

We are submitting our Mikado100 theme again, after having added the required modifications from your previous brief. In the following sections of this email we will go through each of the demos to explain what modifications we have made regarding the designs, and we will include a detailed explanation for each demo in order to present our thought process and the reasoning behind each demo and each added modification as clearly as possible.

We have invested all of our resources (25 people – see the Mikado video we filmed for theme promotion: <https://www.youtube.com/watch?v=ckN3xoMqxOc>) toward the release of this theme, and have spent an additional month and a half since your first brief working exclusively on improving the theme to meet the required standards, as well as adding new options and functionalities (such as the new passepartout functionality, a sticky sidebar option, a new slider shortcode for showcasing blog posts, etc.).

Thirteen demos have been completely scrapped and replaced with new designs, while most of the other demos have undergone design changes so as to better demonstrate the possibilities our theme provides.

Our idea with 100 demos is to provide users with a collection of ready to use styles. Our team of 6 designers made sure that each demo provides its target audience with precisely what they should need from a website, all within the boundaries of the demo concept.

Please also note that our theme has over 2000 options which need to be showcased.

Also, you should take into consideration that we have populated the inner pages of our demos with theme functionalities to make sure that each demo is valuable and useful for the user, so when a demo is imported the user actually receives a whole functional website which can be used as a starting point for building their own site.

This is a list of the demos for which you have stated require further modifications:

NEW DEMO <http://demo.mikado-themes.com/mikado68/>

The old demo has been scrapped and replaced with a new dark demo with contrasting highlights intended for creatives in general. We noticed that we initially didn't include any dark demos with contrasting bright photography in our collection, which is why we discarded the old demo and replaced it with this one which we believe has more value.

NEW DEMO <http://demo.mikado-themes.com/mikado88/>

The previous demo has been removed and replaced with this upper class, preppy lifestyle demo. This is a complex demo, since it provides a blog, shop and portfolio, as well as other inner page examples, since we wanted to create a full experience for the target audience. With this demo we are introducing the new passepartout functionality, which has been newly developed.

NEW DEMO <http://demo.mikado-themes.com/mikado45/>

The previous demo has been replaced with this completely new design whose purpose is the promotion

of creative teams and their portfolios or services.

NEW DEMO <http://demo.mikado-themes.com/mikado57/>

This is a completely new demo replacing the old one which we felt was unnecessary in this demo collection. This demo is designed in the popular flat style with a lot of contrast, eye catching graphics and colorful sections. This demo showcases a lot of our theme's functionalities, such as top header, standard header, search functionality, side menu, as well as a complex footer.

NEW DEMO <http://demo.mikado-themes.com/mikado95/>

This is a brand new demo, replacing the old unnecessary design. This demo is oriented towards businesses that would like to brand themselves as fun, friendly and positive, hence the colorful and playful design.

NEW DEMO <http://demo.mikado-themes.com/mikado60/>

This is another brand new demo with thin and light typography and a warm yet contrasting feel. This demo can be used for any type of personal or small business presentation and provides a vintage and cozy atmosphere.

NEW DEMO <http://demo.mikado-themes.com/mikado55/>

This is a completely new blog demo, replacing the old one, with much more details, diverse typography, a rich sidebar, and better designed post types.

NEW DEMO <http://demo.mikado-themes.com/mikado97/>

This is also a completely new demo which has replaced that old one, and it showcases our passepartout functionality around the whole website layout (passepartout is not fixed in this demo), in combination with a clean, elegant and homey atmosphere.

NEW DEMO <http://demo.mikado-themes.com/mikado20/>

This demo has been replaced with a brand new blog demo, which displays our new blog post slider shortcode, as well as the new option to add a border around widgets in the sidebar. We have intentionally populated the sidebar with a larger number of widgets, including our newly developed latest posts widget.

NEW DEMO <http://demo.mikado-themes.com/mikado41/>

The old demo has been scrapped and replaced with this new demo, which provides a warm and comfy vintage vibe. In this demo we have focused more on the atmosphere, and made its contents general enough so that it can be used by any type of business or individual.

NEW DEMO <http://demo.mikado-themes.com/mikado82/>

This is a brand new urban fashion demo with completely minimalistic menu that fits into the new passepartout area, and features a full screen menu.

NEW DEMO <http://demo.mikado-themes.com/mikado67/>

This is a completely new demo intended for photographers, featuring our new redesigned left menu, and a sharp and clean design for portfolio presentations. Please also note that the demo is fully equipped within the inner pages, and that the home page is intentionally focused on presenting the featured work.

NEW DEMO <http://demo.mikado-themes.com/mikado6/>

This is also a new demo which has replaced the old one. The target audience are businesses in the food sales and production industry. This is an image and graphic heavy demo with eye catching details and typography.

<http://demo.mikado-themes.com/mikado30/>

In this simple small agency demo, we have added a side menu, fixed the slider navigation, added dividers and icons to enrich the home page, but still keep it in a minimalist style. We have also adjusted the paragraph text, changed the portfolio showcase to better fit the demo style, and changed the footer.

This demo is intended for small agency, small teams, freelance artists or designers who are looking for a clean, simple minimalist style for their website. We feel that if we were to further add content to the home page, this would undermine the intention to keep the demo in a minimalistic style.

<http://demo.mikado-themes.com/mikado70/>

With this demo it is our intention to showcase a precise type of portfolio layout (pinterest layout style), since our research has shown that most designers and photographers use simple and straightforward portfolio showcases which emphasize the work itself. We have changed the typography, style and complete content of this demo, added new photos, changed the hover effects, and changed the left menu.

<http://demo.mikado-themes.com/mikado63/>

This is a classic example of a modern, hipster, minimalist, urban shop. We have improved the overall typography in this demo, to make sure that it is more readable, but still clean. We have also changed the contact page to fit in more tightly with the general design, replaced the images with more inviting graphics, added a fitting icon section to the home page, ensured that our title tags are more diverse and that each one fits its purpose, added a section with cover boxes, a space for a custom banner, and a completely new footer area.

This demo is intended for stylish, modern users and provides a clean shop layout which can be used to showcase products and enhance brand recognition.

<http://demo.mikado-themes.com/mikado64/>

This demo has a double function. Firstly, to showcase our parallax functionality with both image and video backgrounds, and secondly to provide a photography/videography portfolio showcase with a clear and strong emphasis on the users work. The home page is intentionally dedicated to only showcasing the work itself, without unnecessary typography and elements clogging the photos/videos. However, we have also created a "Facts" page with more infographic elements, typography and a testimonial slider based on the same concept in order to offer the user the option of a more complex layout.

<http://demo.mikado-themes.com/mikado54/>

In this demo we have corrected the bug concerning the blurred logo in the sticky menu which you pointed out in your previous brief.

<http://demo.mikado-themes.com/mikado22/>

This elegant demo is intended to act as a catalogue for artists whose primary focus is on presenting their work in the most direct fashion possible. It also serves to display the functionality of our full screen slider in combination with the left vertical menu. We have redesigned the left menu to give it a more elegant feel. You suggested in your previous brief that this demo is too simple, however if you explore the demo and visit the inner pages you will find that it has been equipped with all the necessary typographic styles, elements, and shortcodes which provide the user with enough material to work with. We strongly feel that this home page should remain the way it is, and consider that adding unnecessary sections below the slider would decrease the elegance of the demo and distract from its main purpose.

<http://demo.mikado-themes.com/mikado28/>

This is a small business demo intended to highlight the products and provide the basic information about the business on the home page, without any unnecessary elements which might distract a site visitor from the most essential information. Again, we suggest that you visit the inner pages of this demo in order to see that we have populated them with what we consider are the essential pieces of information that a small business of this type might require on their website.

<http://demo.mikado-themes.com/mikado14/>

This demo is intended for technology and communication companies who want to brand themselves as clean, positive, and approachable. We have added new sections to this demo following the same style, and have included a call to action in the header, and changed the header type to a more straightforward one than before. We believe this demo will resonate with a straightforward type of client who wants a already recognizable, flat, colorful web aesthetic.

<http://demo.mikado-themes.com/mikado26/>

In this demo we have improved the typography in such a way so as to keep its original style but to

improve the readability, and added new sections to the home page which enhance the overall usability of the demo. The target audience are middle size companies who require a slick and unambiguous look and feel for their websites, and desire to brand themselves as serious and professional.

<http://demo.mikado-themes.com/mikado62/>

We have redesigned this demo within the boundaries of the original style. We have added a new LayerSlider which showcases the featured product, improved the readability of the typography, modified the styles of the buttons to better fit the overall feel of the demo, added a social sidebar, a section for the author to showcase their biography, and included a section for a promotional banner. This demo is intended for small businesses or individuals who have a smaller catalogue of products. The demo is intentionally designed for users who create hand-made products, which we believe is a large target audience proven by the popularity of the Etsy website and it's constantly growing community. However, it can also be used by more traditional businesses with a smaller catalogue of products who fit in the provided aesthetic.

<http://demo.mikado-themes.com/mikado1/>

In this demo we have added a call to action button, a top menu with contact info and a language selector widget, and a portfolio gallery to the home page. Since this demo is intended for start-up companies, we consider that these elements, in combination with the previously existing elements, fit both the purpose and enhance the usability. Please also take into consideration that this demo has the largest amount of inner page examples out of all the Mikado100 demos.

<http://demo.mikado-themes.com/mikado56/>

We felt that the original design of this demo was bland, so in order to increase the contrast and the overall impact, we have changed the left menu by adding a darker background image, so that the rest of the content stands out more. We have added new infographic sections to the home page, which are characteristic for personal presentations of all types of creative professionals and amateurs.

<http://demo.mikado-themes.com/mikado66/>

As is the case with demo #22, this home page is also intended to provide a clear and focused view of the users portfolio/body of work itself. The main and important difference is that in this demo is that we are showcasing a separate slider shortcode, which also provides the user the ability to add information about their work on each slide. If you view the inner pages of this demo, you will notice that we have equipped them with all the necessary elements and styles a user might need for this type of website. We have also modified the slider so as to enhance the contrast between active and inactive items, and implemented a lightbox functionality.

<http://demo.mikado-themes.com/mikado52/>

The home page of this demo has been completely re-equipped and redesigned with more eye catching styles, colors and imagery, and a large number of new sections have been added which serve to provide

a more exciting and dynamic experience for site visitors, and a more comprehensive way for the client to display information about their product. The demo now has much more contrast, and color. Obviously this demo is intended for companies who are in the gaming industry or for gaming fans, reviewers, etc.

<http://demo.mikado-themes.com/mikado48/>

In this demo, we have added our Mikado Slider to the top of the home page, as well as various iconographic details throughout the home page. Also, we have added a section with pie charts, as well as a Mikado Image Gallery slider at the bottom of the home page with lightbox functionality enabled.

<http://demo.mikado-themes.com/mikado15/>

In this demo we have removed the overly simplistic first section and replaced it with custom service icons to make the home page more graphic-heavy without endangering its elegance. This demo is intended for photographers who offer professional services, and not just a standard portfolio showcase.

<http://demo.mikado-themes.com/mikado27/>

This demo, which is intended as a travelogue demo, has been further enhanced by the addition of a new portfolio list type on the home page, a new parallax section with a contact form, and a new, more complex footer area.

<http://demo.mikado-themes.com/mikado3/>

This demo which is obviously intended for gyms, fitness instructors, personal trainers, etc. has been improved with the addition of our gallery style portfolio list, as well as a new services list section, and new elegant icon and divider elements. Also, the top menu has been corrected. We believe that this shows its purpose as clearly as possible and offers more than enough options which any business of this type might require.

<http://demo.mikado-themes.com/mikado42/>

This demo serves to showcase the functionality of our full width portfolio list in combination with the left vertical menu. It has been improved stylistically with new typography, a redesign of the left menu, new hover effects on the portfolio list, and a simple section dedicated for a short biography intro of the portfolio's author.

<http://demo.mikado-themes.com/mikado65/>

This demo serves as a classic portfolio website for illustrators and designers. It also displays the LayerSlider plugin functionality, and content in grid layout in combination with our social sidebar. Since we have complex creative demos, we think that it is also necessary to include examples of creative demos which provide a less busy, more streamlined example of a creative demo. In this demo we have made the typography more readable and adjusted the contrast of the colors.

<http://demo.mikado-themes.com/mikado13/>

This demo is a compact demo for small bars and restaurants with a clean minimalistic look. We have enhanced the overall design by adding new graphics, as well as a contact form on the bottom of the home page for easy and quick reservations.

<http://demo.mikado-themes.com/mikado51/>

This demo, which is intended for branding agencies, marketing agencies, and professional design agencies, has been slightly modified and improved by the addition of new sections on the home page, as well as slightly corrected typography in the left menu.

<http://demo.mikado-themes.com/mikado75/>

This demo is a showcase of our split screen full screen slider, which we have used here to create a multi-section landing page intended for use as a “Coming Soon” page for websites still under development. With this demo we wanted to display that this split screen slider can be used to create slick, and more eye catching landing pages, which are usually quite straightforward.

<http://demo.mikado-themes.com/mikado16/>

This is a professional looking corporate demo for middle sizes and large companies looking for a more classical feel. We have added new sections to home page but still made sure to keep the approximate length of the home page, so that the homepage does not feel overdone. We have also redesigned the footer to offer more space for corporate information.

<http://demo.mikado-themes.com/mikado92/>

In this demo we have enhanced the typography by adding more diversity in the title tags. We have also included a new cursive font, fixed the contact form in the footer, and added social icons in the header. This is a classic urban aesthetic and can be used by any type of creative enterprise.

<http://demo.mikado-themes.com/mikado91/>

In this straightforward business/corporate demo we have added more details with colored dividers, as well as new shortcodes on the home page and new button styles. The footer is now a classic three column footer, and we have also redesigned the new latest posts shortcode.

<http://demo.mikado-themes.com/mikado76/>

This demo is our favorite showcase for the split screen slider functionality and is intended for tech businesses who want to promote their product in a magazine/catalogue style. We have changed the complete typography to make it more modern, replaced the graphics, and extended the home page with new sections, and slightly tweaked the left menu.

<http://demo.mikado-themes.com/mikado73/>

In this demo instead of the original simple and plain graphic, we have now added a LayerSlider to the top of the page. Also, we have added new sections with icons, interactive banners, a team shortcode, and a more complex footer area, and a Google Map on the home page.

<http://demo.mikado-themes.com/mikado78/>

In this demo, oriented towards companies and individuals in the real estate industry, we have modified the home page to still keep it compact but add more content, mainly new sections about the company and a client slider. We have also added a new call to action section and a completely redesigned footer area.

<http://demo.mikado-themes.com/mikado89/>

In this demo, intended for fashion and lifestyle bloggers, we have improved the overall typography by making the title tags more diverse, and we have solved the previous issue with the contact form spacing. We think that this demo speaks for itself and is pretty straightforward, and that the target audience will easily recognize and connect with the style and overall feel of the demo.

<http://demo.mikado-themes.com/mikado39/>

In this corporate/conglomerate demo we have made slight modifications to the top menu, added new icons to the front page, and made the overall feel slightly more vibrant by modifying the color palette. We feel that this demo strongly stands with its design which is oriented toward large businesses and corporations.

<http://demo.mikado-themes.com/mikado34/>

In this demo we are showcasing our new slanted sections functionality. We have added new button styles, modified and added new dividers, and corrected the spacing issues in sections.

<http://demo.mikado-themes.com/mikado46/>

In this demo, we have changed the first section, which was originally plain text. We have added a new functionality of expanding sections with background, as well as new latest posts with background image, and a parallax section. This demo can be used as a personal presentation, travelogue, blog, or portfolio, and we have focused more on the aesthetic and overall feel of the design, since we consider it can fit into any one of these categories easily.

<http://demo.mikado-themes.com/mikado17/>

In this atmospheric demo intended for performers of all types, we have modified the fade in animations on load, to ensure that they are smoother and slower to fit in with the elegant, artistic vibe the demo provides. We have also added a social sidebar to the demo.

<http://demo.mikado-themes.com/mikado25/>

This demo provides a minimalistic and clean layout for urban brands and also showcases our full screen menu. We have completely redesigned the footer area, and made it full width so that it can contain much more essential information, and made slight overall modifications to the home page.

<http://demo.mikado-themes.com/mikado61/>

This shop demo with its full width layout and left menu, provides a clean shop layout whose main focus are the products themselves. We have changed the home page by adding parallax sections, a simple footer promoting social links, as well as slight stylistic modifications in the left menu.

<http://demo.mikado-themes.com/mikado12/>

In this cosmetics/beauty salon demo we have added a new section with featured products and completely new and more impactful slides, and made overall slight modifications on the home page. The target audience are businesses oriented towards women's cosmetic products.

<http://demo.mikado-themes.com/mikado96/>

This demo showcases our pinterest blog layout. We have corrected the main menu by making the typography stronger, and also fixed the issue with horizontal alignment of menu items. Also, a new section has been added for the author to showcase a brief biography.

<http://demo.mikado-themes.com/mikado94/>

In this standard blog layout demo which is focused toward health and food bloggers we have changed the button styles, tightened the spacing in the blog list, and added the new sidebar design, as well as the new sticky sidebar functionality, which is a brand new addition that has been developed since your last brief.

<http://demo.mikado-themes.com/mikado93/>

In this straightforward business demo we have made slight modifications to the home page by adding colored dividers throughout the layout and in the footer area. We feel that since this demo has no separated sections, but its entire contents are on a clean white surface, adding new content would make it cluttered, since its main purpose is to present a business in a direct manner, within one or two mouse scrolls, without overcomplicating.

<http://demo.mikado-themes.com/mikado35/>

In this demo we have added new sections to the home page, as well as new graphics, portfolio filter, and a new LayerSlider, to make it more poignant, but keep its elegant simplicity.

<http://demo.mikado-themes.com/mikado8/>

This strong masculine demo has been tweaked with a new gallery section in the bottom of the home

page, and with the addition of new dividers a redesigned footer area.

<http://demo.mikado-themes.com/mikado98/>

In this blog/magazine demo (in the style of classic print newspaper aesthetic) we have corrected the left menu social icons, redesigned the footer area, added colored dividers at the top and bottom of the home page, corrected the spacing in the titles and subtitles, as well as added gray outline around posts so that the whole layout is more readable and neater.