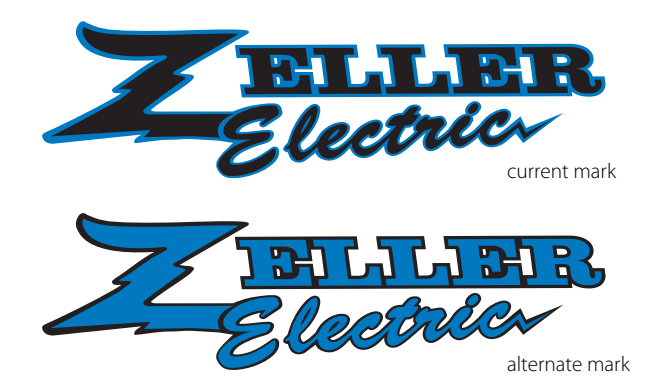
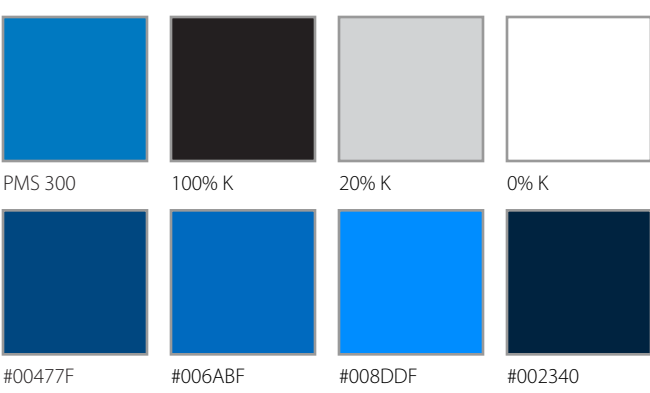


Identity:



Color Scheme:



Typography:

SAMPLE HEADING: BIG BROWN KITTY CAT

Trade Gothic LT 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 [text hyperlink](#). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper

Jimbo Std Black Condensed

Adjectives:

transparency
integrity
honesty

customer service
solutions

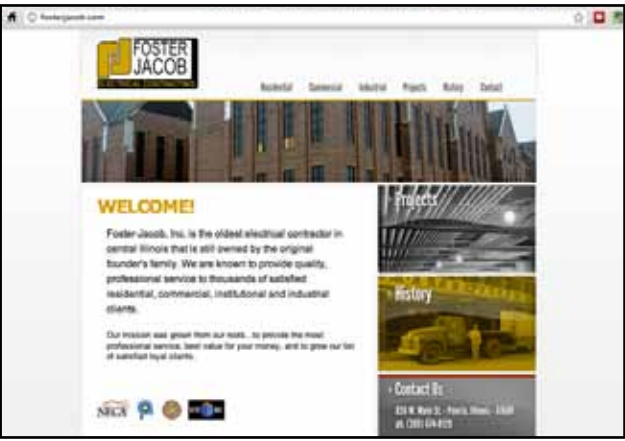
Patterns/Textures:



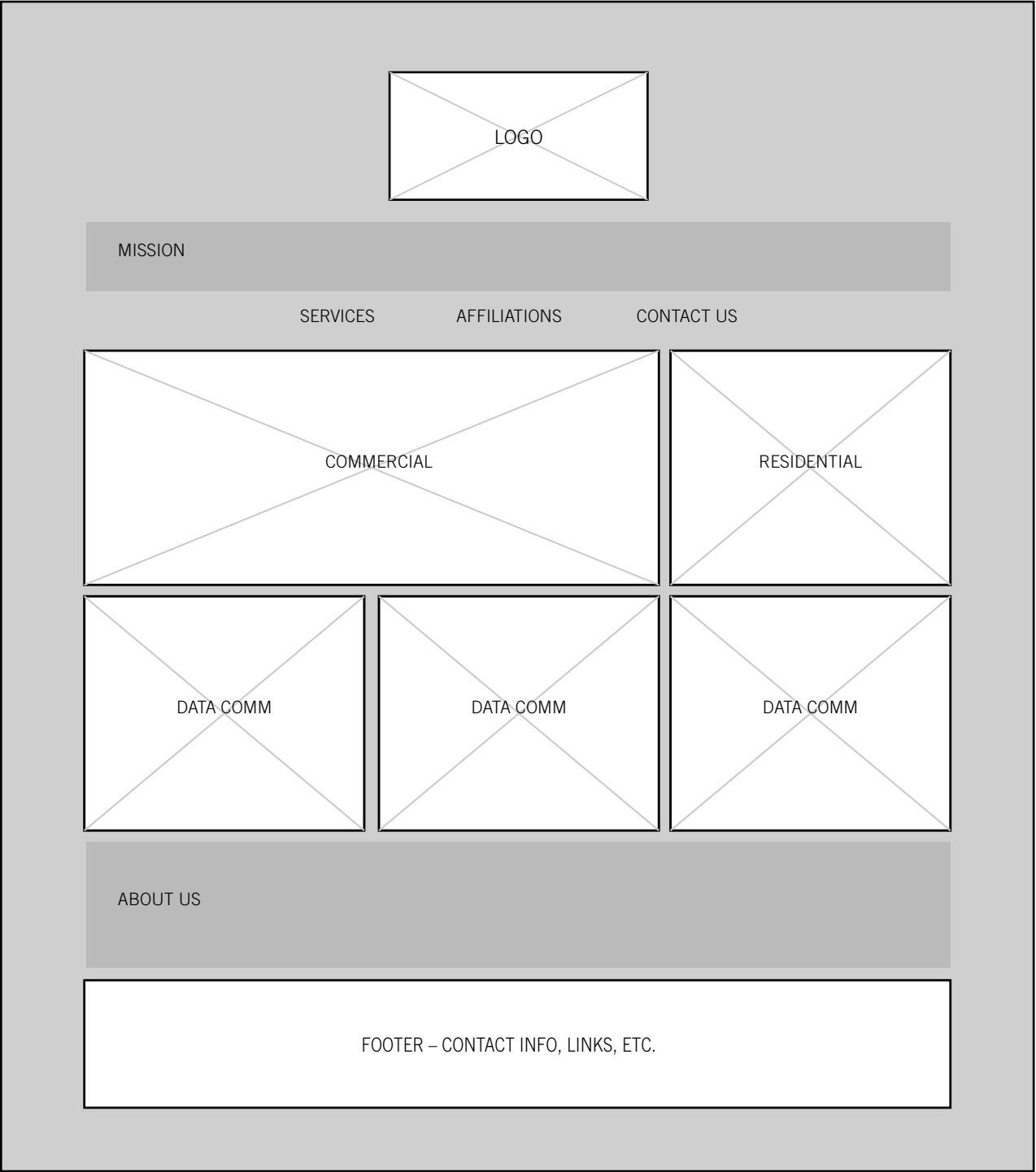
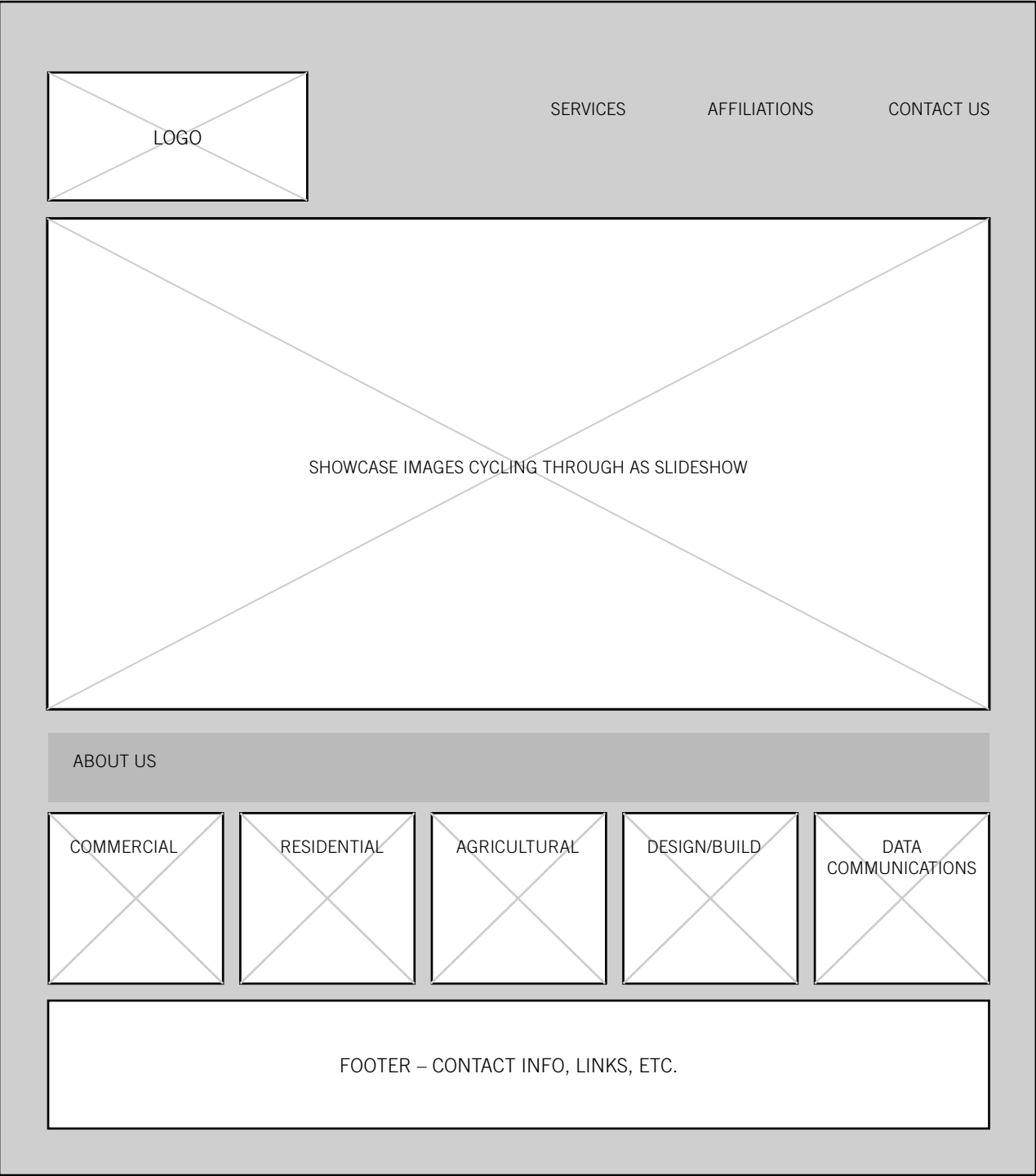
Competition



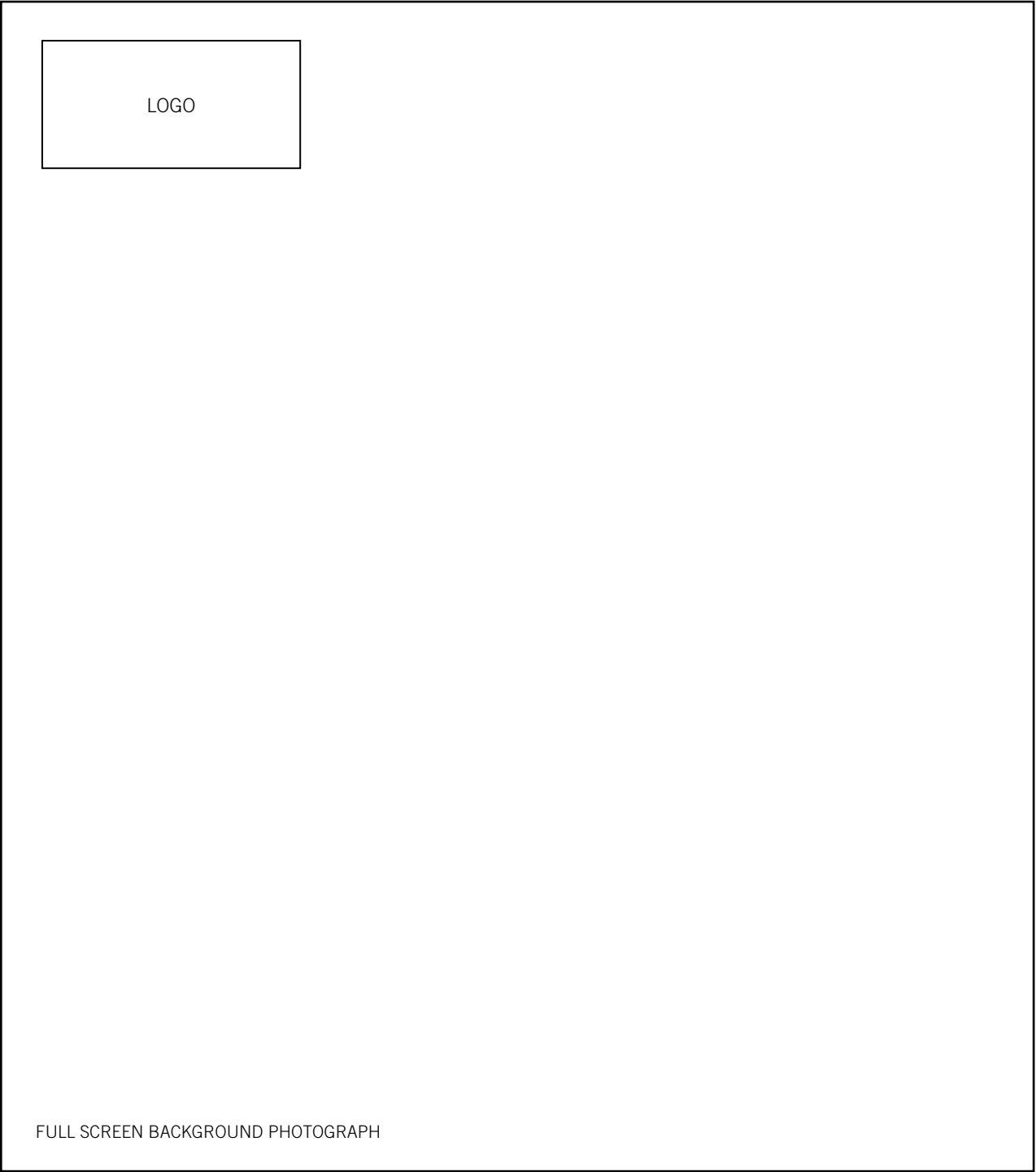
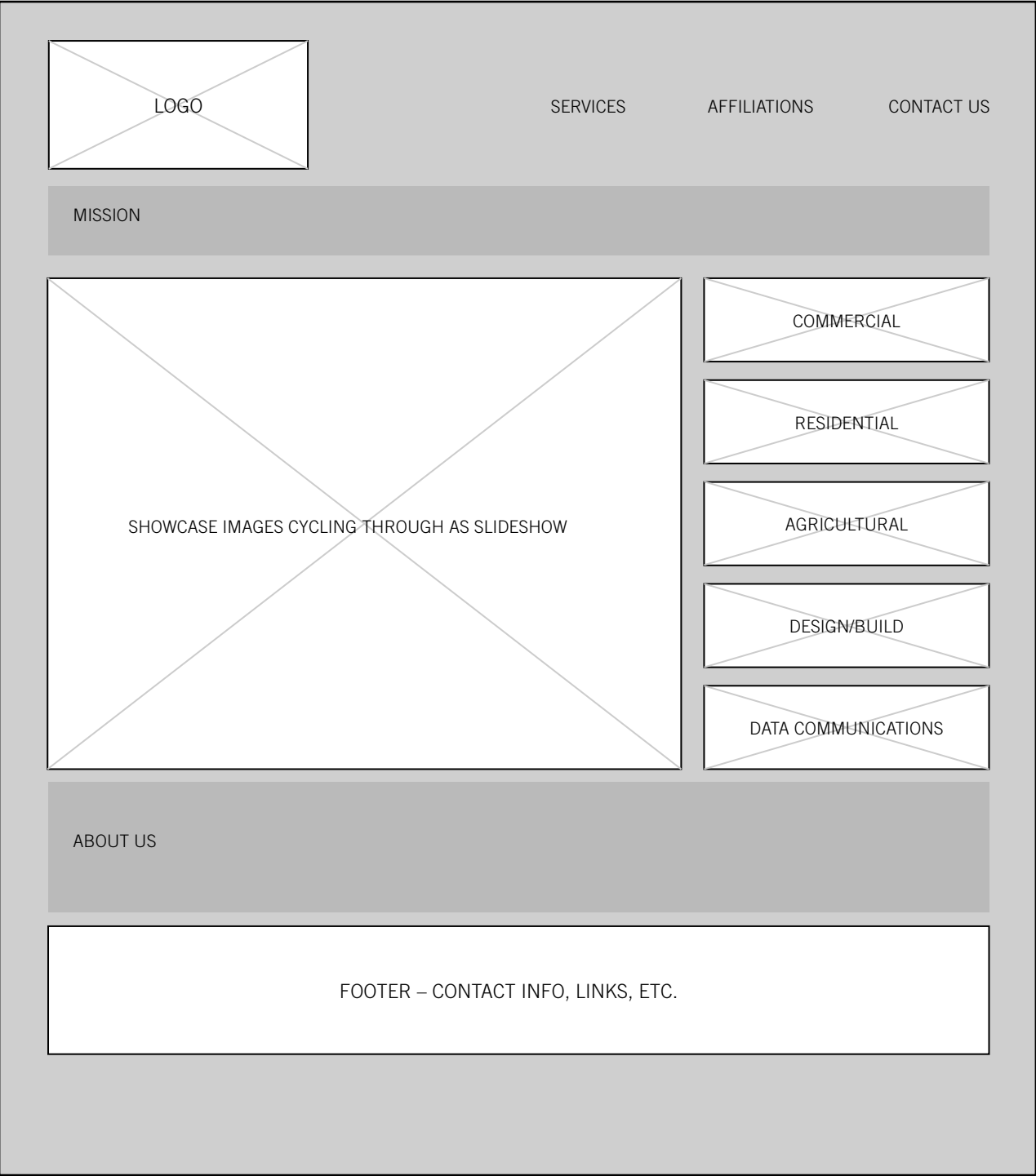
current site



Wireframes



Wireframes

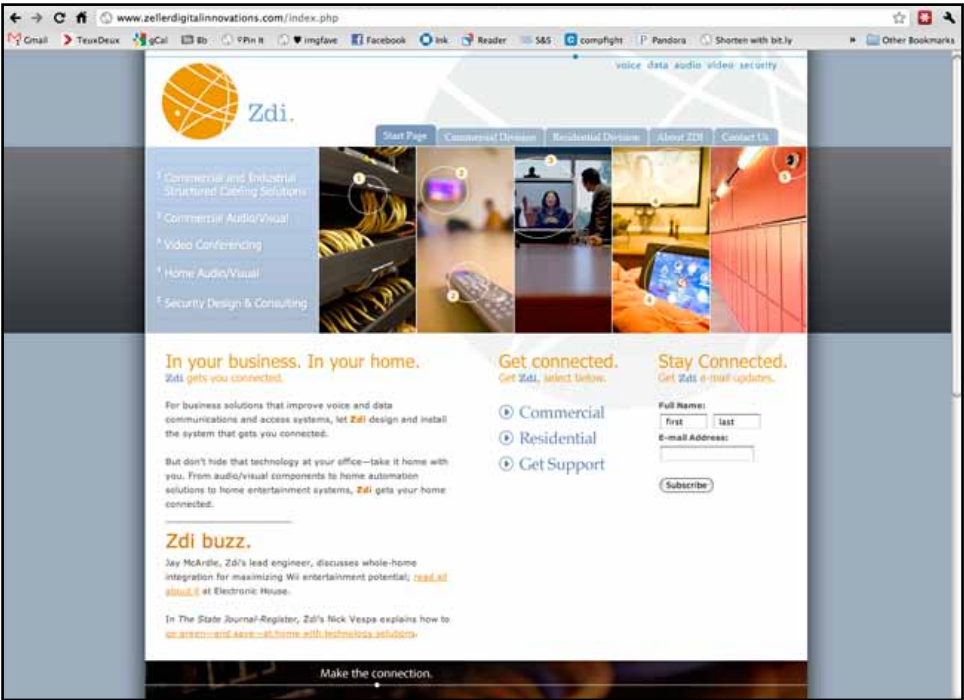


Inspiration



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



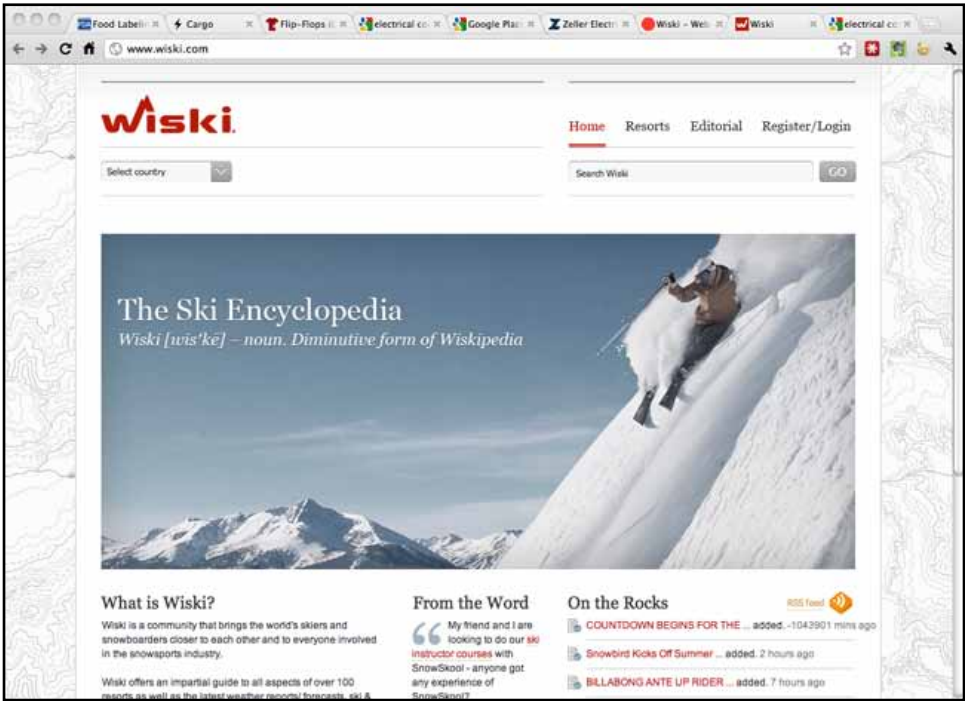
color scheme is relaxed and subtle, it does not distract; tabbed navigation is helpful, with a darker blue/grey based on current page; good contrast in type size

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?

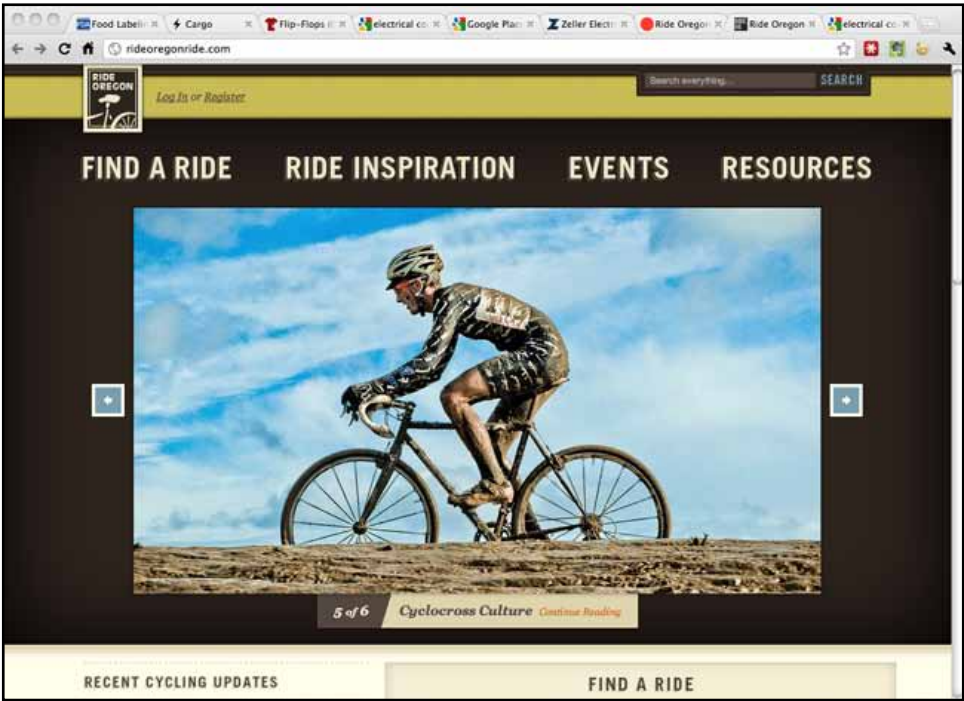


color contrast aids in scannability; strong dominant image cycles through and grabs attention; good three-column layout with center column wider than outer two; sans-serif type is bold and readable;



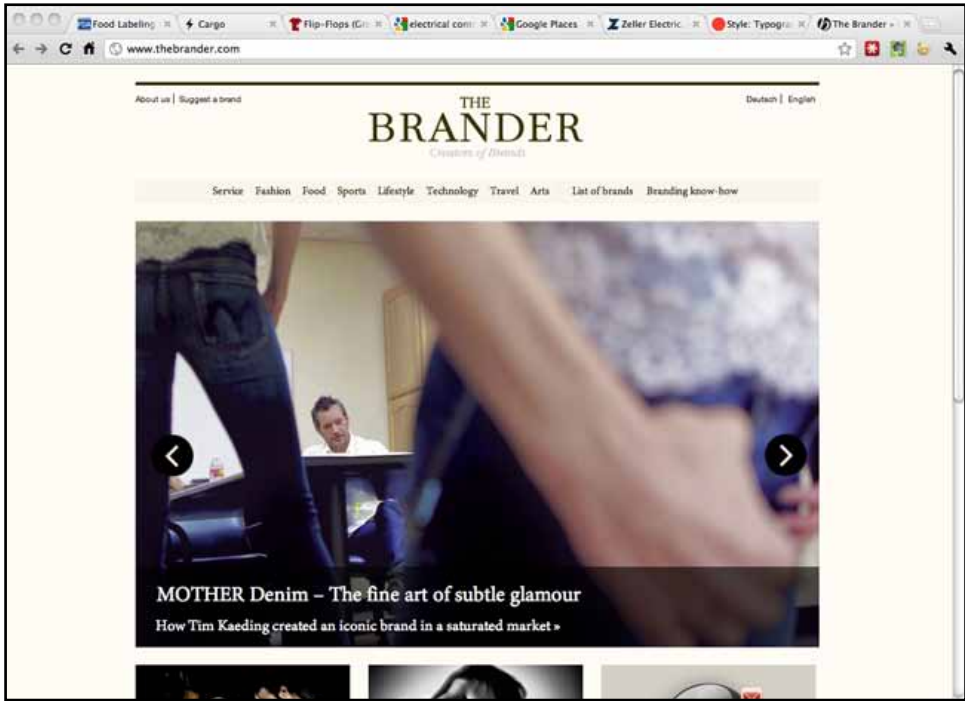
this background (what looks like a topographical map), is really interesting, what about doing something like this only for an electrical schematic?

underlined indication for current page is subtle yet clear



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/right arrows or just automatically cycle through?



large, dominant image centered above three columns of content