

Design Process

At "To The Stars" we wanted to remind customers that while space might be dark, the journey there doesn't have to be. One of the main goals when creating the company was to make space travel less intimidating. Our design team accomplished this by going in the opposite direction of most spaced themed websites. The use of our bright colors gave the website a more welcoming feel. Additionally, we wanted to call back to the era in which space travel took off with out retro theme.

Inspiration was taken from the "Worlds Fair" and many other retro graphic styles. Our company decided to base our website on the color orange while also making it more dynamic with a contrasting blue. A transitional design was established to have retro call backs with the color scheme, but also incorporate newer clean styles of today. Combining the two eras of design showed how far both design and space travel has come, and where it is yet to go. We at "To The Stars" hope you find our website useful to fulfing your journey to relax in the stars.

