

# Silver Bridge

## Proposed Information Architecture - Site Map

5/10/2012

Silver Bridge™

A decorative graphic element consisting of a series of vertical lines forming a curved, banner-like shape.

hnw

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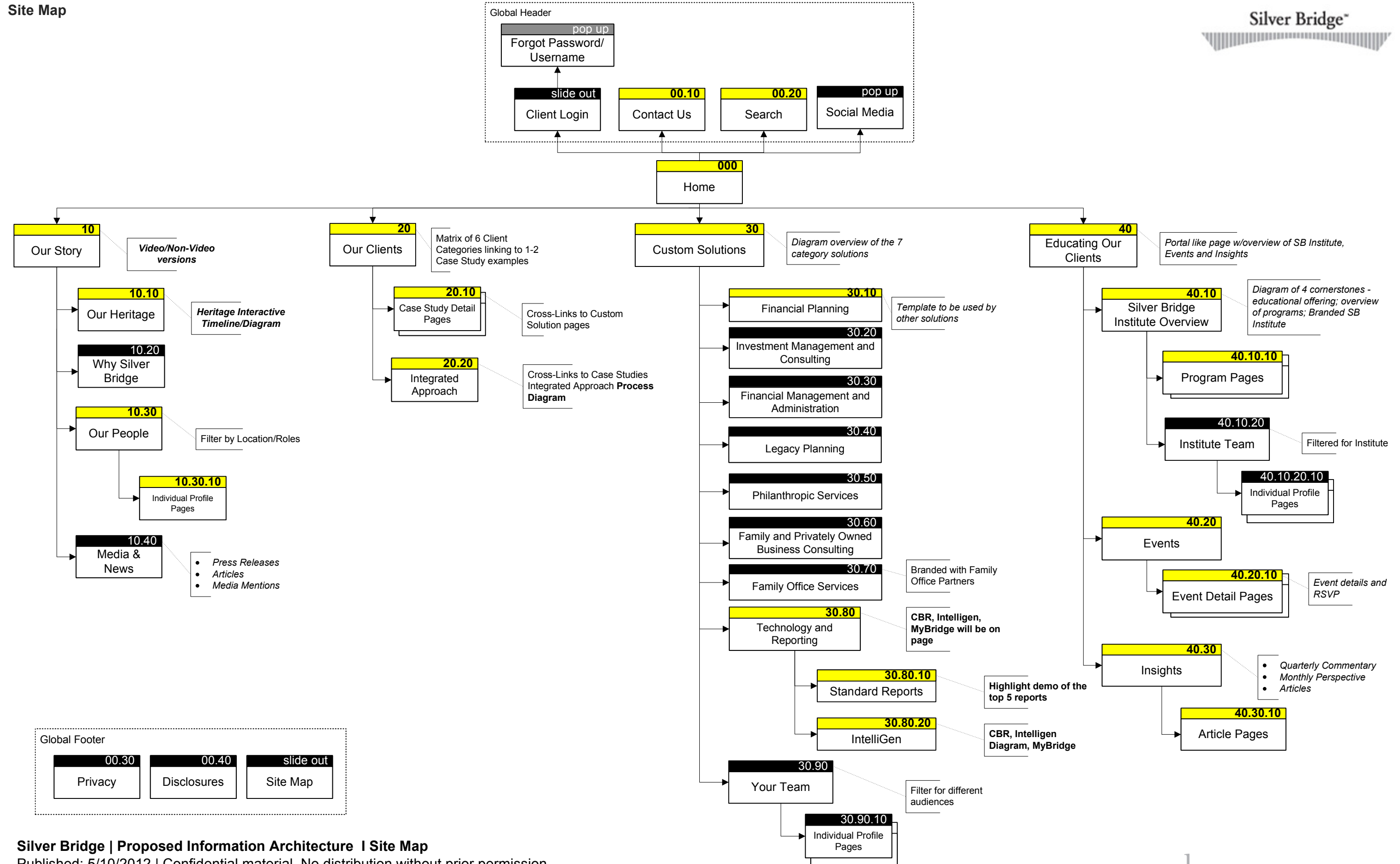
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**Site Map Change Log**

Date	Author	Description of Change
11/21/11	H.Mckim	<ul style="list-style-type: none"> <li>Changed names of L1 headers</li> <li>Folded non-profits into family office under Who Are our Clients</li> <li>Changed In the News to Media and News</li> <li>Under FO Solutions, changed customized resources to custom solutions</li> <li>Under why SB, removed "what our clients say" (It's covered under who are our clients)</li> <li>Added links to SM in footer</li> <li>Created a tab for the SB Institute and sub-nav for overview, events and thought-leadership</li> </ul>
11/30/11	J. Alarcon	<ul style="list-style-type: none"> <li>Added Site Map Page Numbers</li> <li>Updated Site Map                             <ul style="list-style-type: none"> <li>Added notes to "Media &amp; News" and "Thought Leadership"</li> <li>Changed L1 header: "Family Office Solutions" to "Family Offices"</li> <li>Changed L3 header "Custom Solutions" to "Customized Resources"</li> </ul> </li> <li>Moved "IntelliGen Technology Platform" to L2</li> <li>Moved "Family Portal" to L3</li> </ul>
12/5/11	J. Alarcon	<ul style="list-style-type: none"> <li>Added supporting call out notes to "Your Team", "Our People", "Thought Leadership" and "Custom Resources"</li> </ul>
12/8/11	H.McKim	<ul style="list-style-type: none"> <li>Added individual people pages under Our People and the team pages</li> <li>Added the archive page</li> <li>Removed 2<sup>nd</sup> level nav landing pages from who are our clients (because of how the wire frame laid out)</li> </ul>
12/9/11	H.McKim	<ul style="list-style-type: none"> <li>Removed "Why Silver Bridge" section per feedback on wire frames.</li> <li>Added "Our Values" under Who we are (to house the why silver bridge content)</li> <li>Re-ordered The solutions pages under Individuals and Families, and re-named some of the solutions offerings per feedback.</li> <li>Added Program overview pages</li> <li>Added event detail pages</li> </ul>
12/14/11	J. Alarcon	<ul style="list-style-type: none"> <li>Removed "philosophy" from "Why Silver Bridge"</li> <li>Updated "Customized Resources" to "Custom Solutions"</li> </ul>
12/16/11	J. Alarcon	<ul style="list-style-type: none"> <li>Reordered pages under Individual &amp; Families: 1)IWP, 2) ICM, 3)FMA, 4)FBC, 5)SP</li> <li>Renamed "Customized Solutions" to "Customized Resources"</li> </ul>
12/21/11	J. Alarcon	<ul style="list-style-type: none"> <li>Updated the following L1 page titles:                             <ul style="list-style-type: none"> <li>"Individuals &amp; Families" to "Working with Individuals &amp; Families"</li> <li>"Family Offices" to "Working with Families Offices"</li> </ul> </li> <li>Updated last L1 tab section as follows:                             <ul style="list-style-type: none"> <li>Educating Our Clients</li> <li>Silver Bridge Institute Overview</li> <li>Program Pages</li> <li>Events</li> <li>Event Detail</li> <li>Insights</li> <li>Article Pages</li> </ul> </li> </ul>
01/12/12	J Alarcon	<ul style="list-style-type: none"> <li>Identified final pages for production (highlighted) with supporting information.</li> </ul>
01/20/12	J Alarcon	<ul style="list-style-type: none"> <li>Renamed Who We are to "Our Story" (and have Our Heritage)</li> <li>Renamed Who are our Clients to "Our Clients" – added Approach page</li> <li>Collapsed Working with Ind &amp; Fam and Family Offices into "Customized Solutions"                             <ul style="list-style-type: none"> <li>Adding 7 pages to reflect different customized solutions</li> </ul> </li> </ul>
1/31/12	J Alarcon	<ul style="list-style-type: none"> <li>Added <b>Standard Reports &amp; IntelliGen</b> pages from Tech &amp; Reporting page.</li> </ul>
2/7/12	J Alarcon	Rename "Custom Solutions"; rename following custom solutions to: <ul style="list-style-type: none"> <li><i>Philanthropic Services</i></li> <li><i>Family and Privately Owned Business Consulting</i></li> <li><i>Family Office Services</i></li> </ul>
2/24/12	J Alarcon	Update Custom Solutions section to: <ul style="list-style-type: none"> <li>Remove 1<sup>st</sup> custom solution box (30.10) to "Financial Planning"</li> <li>Add new custom solution box named "Legacy Planning"</li> </ul>
3/7/12 3/13/12 3/16/12	J Alarcon J Alarcon J Alarcon	Updated Approach to Our Approach; identified slide outs for login and site map 20.20 Integrated Approach; 30.20 Investment Management and Consulting Added SBI Institute Team and Ind Profile Pages under SBI Overview

**INTERACTION NOTES**

**Note:** These information architecture layouts are for informational purposes only. All screen sizes are approximate. All visual design elements and copywriting are not final.

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