

COLD CASE AMERICA™ MEDIA KIT – WEBSITE WIREFRAME

PAGE GOAL (UX INTENT)

Provide journalists, partners, and agencies with a **fast-access, structured, professional media resource hub** including:

- Brand identity (logos + usage rules)
 - Leadership bios
 - Approved media assets
 - Downloadable press materials
 - Contact / interview request flow
-

1. PAGE STRUCTURE OVERVIEW (TOP TO BOTTOM FLOW)

Sticky Navigation (Optional but Recommended)

- Overview
- Brand Assets
- Logos
- Photography
- Speakers
- Downloads
- Media Contact

Behavior: scroll-to-section anchors + subtle active highlight

2. HERO SECTION (Above the Fold)

Layout

Full-width, clean, minimal background (navy gradient or white with subtle texture)

Content Block (Centered)

H1: Cold Case America™ Media Kit

Subheadline: Official brand resources, leadership information, and approved media assets

Supporting Line (smaller text)

For media, agency partners, and verified organizational use only.

Primary CTA Buttons

- Download Media Kit (PDF)
- Request Interview
- Download Logos

Secondary Microtext

"Use of brand assets requires adherence to Cold Case America™ guidelines."

Spacing

- Top padding: 120px
 - Bottom padding: 80px
 - Max width: 1100px centered
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3. QUICK ACCESS TILE SECTION (UX SPEED LAYER)

Layout

4-5 clickable cards in grid (desktop: 3 columns, mobile: stacked)

Cards

- Brand Overview
- Logos & Usage Rules
- Speaker Bios
- Approved Photography
- Media Downloads

UX Behavior

- Hover elevation (subtle lift + shadow)
 - Click scrolls to section OR opens modal preview
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Spacing

- Section padding: 80px top / 80px bottom
 - Card gap: 20-24px
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4. BRAND OVERVIEW SECTION

Left Column (60%)

Title: About Cold Case America™

Body text (brand overview you provided)

Right Column (40%)

- Key mission bullets (3-5 items max)
 - Optional stat blocks:
 - Behavioral Intelligence Framework
 - Cold Case Focus
 - National Collaboration Model
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UX Note

Keep text dense but readable; no more than 2-3 short paragraphs visible before “read more” toggle.

Spacing

- Section padding: 100px top / 100px bottom
 - Column gap: 60px
-

5. LOGO USAGE SECTION (INTERACTIVE)

Layout

Tabbed interface:

Tabs:

- Primary Logo
 - Secondary Logo
 - Icon Mark (if applicable)
 - Misuse Examples
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Left Panel

Logo preview area (large display)

Right Panel

Rules (scrollable):

- Clear space rules
 - Do not's (bulleted with red indicators)
 - File types (SVG, PNG, EPS, PDF)
-

UX Enhancement

Include "Download Logo Pack" sticky button inside this section

Spacing

- Section padding: 100px
 - Internal card padding: 24-32px
-

6. BRAND GUIDELINES SECTION

Layout

Split grid:

Left:

Color palette swatches

- Navy
- Steel Blue
- Teal Accent
- Charcoal
- White

Right:

Typography system

- Headings
 - Body
 - Usage rules
-

Optional Add-on

Mini live preview:

- sample headline
 - sample paragraph styled in brand fonts
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Spacing

- Section padding: 100px
 - Swatch spacing: 16px
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7. APPROVED PHOTOGRAPHY SECTION

Layout

Masonry or grid gallery (3-6 images visible)

Left Sidebar (Rules Panel)

- Approved imagery types
- Not approved imagery

- Resolution requirements
 - Style tone guidelines
-

UX Behavior

- Click image → lightbox preview
 - Download button per image set
-

Spacing

- Section padding: 100px
 - Image gap: 16-20px
-

8. SPEAKER BIOS SECTION

Layout

Two stacked profile cards OR side-by-side (desktop)

Speaker Card Structure

Top

Headshot (circle or rounded square)

Body

Name (H2): Dr. Olivia Johnson

Title line

Short professional bio (5-7 lines max visible)

Button: Read Full Bio

Repeat for:

Dr. Jorey L. Krawczyn

UX Enhancement

- Expandable modal or accordion for full bio
 - "Download Speaker Sheet" button
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Spacing

- Section padding: 120px
 - Card gap: 40px
-

9. MEDIA DOWNLOADS SECTION

Layout

Download grid cards

Items

- Logo Pack (ZIP)
 - Speaker Bios (PDF)
 - Brand Guidelines (PDF)
 - Approved Photos (ZIP)
 - Media Overview Sheet (1-page PDF)
-

Each Card Includes

- File type icon
 - File size
 - Download button
 - "Last updated" timestamp
-

UX Behavior

- Instant download (no redirect if possible)
 - Trackable click analytics (optional)
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Spacing

- Section padding: 100px
 - Card spacing: 24px
-

10. MEDIA CONTACT SECTION (CONVERSION BLOCK)

Layout

Full-width highlighted panel (navy background)

Content

Headline: Media & Interview Requests

Short instruction text:

All media inquiries must be submitted through official channels for scheduling and verification.

Form Fields

- Name
 - Organization
 - Email
 - Phone
 - Inquiry Type (dropdown)
 - Message
-

CTA Button

Submit Request

Secondary CTA

Email Direct Media Office

Spacing

- Section padding: 120px
 - Form max width: 600–700px centered
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11. FOOTER (MINIMAL, CLEAN)

- Copyright Cold Case America™
 - Terms of Use
 - Brand Asset Policy
 - Privacy Policy
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UX FLOW SUMMARY (USER JOURNEY)

Entry → Hero (Immediate clarity)

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Quick Access Tiles (fast navigation decision)

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Scroll exploration OR direct jump

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Media assets (logos, photos, bios)

↓

Downloads (conversion point)

↓

Media contact form (final action)

DESIGN INTENT (IMPORTANT FOR DEVELOPER)

- Clean, law enforcement / research aesthetic (not corporate marketing-heavy)
- High whitespace, strong hierarchy
- Navy + white dominant palette
- Minimal decorative elements
- Focus on clarity, authority, usability
- Mobile-first stacking for all sections