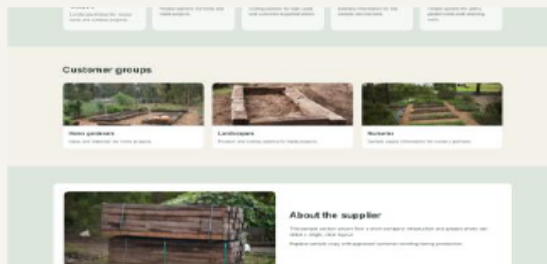
04

Clean Contemporary

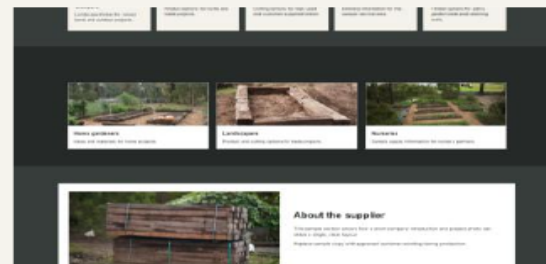
Clear · efficient · versatile

A crisp, flexible direction for customers who want to compare products and act quickly.

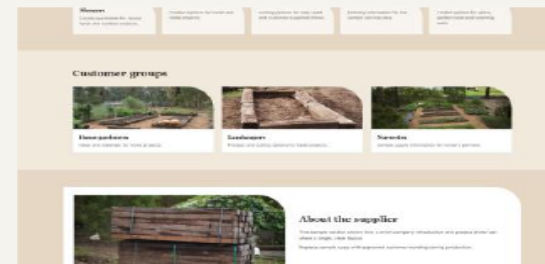
Best for garden-first buyers



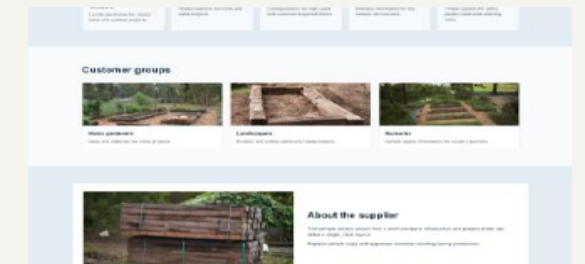
Best for trade enquiries



Best for story and projects



Best for quick comparison



All four concepts use a fictional identity and generic demonstration content.

What follows the customer's choice

01 **Select a direction** Confirm the preferred concept and any elements to carry across from another option.

02 **Design production** Build full desktop and mobile page designs; confirm page templates, states and image crops.

03 **Development handoff** Use the selected palette, type scale, spacing, component notes and responsive rules in this pack.

04 **Content migration** Apply approved client identity, wording, images, navigation and page destinations.

Scope note The examples show homepage art direction. Existing internal pages and checkout templates should follow the selected system during detailed design.