

# Banner Style Previews

Six options that abstractly nod to hourly electric grid operations and deep decarbonization. All use the same color palette.

## OPTION 1: HORIZON GRADIENT

Layered generation-stack bands evoking a 24hr clean energy profile. Colors shift from deep navy (night/baseload) through teal and green (renewables) to warm gold and coral (solar peak/storage dispatch).

Hourly Clean Energy Cost Optimizer

Procurement Strategy & Cost Optimization Analysis

## OPTION 2: LOAD CURVE PULSE

Subtle waveform traces in gold, teal, and coral on navy. Evokes overlapping hourly load curves and generation dispatch profiles running across the grid.

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## OPTION 3: ABSTRACT STACKED FLOW

Soft flowing diagonal bands of color like a simplified stacked-area generation mix chart. Suggests the grid's evolving resource portfolio composition.

## OPTION 4: RADIAL DAWN

Golden sunrise glow from below flanked by teal and coral. Evokes the daily clean energy cycle: solar dawn, wind dispatch, storage at dusk. A clean grid emerging.

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## OPTION 5: GRID NETWORK

Subtle grid lines with glowing nodes connected by transmission paths. Evokes the physical topology of the electric grid: substations, interconnections, and power flow between regions.

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## OPTION 6: DISPATCH STACK

Stacked area curves rising from the bottom in teal, green, and gold. A direct visual metaphor for the hourly generation dispatch stack: clean resources displacing fossil fuels from the bottom up.

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## Typography Previews

Body font options to replace Lora (serif). All paired with Barlow Semi Condensed headings. Chosen for readability with analytical/technical energy content.

## INTER

Geometric sans-serif / Clean, precise, data-native

# Peak Hour Capacity Need

At 95% hourly procurement, the worst single hour still requires 15% of peak demand from backup sources. Solar and wind curtailment drives the marginal cost of the final 5% significantly higher than the portfolio average.

CAISO Region ·  
8,760 hours  
analyzed · 2023  
generation data

## DM SANS

Geometric sans-serif / Modern warmth, slightly rounded

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## SOURCE SANS 3

Humanist sans-serif / Professional, technical clarity

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## IBM PLEX SANS

Technical sans-serif / Engineering precision, analytical feel

## SPACE GROTESK

Geometric-grotesque / Technical futurism, energy-forward

## OUTFIT

Geometric sans-serif / Contemporary, friendly yet serious

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