

As FESC appears to be a site focusing on renewable energy continuing education and resources, I'd like to focus on what I think is the "artistic" side of the fight for renewable energy. Currently the site features pretty standard, solid colors and very little information. Images tend to draw people into reading so starting with large, bold images that lead to the text will be the direction I attempt to push this site redesign. A lot of my inspiration comes from Solarpunk, a genre that focuses heavily on sustainability, community, and renewable energy while maintaining a connection to the arts.

Colors

Energy/Solar=bright, pale yellows

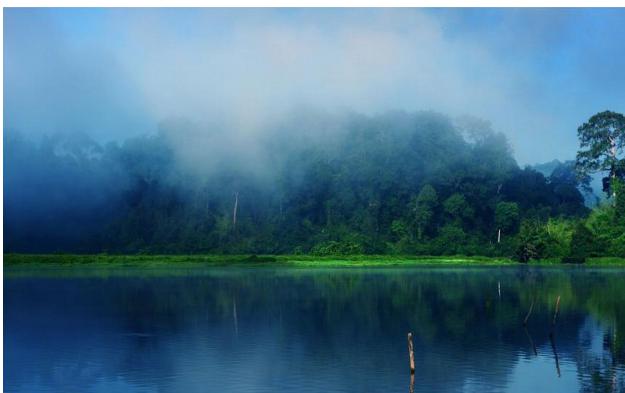
Earth-Friendly-greens (pale to blue toned)

Water-blues

Air-blues, yellows

Use Sparingly: orange (maybe for active nav, and pull quotes if have any)

Overall palette: greens, turquoise, with white, misty greys,



Typography

Trying to go for a retro-futurist-solarpunk vibe, but also want to keep it accessible by using sans-serif fonts as much as possible

For page headers, using Advent Pro

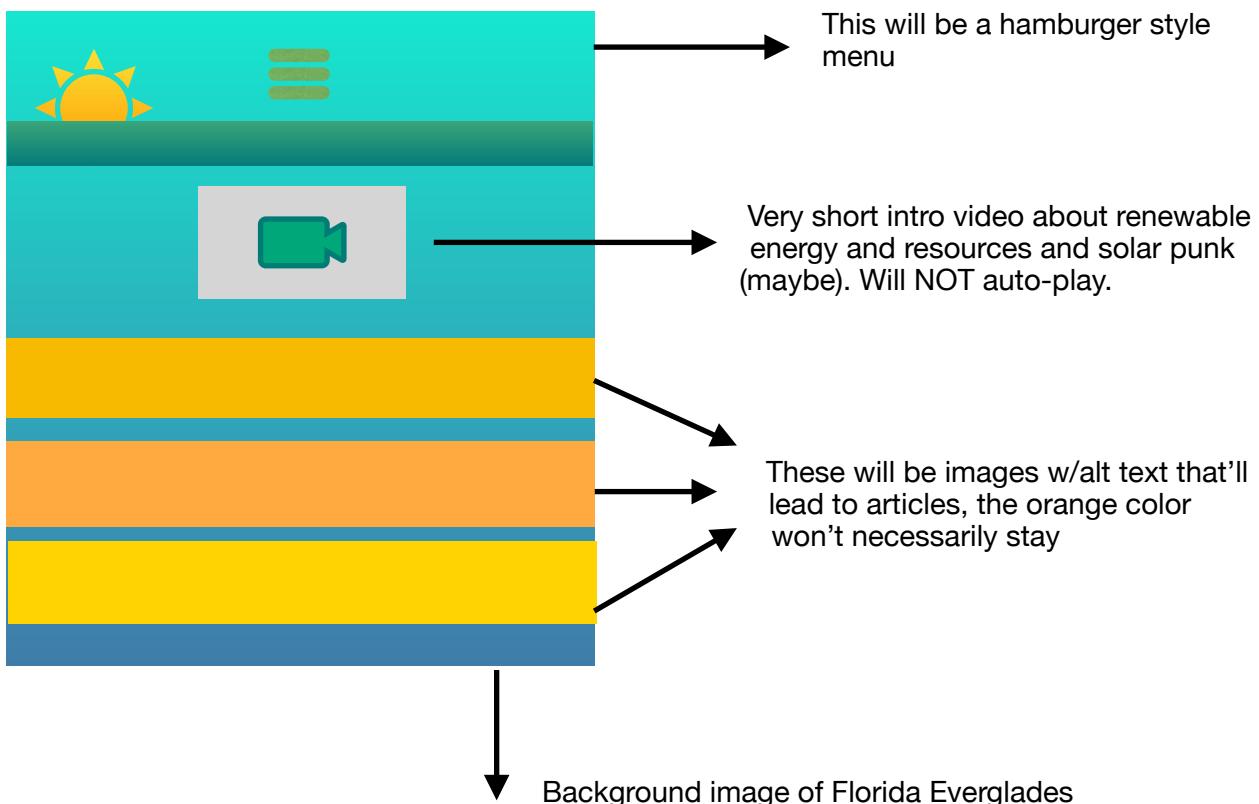
Main text, Didact Gothic

Layout

This isn't representative of the final color scheme, just blocking out what it could potentially look like.

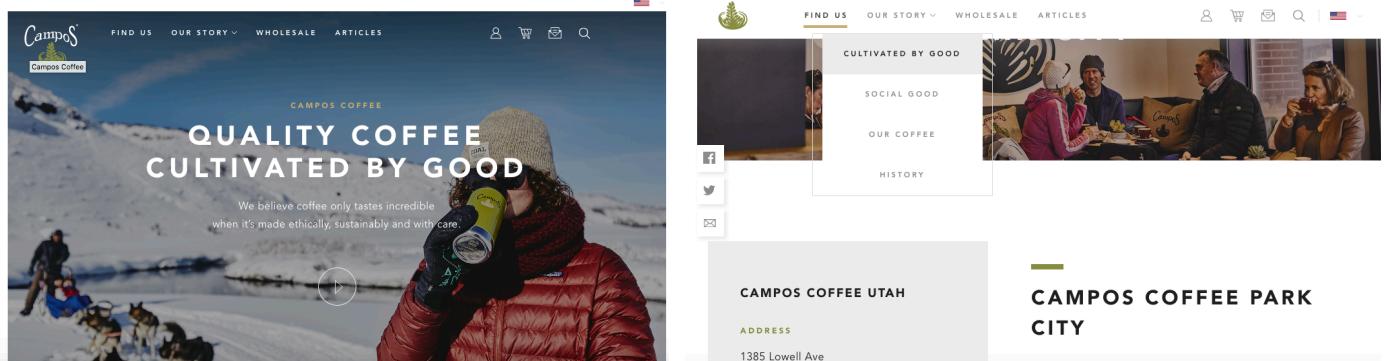
On each page, as a small change, I had the thought to put different symbols of sustainable energy ie home would be sun, facilities would be a wind turbine, outreach would be waves.

On the facilities page it'll likely be an info graphic featuring the state of Florida with clickable map marker where each facility is located. Clicking on each marker will take you to an info page for each respective facility

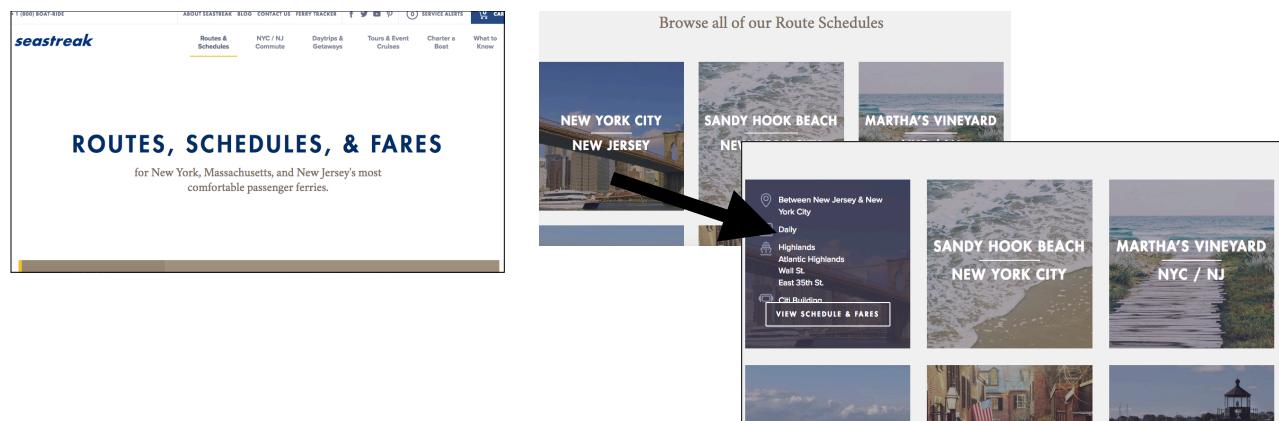


Inspirational Websites:

<https://us.camposcoffee.com/>



<https://seastreak.com/>



<http://s-bottles.com/>



<http://gift.gucci.com/>

