

FESC Design Plan

Proposed colors, fonts, and layouts for Florida Energy Systems Consortium website redesign.

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Sites for design inspiration

(See screenshots folder)

<https://cec.fiu.edu/>

Simple navigation that handles organizing many pages well.
On mobile, it is still a *lot* of navigation, but probably unavoidable?
Minimal design with ample white space.
Big (but well organized) footer with additional information and links.

<https://www.cremeguides.com/en/>

Modular design cleanly displays a lot of information on one page.
Design is very consistent across pages within the site.

<http://www.cumby.com/>

Different approach with less white space, more background colors and blocks of color.
Design still appears modular, but a grid is less evident so it looks more original.

<https://www.shopatanna.com/>

Nice footer with sparse and well-placed information.
Good use of breakpoints.

Color themes

For consistency, can utilize colors (or variations of colors) from FESC logo in site design.
Apart from grayscale, the yellow color is the most neutral option to use throughout the site.
Selective use of green color to reinforce idea of green energy?

"FESC" charcoal: #353535

"Swirl" colors:

#CEB36C

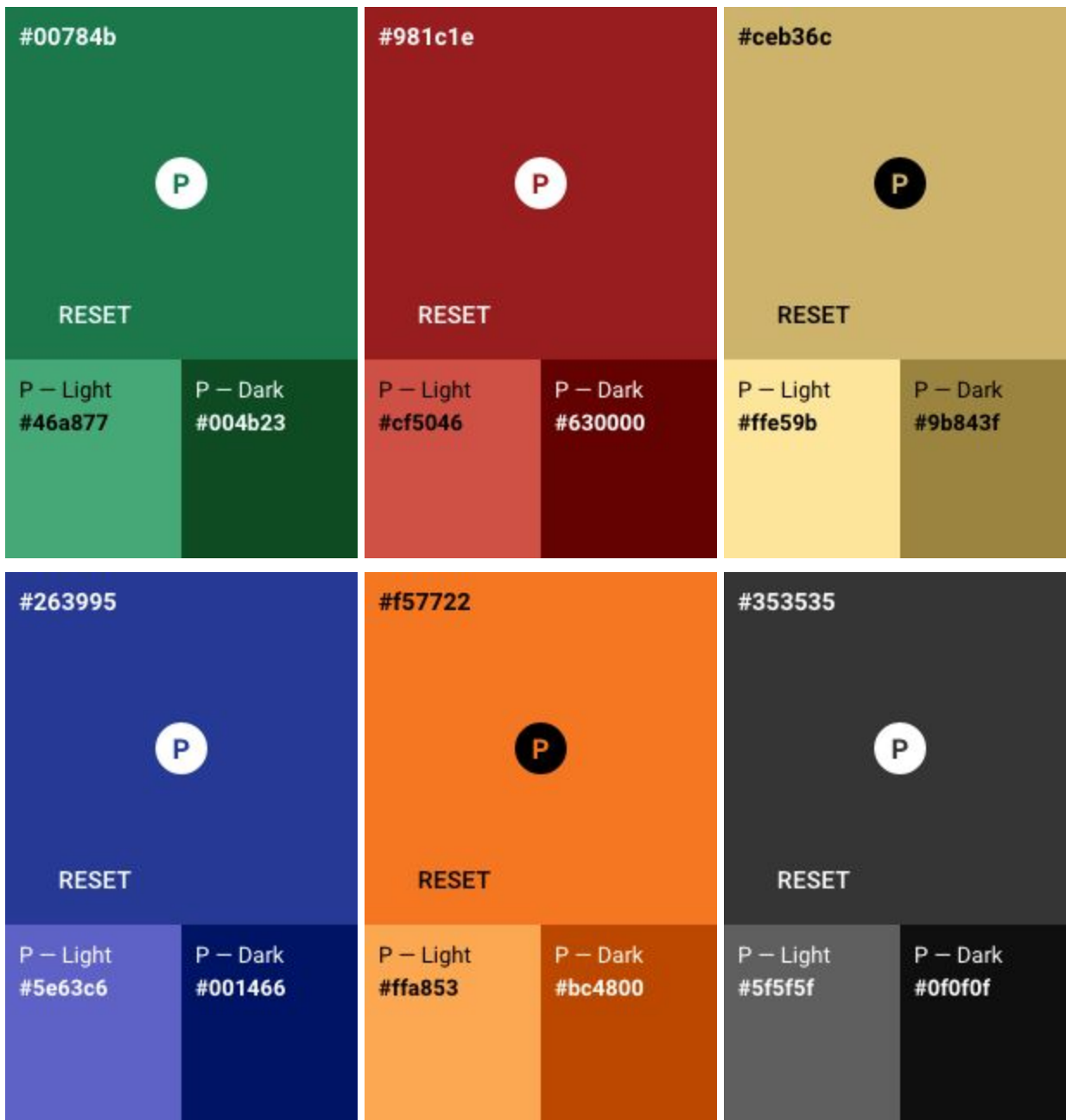
#263995

#F57722

#00784B

#981C1E





Fonts

Heading/display font:

Top choice: <https://fonts.google.com/specimen/Patua+One>

<https://fonts.google.com/specimen/Abril+Fatface>

<https://fonts.google.com/specimen/Yeseva+One>

Body font:

Top choice: <https://fonts.google.com/specimen/Lato>

<https://fonts.google.com/specimen/Open+Sans>

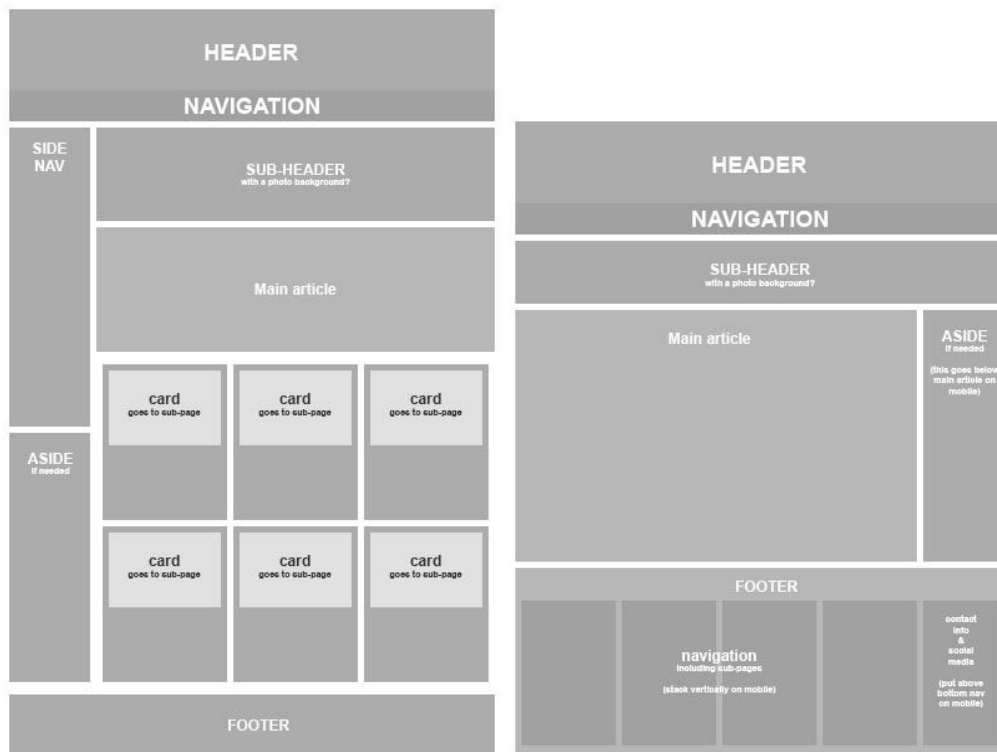
<https://fonts.google.com/specimen/Source+Sans+Pro>

Modular layout

(See mockups folder)

Mocked up 2 possible layouts. Decided to go with mockup #2.

For navigation purposes, it made more sense to me to include all navigation in the header (with drop-downs) and a more complete navigation/sitemap in the footer. (With draft #1, we are replicating the navigation too many times and not leaving enough room for actual content.)



Note: Two forms of navigation are probably not necessary on mobile. Instead, roll all navigation into hamburger menu with expandable sections to show sub-pages.

Modules

(See mockups folder)

Header & Navigation



| Home v | Research v | MAIN NAVIGATION | | | | | |
|--------|------------|---|--|--|--|--|--|
| | | SUB-NAV DROP-DOWNS (these drop independently, not a mega-menu) | | | | | |

Sub-Header



Footer & Navigation

| | | | | |
|--|--|--|--|---|
| Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | CONTACT US 272 Grinter Hall P.O. Box 115500 Gainesville, FL 32611 (352) 294-2027 |
| Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | Page sub-pages sub-pages sub-pages sub-pages | Social media icons here |
| etc etc | etc etc | etc etc | etc etc | |
| University Logos Here | | | | |