

# Website Design Proposal

Created by:  
Liz Wishaw, HTML 300

Created for:  
Florida Energy Systems Consortium

Dear Florida Energy Systems Consortium,

Thank you for considering this proposal for your website design needs. After learning more about the project, I'm confident that our team can deliver fantastic results on time and within budget.

This proposal outlines the look and feel of the website redesign with the proposed colors, typography and layout that will be used.

Thank you for your time in reviewing this.

Liz Wishaw

# Typography

## Headers, large type

Playfair Display, 36pt, regular

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The spectacle before us was  
indeed sublime.

## Accent type

Raleway, 28 pt, bold

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**The spectacle before us was  
indeed sublime.**

## Paragraphs

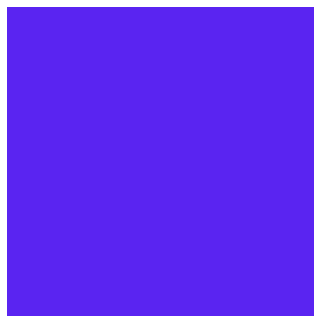
Raleway, 18 pt, regular

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

# Colors



**Orange**  
HEX color:  
#f15a24



**Blue**  
HEX color:  
#5a24f1

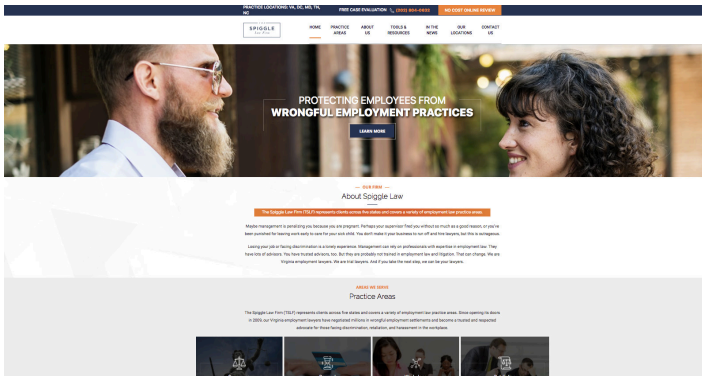


**Black**  
HEX color:  
#000000



**Gray**  
HEX color:  
#999999

# Website examples as inspiration



**The Spiggle Law Firm**  
spigglelaw.com

IDEO

## Work Blog Tools

IDEO is a global design company. We create positive impact through design.



CASE STUDY **SWELL**  
Designing a Fintech Startup for Social-Conscious Investors



ARTICLE **HARVARD BUSINESS REVIEW**  
What Happens When Data Scientists and Designers Work

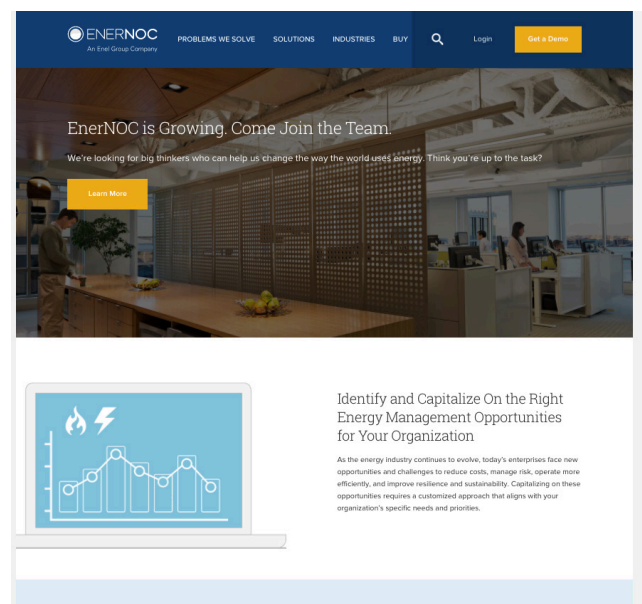


BLISS **ALLISON PRESS**  
5 Brainstorming Exercises for Introverts

**Ideo**  
ideo.com



**Arts Fund**  
artsfund.org



**EnerNoc: A Enel Group Company**  
enernoc.com

# Homepage example

[Home](#)[Research](#)[Education](#)[Outreach](#)[Facilities](#)[Industry](#)

{Insert video here}

## Energy Solutions for Florida, nation and world

-TITLE HERE -

### Headers, large type

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-TITLE HERE -

### Headers, large type

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BUTTON HERE

-TITLE HERE -

### Headers, large type

Paragraphs goes here Tur s  
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equ aetibusam seque platem

BUTTON HERE



-TITLE HERE -

Headline goes  
here xyxyx x



-TITLE HERE -

Headline goes  
here xyxyx x

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### Headers, large type

Paragraphs goes here Tur  
sum quidis aut laut quiae  
consequ aetibusam sque  
platem

BUTTON HERE



Advisory Board  
Contact us

272 Grinter Hall  
P.O. Box 115500  
Gainesville, FL 32611-5500  
Telephone: 352-294-2027

# Modules

[Home](#)

## Research

## Education

## Outreach

## Facilities

## Industry

## Navigation

<p>Logan Jan Brown blake.brow ja/ school name</p>	<p>Logan Jan Brown blake.brow ja/ school name</p>	<p>Logan Jan Brown blake.brow ja/ school name</p>	<p>Logan Jan Brown blake.brow ja/ school name</p>	<p>Logan Jan Brown blake.brow ja/ school name</p>	<p>Logan Jan Brown blake.brow ja/ school name</p>
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## Footer

[illegible]

-TITLE HERE -

xyxyx xyx yxyxy x xy xy xyxyx xyx yxyxy x xy xy  
xyxyx xyx yxyxy x xy xy xyxyx xyx yxyxy x xy xy

## Callout box/quotes

{Insert video here}

# Energy Solutions for Florida, nation and world

## Photo/video megatron

-TITLE HERE -

# Headers, large type

Paragraphs goes here Tur s  
um quidus aut laut quiaa cons  
equ aestibusam seque platem

# Headers, large type

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## Text boxes

# Proposed logo redesign



Raleway fonts: Extra light, Extra Bold  
Colors: Vivid orange (#f15a24), black (#000000)