

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.

Hourly Clean Energy Cost Optimizer

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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.

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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CAISO Region ·
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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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