Homepage:
- Simplistic, solid color background (maybe #01CCFE)
- One large, high resolution picture of Ellen or her logo?
- Navigation bar at the top, contrasting the background
- Keep it very simple and clean!

Typeface:
- Definitely sans-serif, maybe something similar to Ellen's logo
- Some options:
  - Montserrat (https://fonts.google.com/specimen/Montserrat)
  - Raleway (https://fonts.google.com/specimen/Raleway)
  - Questrial (https://fonts.google.com/specimen/Questrial)
- The color should match the background of the homepage (#01CCFE)

General Page Layout:
- Balance between blocks of text and interesting visuals
- The blue should be constant throughout all pages, but doesn't necessarily have to be the background on each page. White backgrounds with blue monotone or duotone images could be really cool
- Images should reflect the content of the page and illustrate the information being shared
  - Maybe a max of 2-3 images per page
- The title of each page should be clear: maybe bold or bigger point size

Overall:
- FUN AND INTERACTIVE, but also simple and elegant!