**Layout Assets – Cuan Beo**

**Target Demographics**

* **Educational Institutions**: The courses offered at Cuan Beo will be partly designed for and catered to school groups. From early childhood, through primary and secondary, as well as adult education there will be opportunities for students to learn more about sustainable horticulture. The website should interest and engage the teachers of these institutions to attract their bookings.
* **Private People**: People of all age groups, interested in sustainable gardening and permaculture, with a bit of disposable income (*middle to upper class*) will be taking courses and purchasing products from the show garden. These website users should be able to easily identify the course and product offerings of Cuan Beo at the CCF. There should be a quick booking method for courses on the website and a short overview of the product categories available in the show garden.

**User Goals**

* Overview of courses
* Quick and simple booking process
* Overview of show garden products and main display areas
* Contact info and address
* Link to parent company (Cloughjordan Community Farm)

**Colors and Background**

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The colors selected maintain the branding of the parent company, Cloughjordan Community Farm (<http://cloughjordancommunityfarm.ie/>).

I’ve switched out the darker green used for frames and emphasis with a **lighter green** present in the logo to give more of a sense of vitality, exuberance and freshness to the brand. This should appeal to the desires of the demographics in respect to what they may hope to bring into their and their student’s lives through interaction with the project.

The **bright purple** present in the CCF and Ed Tunnel logos is used to draw the user’s attention to headlines and other aspects throughout the site, while maintaining a strong connection to the overall branding of the two projects. The **gray** used mainly for texts in the site should maintain readability, but at the same time soften the feel of the content compared to a darker black.

**White** is used for contrast mainly as a background, but also to emphasize headlines and quotes on darker portions of images. Finally, the wooden plank background implemented here creates a feeling of a connection to nature and a sturdy structure out of which almost anything can be sustainably built; this integrates the overall educational theme of sustainable horticulture and permaculture in the very fabric of the website.

**Fonts**

Forma DJR Micro

This font was originally developed as a warmer, more humane solution for an easily legible, neutral grotesque. I chose it to bring this warmth and humanity to the main headlines and logo of the project, while not sacrificing readability and professionality. Educational institutions and well-off individuals should feel that this is a serious project with a great pedagogic value proposition, but simultaneously get the impression that their experience at the Ed Tunnel will be an enjoyable, slightly casual and natural one. Using Forma DJR Micro really helps to accomplish this on a subconscious level.

Helvetica Neue

This font is a very readable standard, available on all macs. As a PC failsafe I will write Helvetica, and failing that, the system’s general sans serif font into the website CSS. These fonts are used here to ensure the comfortable legibility of the main text areas on the site, while communicating the professional, straight-forward, educational aspects of the brand to the users.