### **Identity:**



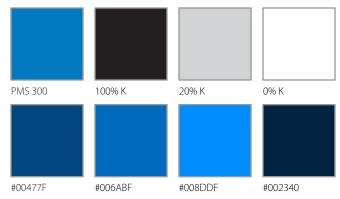


### **Adjectives:**

transparency integrity honesty

customer service solutions

### **Color Scheme:**



### **Patterns/Textures:**

honeycomb background





**Typography:** 

# SAMPLE HEADING: BIG BROWN KITTY CAT

Trado Gothic IT Std Light

# Sample Heading: Big Brown Kitty Cat BIG BROWN KITTY

Trade Gothic LT Std Bold No.2 (title case or all caps)

Some sample body text with a <u>text hyperlink</u>. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

Jimbo Std Black Condensed

## Competition



current site





- Mark 19th . Not - Margine Electric Que of State - 100 Electrics - According

Our employees make the convenience. Introduce personing education, Operatingers personnel have less for with technological advances in the electrical contracting industry, making the assemblement to better themselves in other to better service our conditioners. Our eveniency in the technological person of the contraction of the contraction of the regulation service, and warrier provide of the regulation service to the technological persons of the services of an electrical contractor with a name you can houst, the name to ray lay in is Oberhanders Electric Gampany.

Serolaction is the result of experience, experience is the basis of our siliness." believed bactor Company has been a trusted name among Commal forms electrons contributes for helf a centry. Where the largest est explayed Auto-service selections contractor in this area, and we've elegated continues growth and standing some contributing in 1940.

employees make the difference. Through continuing education

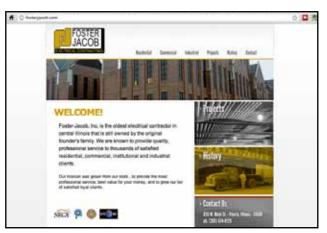
Oberlander Electric

Offering A Variety of Services Areas in which we provide electrical sortese - New Construction - Machinery and equipment installations - Renovations - Design-Mulid ORERLANDER



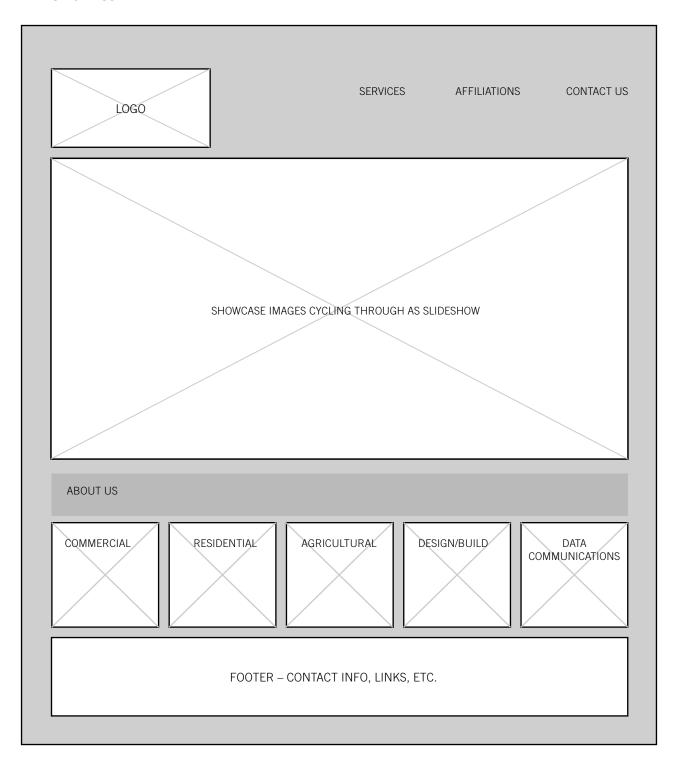


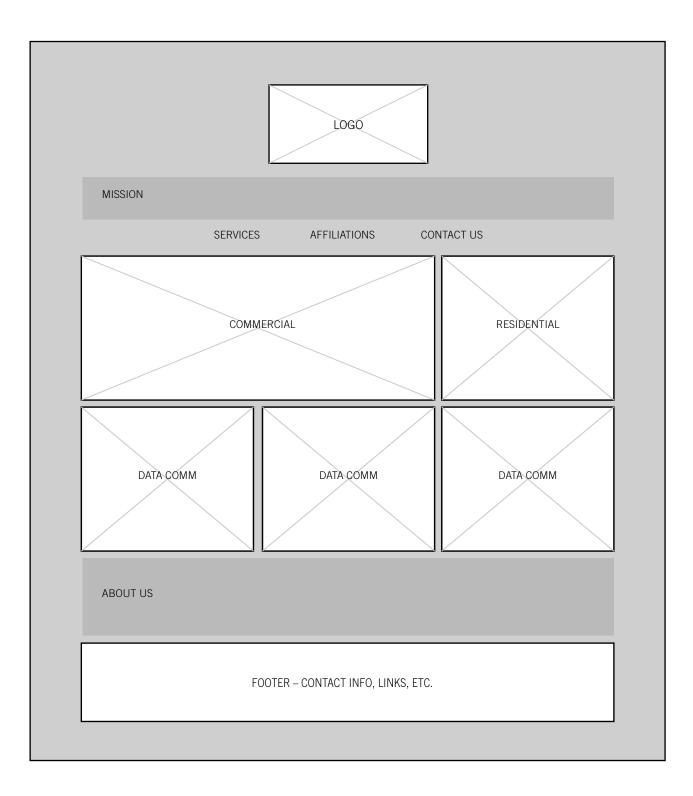




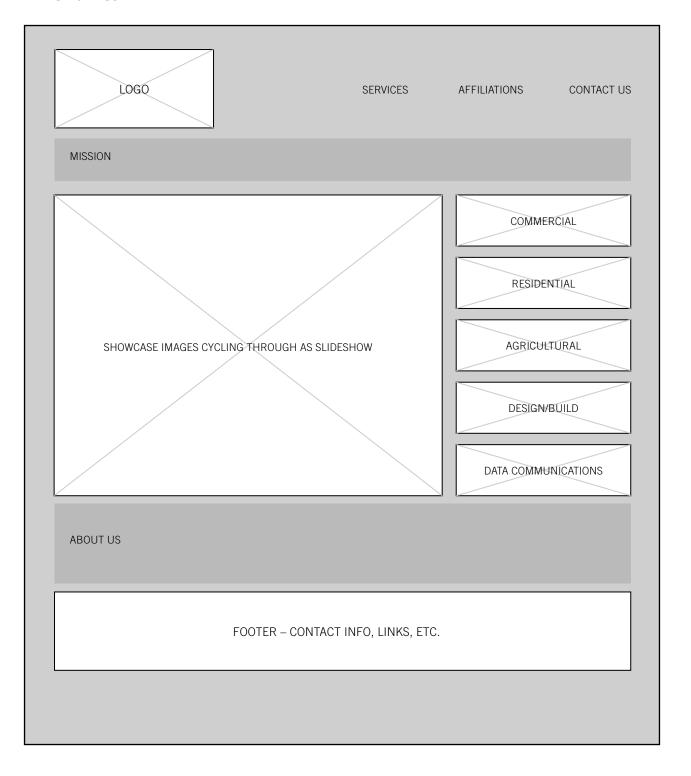


## Wireframes





# Wireframes



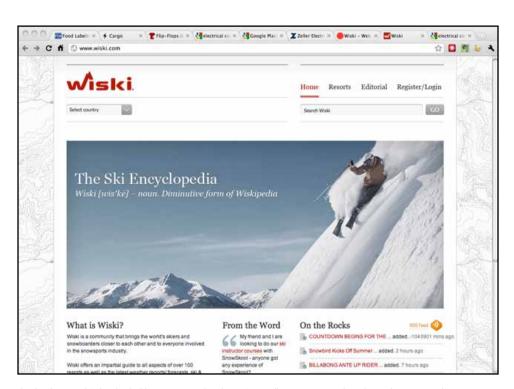
LOGO				
FULL SCREEN BACKGROUND PHOTOGRAPH				

### Inspiration



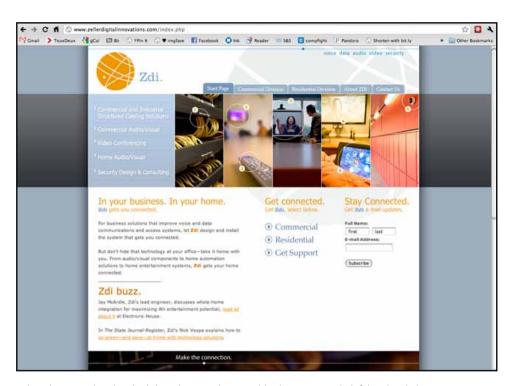
clean, simple organized design, easy to navigate, contact information is easily found, large image draws you in and cycles through

secondary links in the right column are Flash, do not scale well, and seem a bit too large



this background (what looks like a topographical map), is really interesting, what about doing something like this only for an electrical schematic?

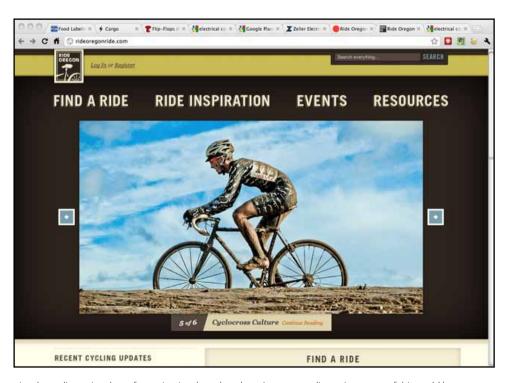
underlined indication for current page is subtle yet clear



color scheme is relaxed and subtle, it does not distract; tabbed navigation is helpful, with a darker blue/grey based on current page; good contrast in type size

I don't know that we will need search or email updates – doesn't really fit the focus of the site;

for the layperson, the navigation seems a bit confusing – should I use it on the left or along the top?

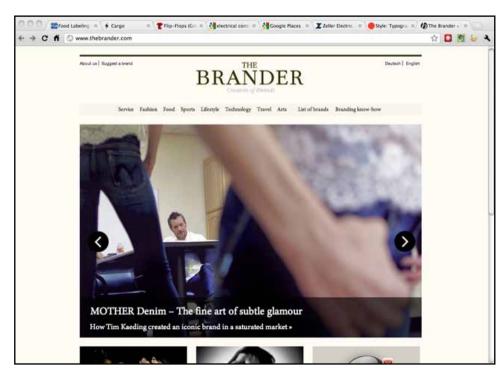


nice three-dimensional text for navigation, large but doesn't seem too distracting – part of this could be due to the color scheme used;

scrolling image is nice – would it be better to have the left/righ arrrows or just automatically cycle through?



color contrast aids in scannability; strong dominant image cycles through and grabs attention; good three-column layout with center column wider than outer two; sans-serif type is bold and readable;



large, dominant image centered above three columns of content