

Design Document :Tamil Nadu Science and Technology Centre Redesign

Project Name: Tamil Nadu Science and Technology Centre Website Redesign

Brand Guidelines

Logo:

The logo should symbolize Tamil Nadu's rich scientific heritage and technological innovation.

Color Palette for the logo: #006400 (Dark Green), #FFD700 (Gold), #FFFFFF (White).

Logo usage: Ensure the logo is placed prominently in the hero section and across all pages for consistency.

Brand Identity:

The design should convey a blend of tradition and technology, with futuristic touches that reflect the scientific and educational vision of the state.

The look should feel professional, inspiring, and innovative, with subtle references to science through molecular and electric motifs.

Color Specifications

Primary Color: #006400 (Dark Green)

Usage: Header, footer, and navigation background.

Secondary Color: #FFD700 (Gold)

Usage: Accents, highlights, buttons, and key call-to-actions (CTAs).

Accent Color: #FFFFFF (White)

Usage: Text, icons, and links.

Base Color: #000000 (Black)

Usage: Background color for hero section and other sections for a sleek and modern look.

Text Colors:

Blue: #1E90FF (Light Blue)

Green: #32CD32 (Lime Green)

These colors should pop against the black background in the hero section and throughout the website for added contrast and visibility.

Typography

Font Family:

Primary: Space Goterk (for futuristic, clean look with tech-inspired aesthetic)

Secondary: Roboto (for body text and general content)

Font Size:

Body Text: 16px

Heading 1: 36px

Heading 2: 28px

Heading 3: 24px

Line Spacing:

Body Text: 1.5

Headings: 1.2

Font Weight:

Regular: 400

Bold: 700

Tone of Content

Tone: Educational, Official, Sci-Fi, Professional.

The content should feel official, trustworthy, and educational with a sci-fi twist to align with the innovative and futuristic theme.

Use simple, clear language, avoiding jargon, and making the content approachable for a wide audience.

Content Guidelines:

Maintain an authoritative tone, while being engaging for a general audience.

Ensure content reflects Tamil Nadu's scientific achievements and future-focused vision.

Theme

Visual Theme: Sci-Fi, Electrostatic, Electric, Molecular.

Background: Use a dark blue or black background for the hero section with subtle particle effects to simulate an electrostatic or molecular feel.

Layout: Keep it clean, simple, and professional with clear sections and futuristic touches (e.g., glowing buttons, electric icons).

Imagery: Include high-quality images of science centers, scientific exhibitions, and molecular/electric patterns to support the educational and technological feel.

WOW Factor

The hero section will feature a dynamic particle effect that simulates electric charges, electrostatic fields, or molecular movement to create a sci-fi atmosphere.

The particles should be subtle but noticeable, adding visual interest without overwhelming the page

Transitions:

Smooth fade-in effects for images, text, and other elements.

Hover effects on buttons and links with glow effects or lightning-style animations to enhance the futuristic theme.

Content for Sections and Structure

Hero Section:

Headline: "Empowering Innovation: Tamil Nadu Science and Technology Centre"

Description: "Leading Tamil Nadu's scientific research and technological advancements with modern education and outreach."

CTA Button: "Explore Our Science Centers"

Background: Dark blue or black with electric particle effects.

Text Color: Lime Green or Light Blue for contrast and visibility.

Section 1: About Us:

Heading: "About the Tamil Nadu Science and Technology Centre"

Content: "The Tamil Nadu Science and Technology Centre fosters scientific and technological research, development, and education across the state."

Image Source: [Image URL for Science Centre image]

Section 2: Key Initiatives:

Heading: "Key Initiatives"

Content:

Research and Development: "Innovating in various fields, including AI, robotics, and space science."

Innovation and Startups: "Supporting technological startups to build the future."

Education and Outreach: "Making science accessible through workshops, camps, and exhibitions."

Image Source: [Image URL for R&D image]

Section 3: Science Centres:

Heading: "Our Science Centres"

Content: "We host several cutting-edge science centers across Tamil Nadu, offering hands-on learning experiences."

Items:

Periyar Science and Technology Centre, Chennai

Anna Science Centre, Tiruchirappalli

Regional Science Centre, Coimbatore

Dr. Kalaignar Karunanidhi District Science Centre, Vellore

Image Source: [Image URL for each science center image]

Section 4: News & Announcements:

Heading: "News & Announcements"

Content: "Stay updated with the latest events, workshops, and scientific achievements."

CTA: "Read More"

Image Sources

//Asset Management

1. Hero Section Image: [Image URL for Hero image]

2. About Us Section: [Image URL for About Us image]

3. Key Initiatives Section: [Image URL for Key Initiatives image]

4. Science Centres Section: [Image URL for Science Centres images]

Logos ,Links , Video and any other media sources used in that website