Title : Description of main page design

In order to develop the main page of the website 'Carbon Easy' requested by customers, it was designed to match the given brand color with the purpose and direction pursued by the company 'Carbon Easy'. The visual design of our website can be largely divided into the fields of Gestalt Principle, Balance & Emphasis, unity and color scheme.

[Gestalt Principle]
- _Similarity Principle_ : Items with similar properties tend to be grouped or grouped together. Items with similar attributes such as color, size, and shape tend to be recognized together.

  It is arranged by category in the header located at the top so that users can search for or easily find the information they want when they first visit the website. They were grouped into the same color by having a common function of information provision and search.

- _Proximity Principle_ : Items located in close proximity are likely to be recognized as a group. Items that are close to each other are recognized as related.
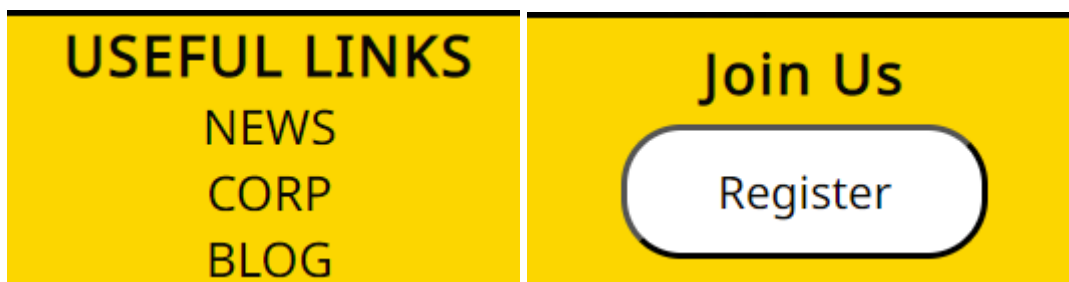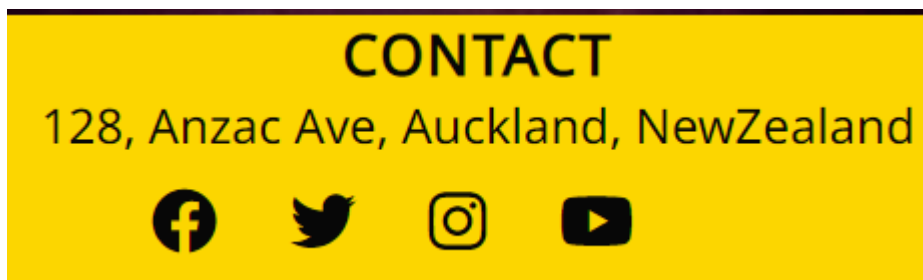
  In the footer located at the bottom of the web page, sub-categories related to each item are expressed with links, buttons, and logos. In addition, each sub-category is designed to move to other websites and SNS contact pages through mouse clicks.

- _Continuity Principle_ : Items placed in a row are likely to be recognized as a continuous pattern. Items moving in a certain direction or pattern are recognized in groups. As can be seen from the top header, categories arranged in a row can explain the principle of continuity principle. All categories in the top header change from white to brand color when you mouse over. This allows the user to know that the

feature belongs to the same group that is similar.

- *Closure Principle* : We tend to recognize the outline or shape of an incompletely drawn object as a complete object. Even if the shape is incomplete or partially obscured, we tend to complete the shape of the object.
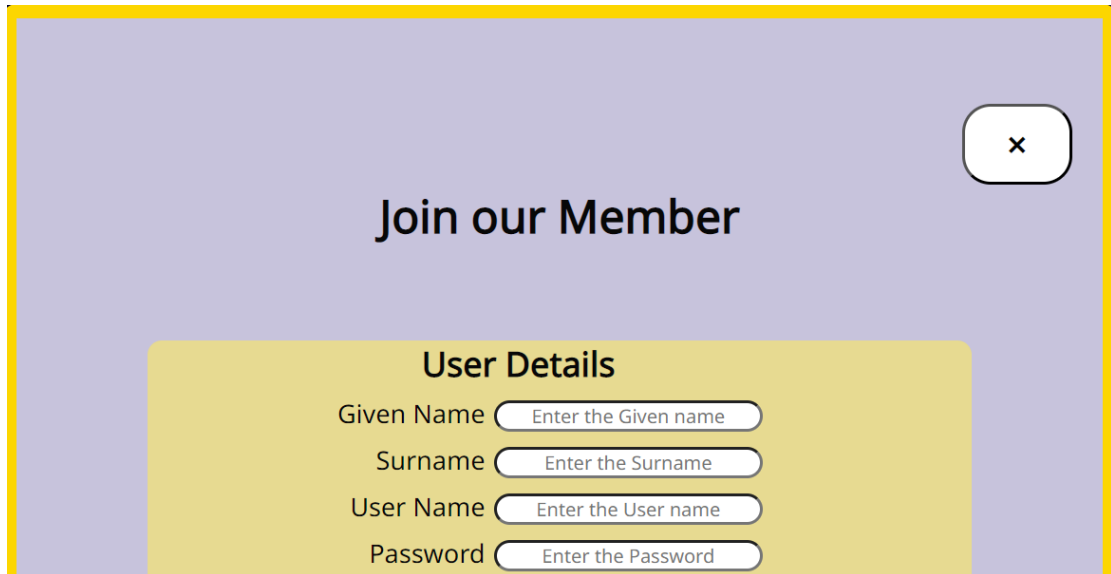

The search window may not be visible due to the background color, and the user may recognize it unclearly. However, if the user clicks the mouse, the user will know that it is the exact square border. It is designed to allow the user to expect that the search window has a square border even without a mouse click.

- *Symmetry Principle* : Items with symmetrical patterns or shapes are likely to be recognized in groups. Items with left and right symmetry or reflective symmetry tend to be recognized together.
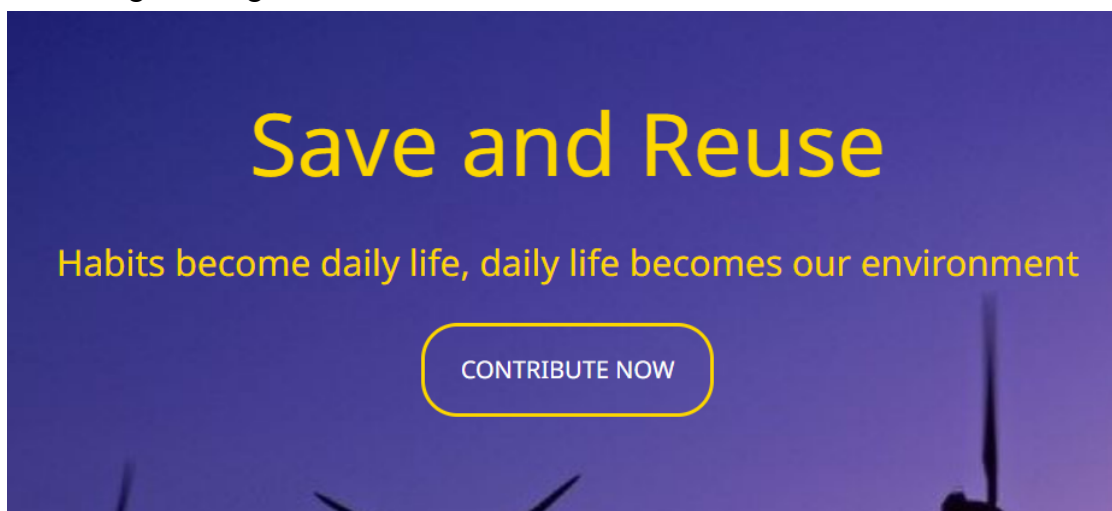
The phrase at the center of the main page plays the most important role in expressing the direction and purpose of the company. By placing it symmetrically in the center, it is designed to be the most visible when the user first visits the web page. The main phrase and sub phrase were designed to be symmetrical from side to side based on the center of the screen, and they could be viewed as a group.

- *Figure-Ground Principle* : We recognize the subject and the ground separately. When some items are recognized as subjects, the rest are recognized as background.

As we can see from the register window, there is an x-shaped close button next to the phrase 'Join our member'. The space between the phrase and the button will naturally be taken by the user as the background. In other words, it will be judged that phrases and buttons are the subject, and other colors or models form the background.

[Balance & Emphasis]
The most emphasized thing on the main page is the phrase in the center. The phrase 'Save and Reuse' gives users a rough idea of what the website is designed for. For those who are usually interested in the environment and care about the environment, only necessary environmental-related categories were inserted into the main page. For example, environment-related news articles, environment-related companies, or related blogs are designed to make it convenient for users to access environment-related contents by attaching links to the footer at the bottom. The essential contents were inserted, and the main page was designed to look clean and neat overall by not putting unnecessary categories or contents into the main page as much as possible. This can be directly related to the company's image when the user first visits the web page, so a web page suitable for the theme of 'environment' was designed.

[Unity & Colour Scheme]
Brand color is a color that represents the unique identity of a company or brand. Brand colors are used in various marketing contents such as logos, websites, and advertisements, and serve to convey the image and value of a company or brand to consumers. Brand color is known as the color used primarily for corporate logos. Many companies choose a particular color as a unique brand color to increase brand awareness, and adopt a strategy to remind consumers of a particular brand when they see it.
The given brand color was designed to match the main page design. In particular, when the mouse is placed on the top header, it is designed to change from white to brand color, and the

login button and 'contribute' button are also designed to change to brand color when the mouse is placed.
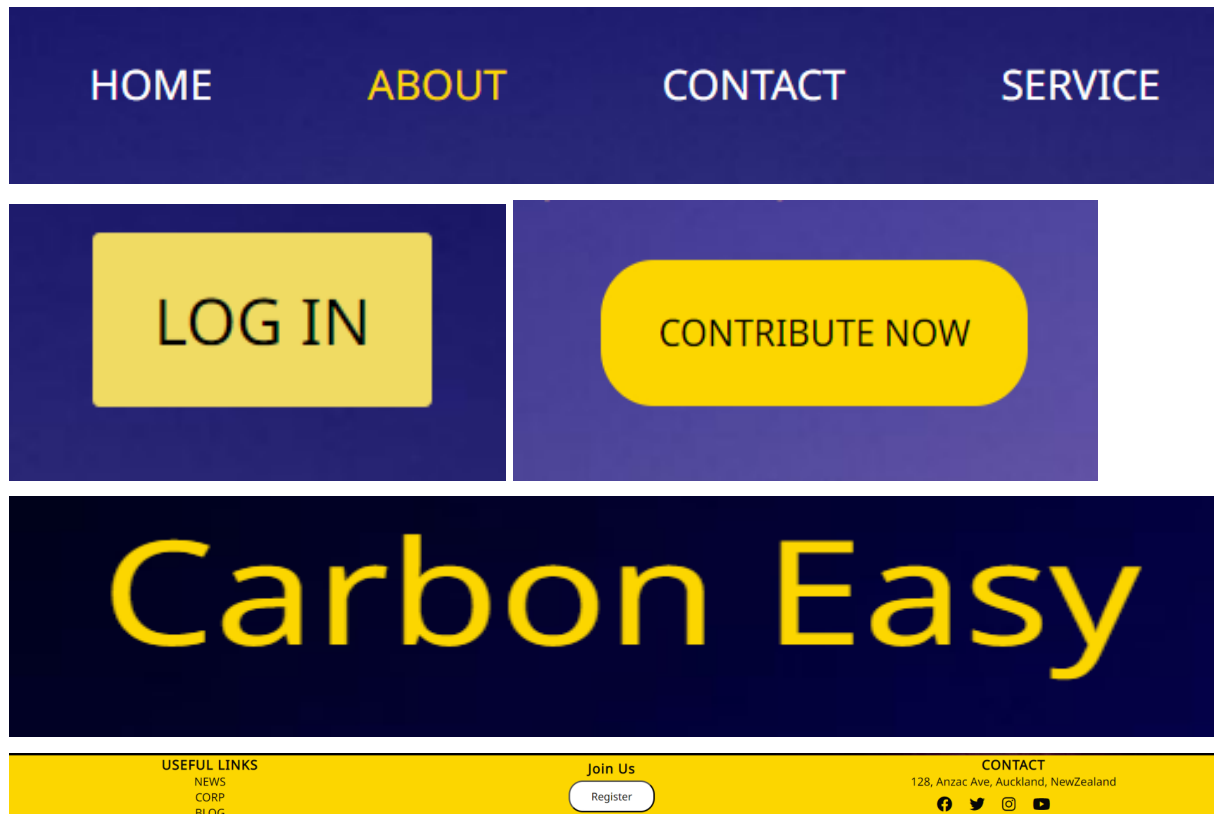
The similar complementary colors of a given brand color are navy and purple. Therefore, the main background color was set to a purple-colored navy color, which resulted in a design that matched the brand color very well.