

# FLORIDA ENERGY SYSTEMS CONSORTIUM REDESIGN

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- The current FESC website is not inspiring or intuitive. It also lacks a cohesive design.
- It doesn't convey the message of **Renewable, Sustainable Energy**.
- The layout design needs to be clean and modern. The current layout looks dated and does not include responsive design.

- There are many links on each page. If they decreased the volume of information and prioritized the information presented the site would be more accessible.
- The site uses color poorly, it has too many colors. By using a more limited color palette it can strengthen its brand cohesion.
- Affiliate links should have their own page with better images. It's makes the site look busy and doesn't add much value.

## Autonomous Design

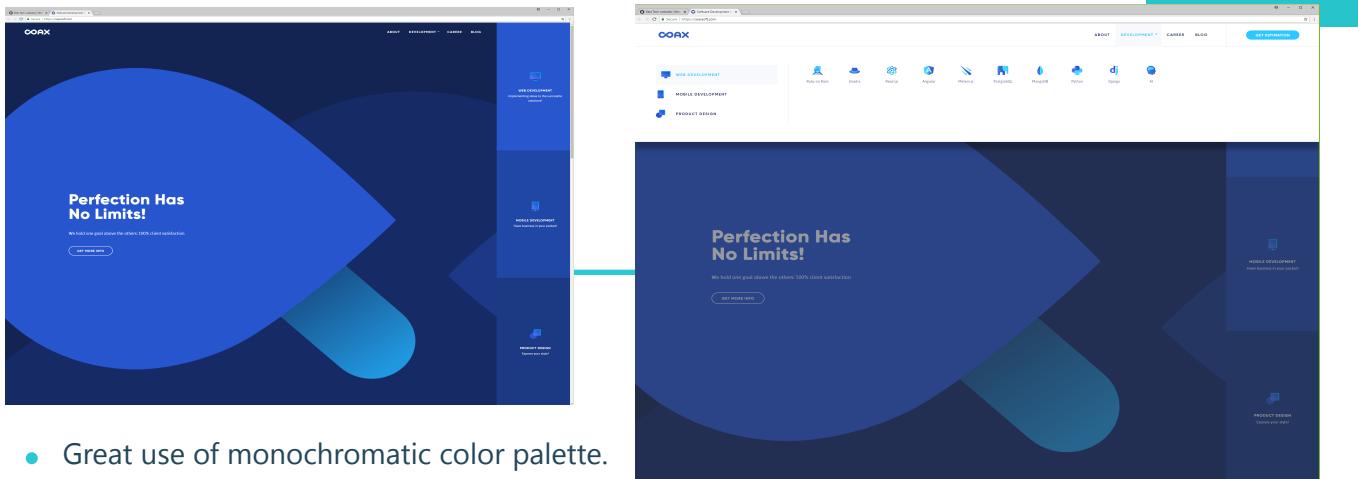
When starting a design, it's always good to have an idea of who your target audience is. But as the development progress, you need to start thinking about flexibility and how your design interact with the users and technology.

A great design should always be accessible to everyone. It should encourage the user to learn and navigate the website with ease.

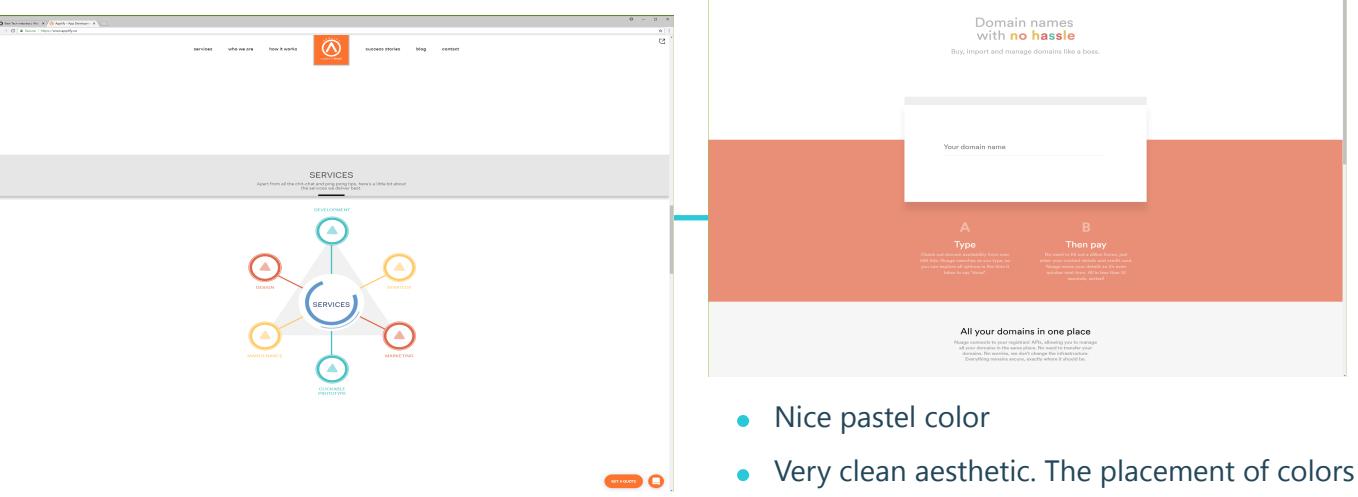
## REFERENCES

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Below are some references that can inspire the new design for FESC website.

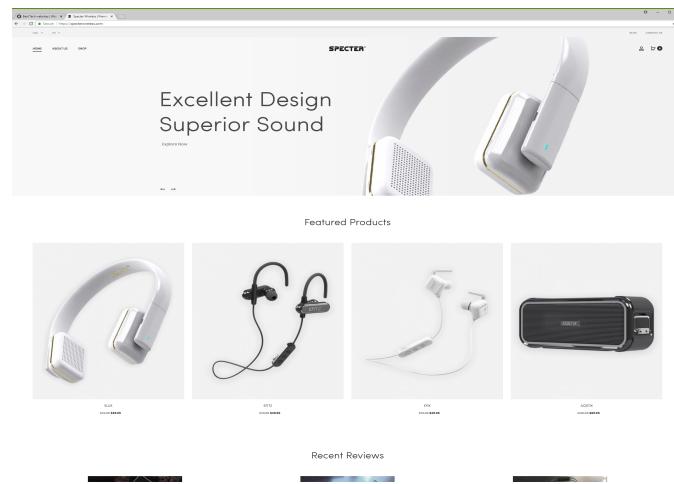


- Great use of monochromatic color palette.
- The design and layout are very playful, but still looks professional.
- The information are readable and simple.



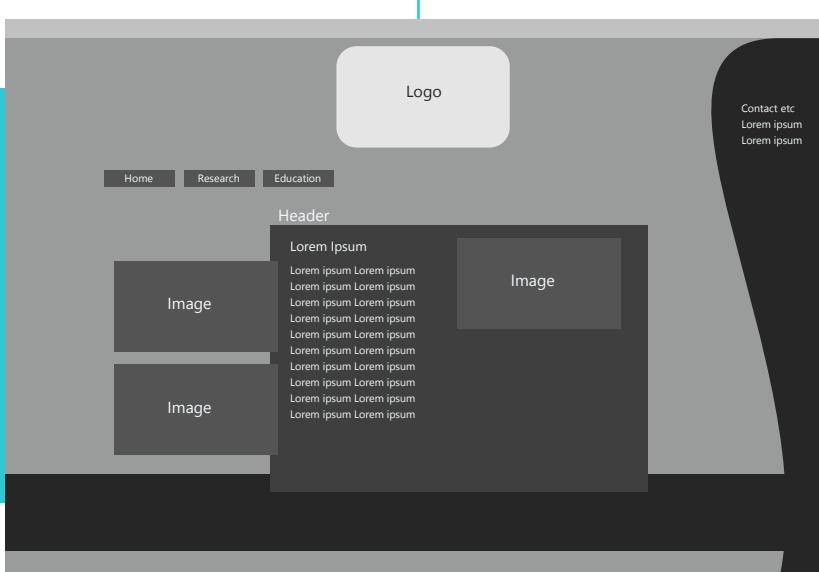
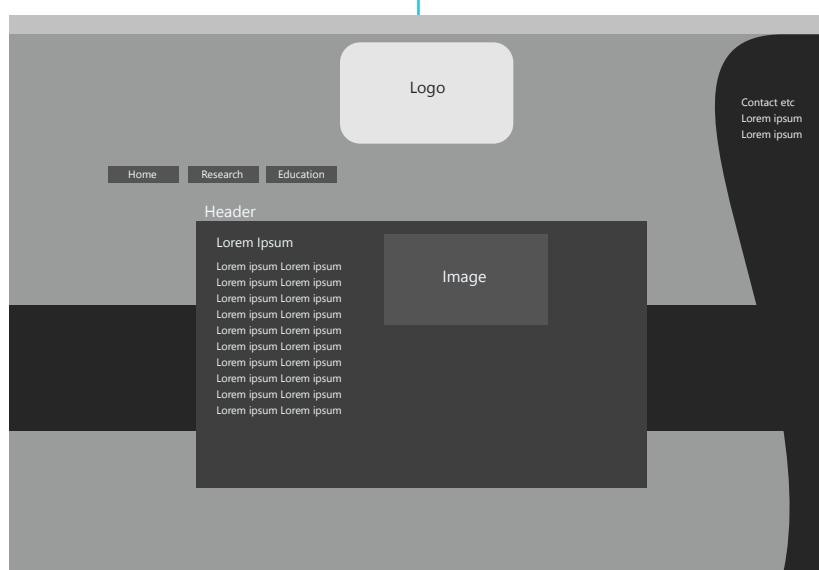
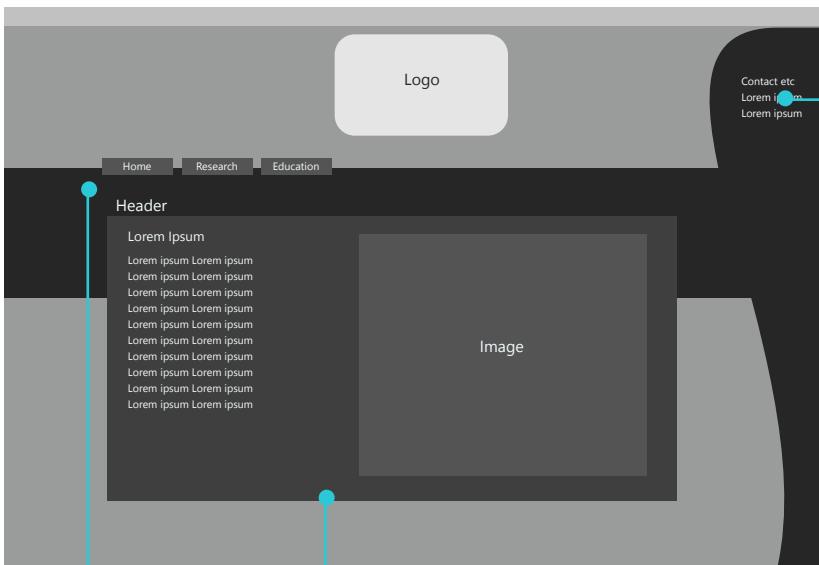
- Nice pastel color
- Very clean aesthetic. The placement of colors gives enough interest to eyes, but it's not overwhelming.

- Good use of white and grey.
- The design composition really helps showcase the products.
- Everything is self explanatory including the navigation. It's intuitive and responsive.



## NEW DESIGN COMPS

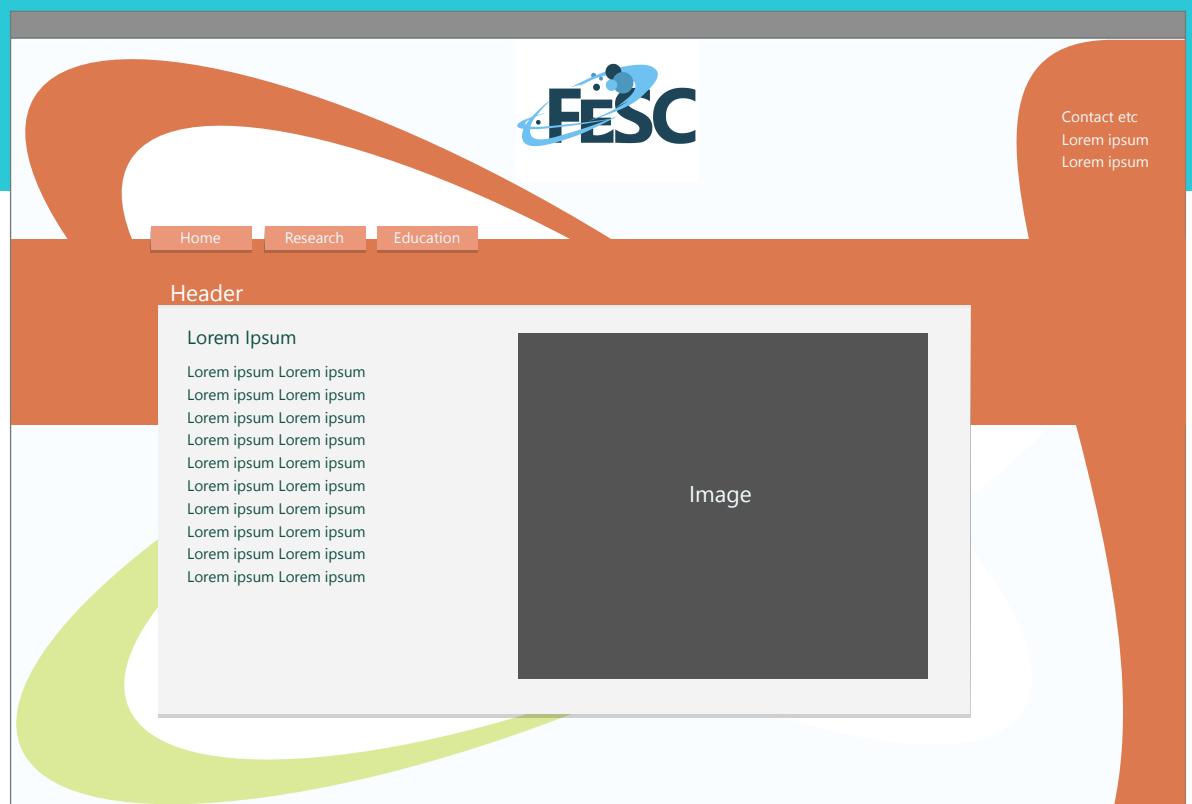
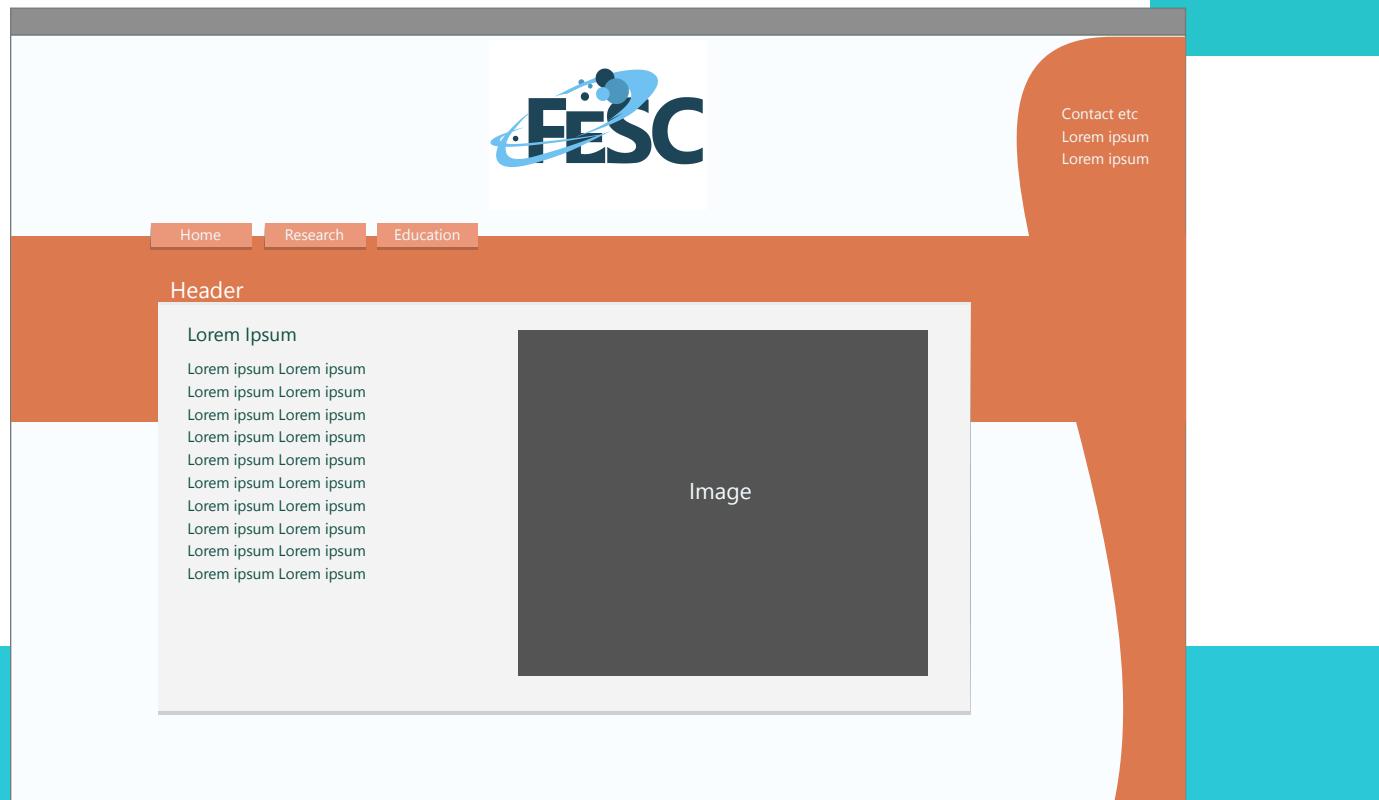
### Wireframes



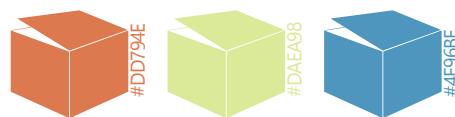
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- No <footer> design and no vertical scrolling, unless it's on a mobile device or monitors under 2048 resolution.
- Horizontal scrolling similar to swipe function/transition effect on mobile devices.

Color Comps



Color palette for the new design



## LOGO REDESIGN

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Keywords:

- Modern
- Energy
- Molecular
- Scientific

Current Logo



Universities Addressing Florida's Energy Needs



New Logo Design



Color palette for the new design

