



alan:co

INNOVATION WITH IMAGINATION

WHAT WE DO

Alan + Company Marketing, LLC (**A+C**) is a coalition of developers, marketing gurus, designers, corporate leaders, creators, and innovators who share a passion for storytelling through branded media. With several decades of combined experience across a number of highly competitive industries, **A+C** helps brands create powerful brand experiences to engage more diverse and qualified audiences.

WEB DESIGN

Doesn't your audience deserve a better experience?

Most users will immediately leave a website if it's difficult to navigate, slow and glitchy, messy, or inappropriate for the brand or industry.

Having built, rebuilt, or redesigned websites for clients in the healthcare, finance, and non-profit sectors to name just a few, we have the experience necessary to design industry-appropriate websites to maximize engagement and retention.





BRANDING & GRAPHIC DESIGN

**It's not just a logo.
Your brand is the identity of your business.**

Strong branding is *crucial* if you want longevity and growth for your business or company. But how do you know if your branding is ineffective? And how do you know if the brand you're creating has been set up for success?

We've helped countless business owners to launch (and re-launch) unique and fully realized brands.

OUR WORK

DETOX LA

Define Your Life
Through Recovery

[Contact Us](#)

[Call \(818\) 616-7341](#)



Making the Right Move for Your Recovery

Our flexible programs and sober living homes are as effective as they are customizable. Contact us today to begin building the perfect program to achieve or sustain your sobriety.

Intensive Outpatient Program



While there are several different types of rehabilitative care, our Intensive Outpatient Program (IOP) offers both flexibility and breadth of treatment.

Many clients in our Sober Living Program will simultaneously participate in our IOP. This provides a unique situation where they can continue to receive treatment in the IOP while also having a period during which to get acclimated to being independent and accountable in their recoveries.

Sober Living Program



Our Sober Living Program offers several cozy, modern homes, located in Sherman Oaks, Playa Del Rey, Tarzana, and other neighborhoods in the Los Angeles area.

While staying in our homes, clients can enjoy convenient access to other renowned treatment centers, shopping, and even esteemed colleges. Staying in our sober living homes affords the unique opportunity for clients to participate in a vibrant community, building relationships and forming close bonds with individuals from all walks of life.

Serving those suffering from addiction, their loved ones, and their communities.


ABOUT US →

Did you know you can support Keys to Freedom Foundation without spending a single dollar or investing a single moment of your time?

MORE INFO →

A NEW CHAPTER

Nick's Story



It's around this same time that Nick discovered another calling: To spread awareness of the consequences of substance abuse, Nick began sharing his own story at conferences and other speaking engagements.

Impressed with Nick's passion and spirit, donors started offering to help fund KTF's growing operations. It was time to turn this passion project into a real organization. Keys to Freedom Foundation was officially on the board.

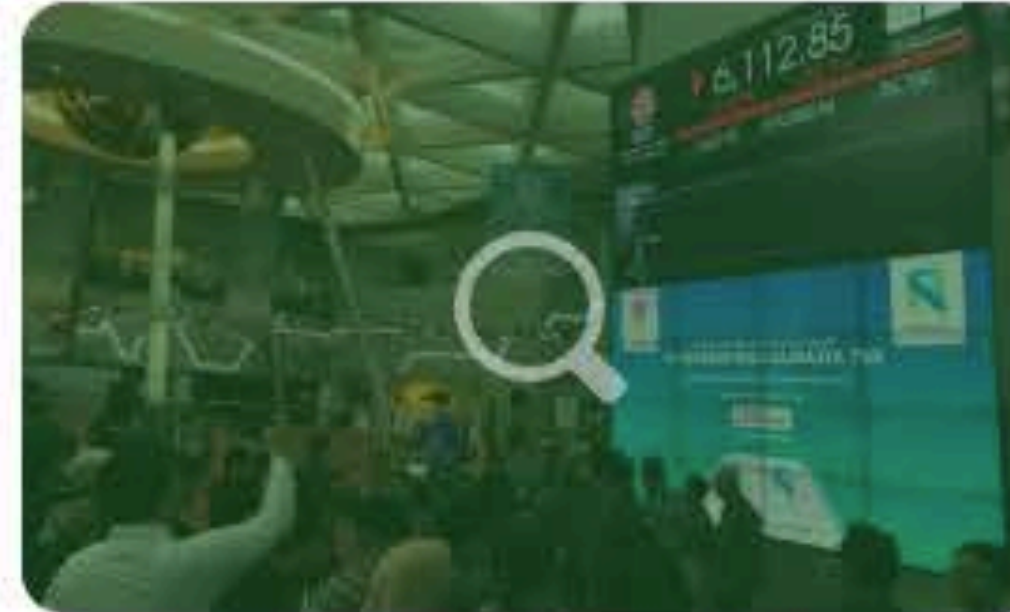
STOCKS TO WATCH



Nvidia Joins The Trillion Dollar "Inner Circle", Is It A BUY Still?



Bear Market Picks 2023



Cancel Culture in stock market: FUD or valid concern?



Why Investing Is Important: Don't Let Your Savings Sit Idle

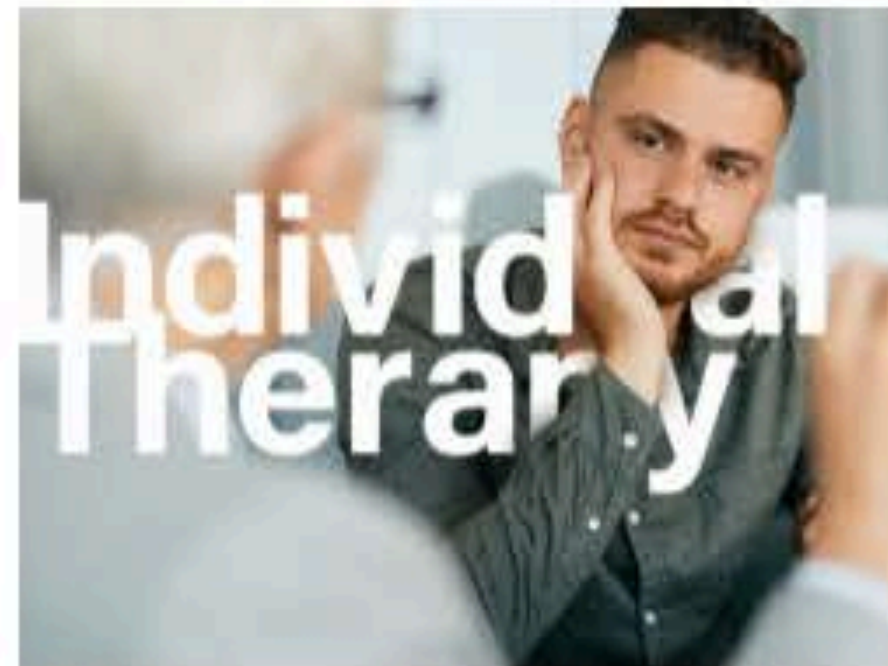
A Diverse, Multi-Disciplinary Recovery Experience

Treatments Offered at Purposes Recovery

Recovery from addiction is a unique and personal journey that varies for each individual. To accommodate the diverse needs of our clients, our programs utilize a wide range of techniques and methods from various disciplines, ensuring a tailored and holistic approach to support each person's path to healing.



Group Therapy



Individual Therapy



Case Management



Solution-Focused Brief Therapy

[See Full Curriculum →](#)

ASSESSMENT



BRANDING



The logo in use on the Elite Home Detox website is abstract in style and clean, using a modern sans serif font that doesn't shy away from the geometry of lines and angles.

The colors in use — a brown-ish orange and deep blue — are complementary colors, evoking a sense of energy and anticipation.

WEBSITE

[In-Home Detox](#)[Recovery Services](#)[Wellness Services](#)[Resources](#)[About](#)[Membership](#)

In-Home Detox & Treatment

For Drug & Alcohol Dependence

Elite home detox is the leading in-home detox and addiction treatment service in the United states. Overcome addiction with personalized detox & addiction services in the privacy and comfort of your own home.

[Contact Us](#)

The current Elite Home Detox website is functional but a bit... bland, which feels somewhat inconsistent with the existing branding.

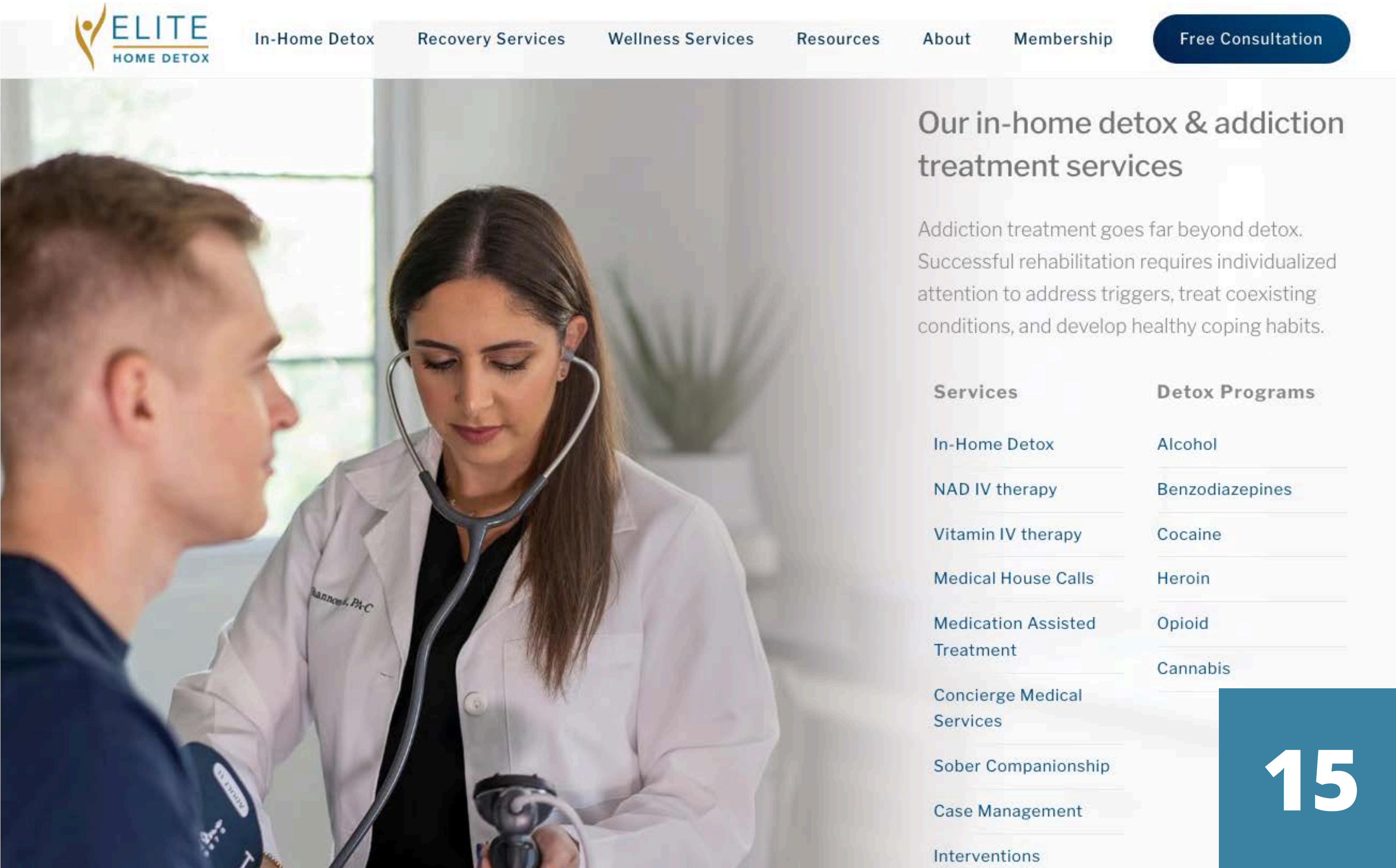
Additionally, a lot of the aesthetic choices made for the website — e.g. the beige color palette, generic stock imagery, lack of clear typographic hierarchy — have resulted in a website that, while clean and organized, doesn't beckon the user beyond the fold.

WEBSITE

Similarly, the Elite Home Detox website appears to have been designed with little consideration to how information is organized and presented.

Rather than being used for emphasis or to catch focus, color appears to largely be used arbitrarily and with no consideration of hierarchy.

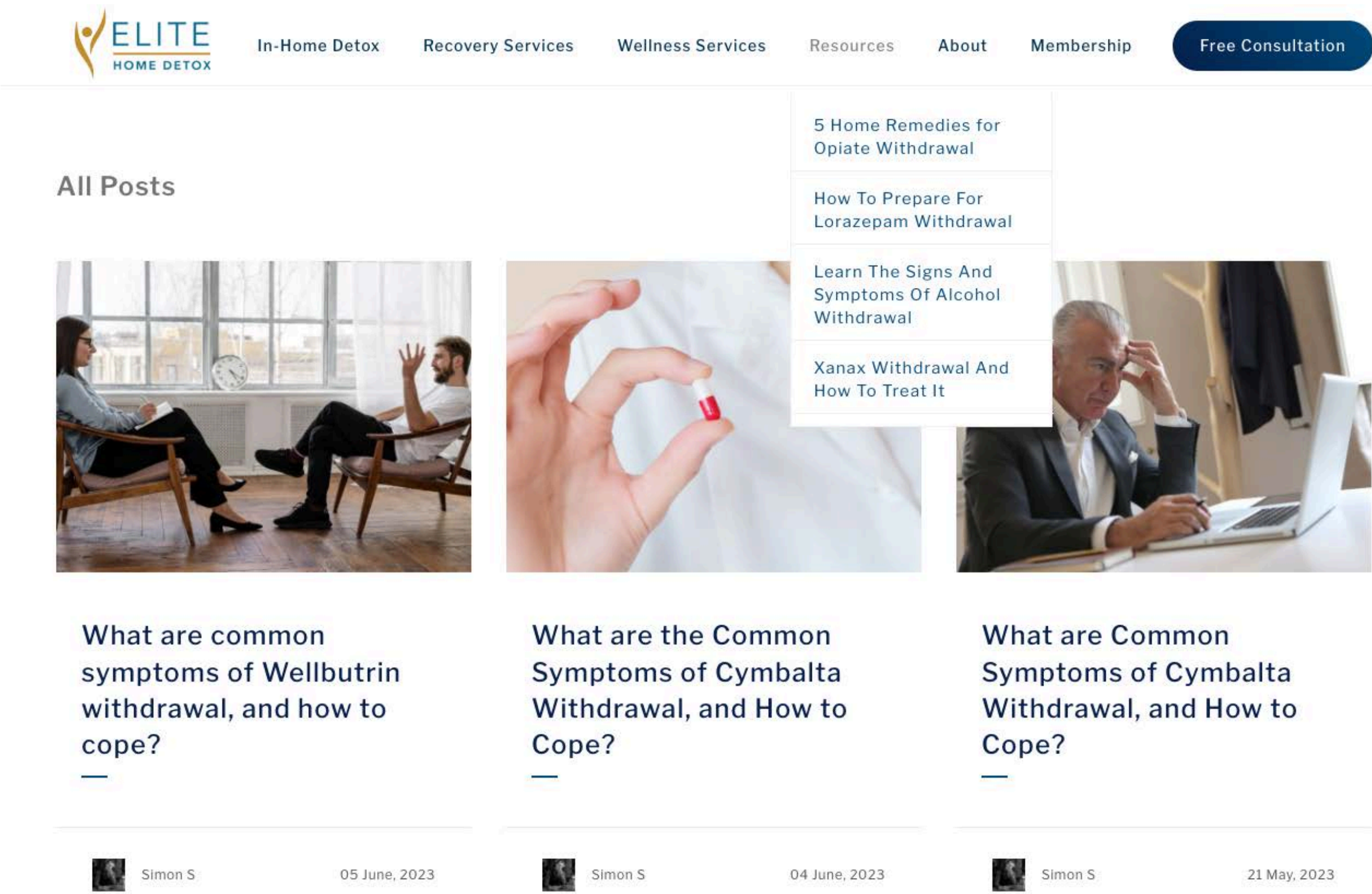
There’s very little branding beyond the logo in the navigation bar, which is another missed opportunity.



WEBSITE

The navigation has been poorly laid out as well. For example, the blog page is labeled “Resources” yet that title appears nowhere on the page.

Many of the headings used in the menu are unintuitive and could be confusing to users on the website.



Moreover, there’s a lot of white space around text and media on this page, making it much more cumbersome to navigate.

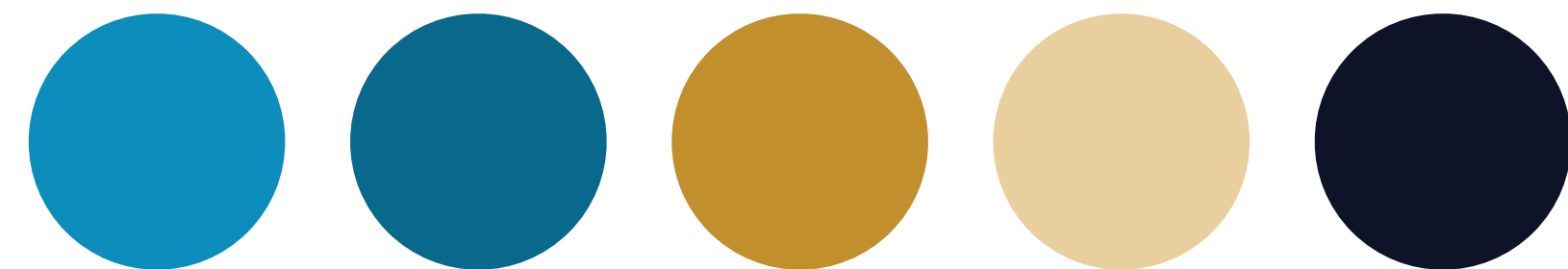
DESIGN PROPOSAL



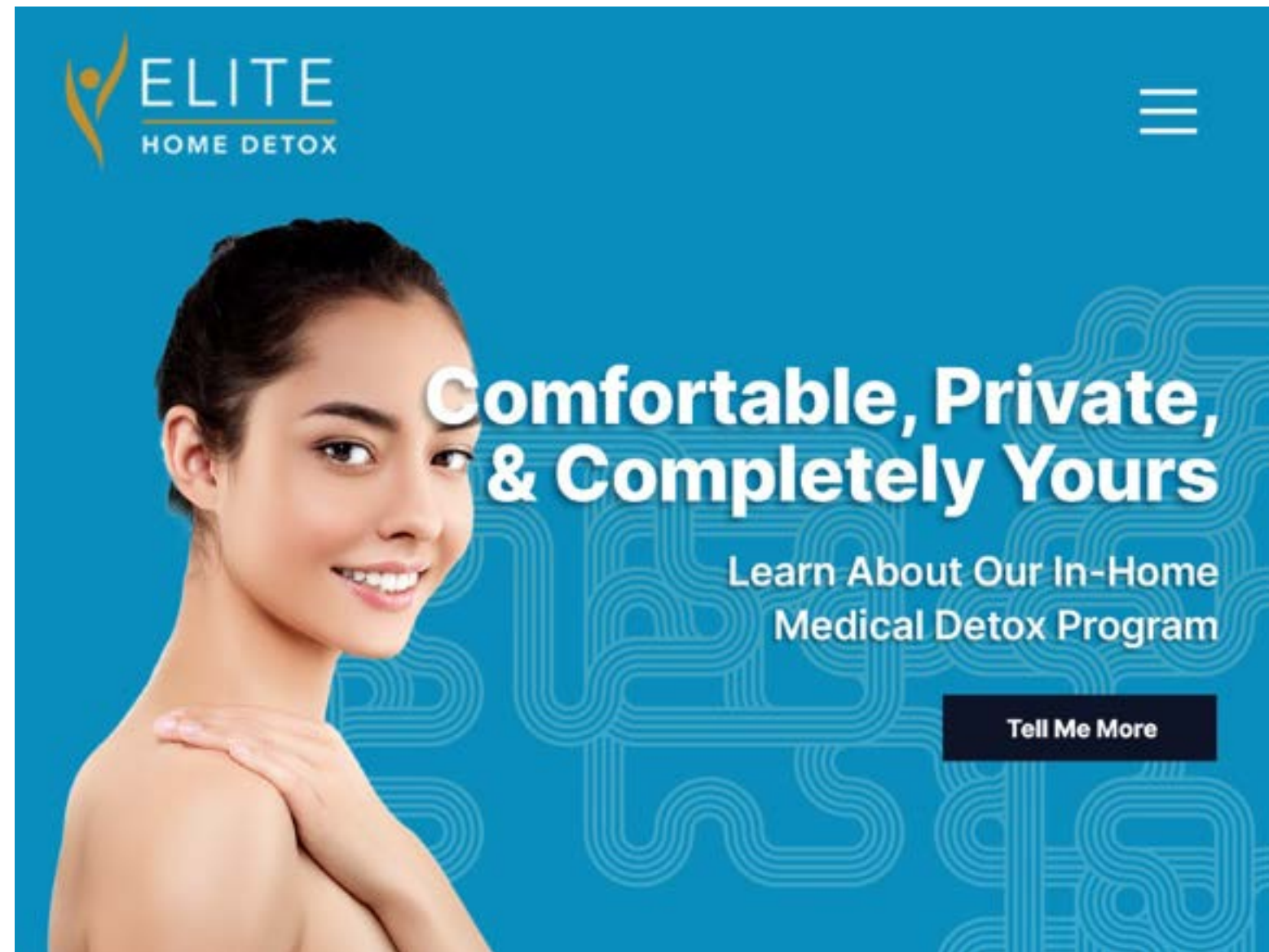
COLOR PALETTE

Our recommendation for a color palette is to work from the colors already in use for the Elite Home Detox logo.

This color palette will reinforce the brown-ish orange and deep blue as Elite Home Detox's official brand colors.



DESIGN IDEAS



OPTION A

Bold colors
High contrast
Clean, contemporary
Mobile-first



OPTION B

Warm, soft colors
Moderate contrast
Chic, trendy



Comfortable, Private, & Completely Yours

Learn About Our In-Home
Medical Detox Program

[Tell Me More](#)

OPTION A

Bold colors

High contrast

Clean, contemporary

Mobile-first

Comfortable, Private, & Completely Yours

Learn About Our In-Home
Medical Detox Program

Let Us Bring the Accredited,
Science-Based Care to You

Need to speak to someone
right away?

SEND

OPTION B

Warm, soft colors

Moderate contrast

Chic, trendy



QUESTIONS?