





## The Home page

This wireframe concept is for general organisation of information and indicative layout purposes only. By removing all corporate images, colours, identity, final terms/text, etc. the focus is solely on the concepts for key elements to include & their relationship to each other.

<b>Logo/Identity area</b>		Some type of 'phone-call-encouraging' text <b>02 6212 3456</b>
Potential imagery eg. your illustrations or photos with happy animals, really 'feel-good' and family oriented imagery. This area could fade between multiple images, with optional arrows for perusing back and forth. Rather than only being a slideshow, it could have images plus text that links to specials and such within the site pages.		
<b>Home</b> Medicines   Consultations   About Invet   Contact Us		
<b>Introductory Message Area</b>  <p>This area can contain an introductory message. It could summarise the business approach, eg. the 'elevator statement'. The heading above is not literal, it will change according to the theme and tone of the message. Then a link to read more »</p>		<b>Latest Articles</b> <ul style="list-style-type: none"><li>• This is the most recent Article »</li><li>• Title of Article Two »</li><li>• Older articles are lower in list »</li><li>• View All articles »</li></ul>
<b>Teaser/Feature Area 1</b> <p>Most likely to be text promoting something like your range of Services, with a link through to the appropriate page »</p>	<b>Teaser/Feature Area 2</b> <p>Potential here to introduce a concept such as "our Approach", which then would link off to a page with more details »</p>	<b>Testimonials</b>  <p><i>" This area here could have testimonials that 'slide' from one to the next, with a certain number of characters per testimonial, perhaps every ten seconds or so..."</i> Darryl, Wallagoot</p>
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## The Secondary page

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<p>Logo/Identity area</p>	<p>Some type of 'phone-call-encouraging' text <b>02 6212 3456</b></p>
<p>Potential imagery eg. your illustrations or photos with happy animals, really 'feel-good' and family oriented imagery. This area could fade between multiple images, with optional arrows for perusing back and forth. Rather than only being a slideshow, it could have images plus text that links to specials and such within the site pages.</p>	
<p>Home   Medicines   Consultations   <b>About Invet</b>   Contact Us</p>	
<p><b>About Invet</b></p>  <p>Quite often the first sentence may be emboldened text, or larger, and then the subsequent paragraphs return to the standard readable size.</p> <p>Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.</p>	<p><b>Latest Articles</b></p> <ul style="list-style-type: none"><li>• This is the most recent Article »</li><li>• Title of Article Two »</li><li>• Older articles are lower in list »</li><li>• View All articles »</li></ul> <p><b>Testimonials</b></p>  <p><i>" This area here could have testimonials that 'slide' from one to the next, with a certain number of characters per testimonial, perhaps every ten seconds or so..."</i></p> <p>Darryl, Wallagoot</p>
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