

LowKey Dating

Affiliate Marketing Website for Discrete Dating

Russell Webb Design owns the copyright for this document and all its contents.

This proposal should be considered private and confidential and may not be shared with any third party without the prior written permission of Russell Webb Design.

Concepts

1.0 Colour Palette



2.0 Lock up

Low Key Dating 

 Low Key
Dating

Low Key Dating 

 Low Key
Dating

 Low Key
Dating

 Low Key Dating

 Low Key
Dating

 Low Key
Dating

3.0 Brand Mark



Landing Pages

1.0 Adult

Sexy and discrete

Seductive colours and risky tone, this interpretation is targeted towards the single nature of the modern day web.



The screenshot displays the Low Key Dating website interface, which is framed by a large red rose graphic on the left. At the top, the site's logo features a red rose and the text "Low Key Dating" in a stylized font, with a tagline below: "Low Key Dating is a discreet and confidential dating service for women and men". The main content area is divided into several sections. On the left, a large black and white image of a woman's back is accompanied by the text "Sexy and Discrete.. Dating the way you like it" and "Online dating of the risky nature". To the right of this image are two smaller promotional boxes: one for "40 Plus" (Dating for over forty singles) and another for "Singles" (For those looking for fun). Below these is a registration form titled "Join now for free" with fields for "I'm a" (set to "woman looking for a man"), "First Name", "Email", "Password", and "I was born on" (with dropdowns for Day, Month, and Year). A "Join" button is prominently displayed. Below the registration form is a login section with fields for "Member ID or Email" and "Password", and a "Login" button. At the bottom of the page, there is a promotional banner for the "Loky Privacy App for Android" with a "50% OFF" discount, and a small preview of a mobile app interface.

2.0 Matures

Life begins at 40

Targeting the more sophisticated cliental, this colour palette and image choice concentrates on a more refined scheme



The screenshot displays the Low Key Dating website interface. At the top, a banner features a red rose and the text "Low Key Dating" with a tagline: "Low Key Dating is a discreet and confidential dating service for women and men". Below this, a central image shows a couple embracing with the headline "Life begins at 40" and the subtext "Online dating for over forty singles". To the right of the couple are two smaller promotional boxes: "Singles For those looking for fun" and "Adult For those with an open mind" (marked with a "WARNING" icon). A prominent "Join now for free" button is centered below the main image, accompanied by Facebook and Twitter social media icons. The registration form includes fields for "I'm a" (set to "woman looking for a man"), "First Name", "Email", "Password", and "I was born on" (with dropdowns for Day, Month, and Year). A "Join" button is positioned to the right of the form. Below the registration form is a login section with fields for "Member ID or Email" and "Password", and a "Login" button. At the bottom, a promotional banner for the "Loky Privacy App for Android" features a "50% OFF" badge and a testimonial from Aimee Simpson. The footer contains a navigation menu with links: "Low Key Dating", "Terms of Use", "Privacy Policies", "Contact Us", "About Low Key Dating", and "Site Map".

3.0 Singles

Clandestine and confidential

Aimed at a growing market of more affluent members of the population who are looking to spruce up their love live without causing arm.



The screenshot displays the Low Key Dating website interface. At the top, the site's logo features a red rose and the text "Low Key Dating". Below the logo, a tagline reads: "Low Key Dating is a discreet and confidential dating service for women and men".

The main content area is divided into several sections. On the left, a woman's profile picture is shown. To her right, the text reads: "Clandestine, confidential... ..and yours". Below this, a promotional message states: "Low Key dating is the premier place to find other singles like you".

Two smaller promotional boxes are visible on the right side of the main content area. The top one is titled "Adult" and includes the text "For those with an open mind" and a "WARNINGS" label. The bottom one is titled "40 Plus" and includes the text "Dating for over forty singles".

Below the main content area is a registration form. The form includes the following fields and options:

- I'm a:** A dropdown menu currently set to "woman seeking for a man".
- First Name:** A text input field.
- I was born on:** Three dropdown menus for "Day", "Month", and "Year".
- Current dating Country chosen is:** A dropdown menu currently set to "Canada".
- Email:** A text input field.
- Password:** A text input field.

A prominent red "Join" button is located to the right of the registration form. Above the form, the text "Join now for free" is displayed in red. Social media icons for Facebook and Twitter are also present.

At the bottom of the page, there is a promotional banner for the "Loky Privacy App for Android". The banner includes the text: "Loky Keepin' Your Private Life Private", "Aimee Simpson Hi Aimee. Are we still meeting?", "50% OFF", "Loky Privacy App for Android", "Half price for full members. See www.loky.me for more information", and "Brandon's party At the beach US".



Thank You



+44 (0) 7971 70 80 2 7



russell@russellwebbdesign.co.uk



www.russellwebbdesign.co.uk



[@russellwebb](https://twitter.com/russellwebb)