

E-commerce Website Design Framework

Website Title: Eco Power Tech Global

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Insight 003

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*You can't wait for customers to come to you. You have to figure out where they are,
go there, and drag them back to your store.*

Recommended/Preferred Color Palette

1. Primary Color (Brand Identity)

- **Green (#2E7D32 or #4CAF50)**
Represents sustainability, growth, and eco-friendliness. This should dominate your logo and call-to-action highlights.

2. Secondary Color (Energy & Technology)

- **Yellow / Gold (#FBC02D or #FFEB3B)**
Symbolizes sunlight, solar power, and optimism. Great for accent buttons or icons.
- **OR Electric Blue (#0288D1)**
Gives a tech-forward, trustworthy vibe if you want a more futuristic look.

3. Neutral Backgrounds

- **White (#FFFFFF) or Light Grey (#F5F5F5)**
Keep the page clean and airy, making the green and yellow/blue pop.

4. Dark Contrast (for headers or footer)

- **Charcoal / Deep Grey (#212121 or #263238)**
Adds professionalism and makes white or green text stand out.

Suggested Combinations

- **Green + Yellow + White + Grey** → Natural, eco-friendly, fresh.
- **Green + Blue + White + Charcoal** → Modern, techy, trustworthy.
- **Green + Yellow + Blue + White** → Balanced (eco + solar + tech).

Landing Page Visual Tips

1. **Hero Section (Top of Page):**
 - Background: Clean white or very light grey.
 - Headline: Bold green.
 - Call-to-action button: Yellow (to stand out).
2. **Logo:**
 - Use **Green** as the base (leaf/energy feel).
 - Add **Yellow** or **Blue** accent (sun/tech).
 - Keep it minimal for scalability across digital and print.

✓ My top pick for **Eco Power Tech Global**:

☞ **Green (#2E7D32) + Yellow (#FBC02D) + White + Charcoal**

(balances eco + solar + professionalism).

Landing Page Samples

<https://sdmntprnortheu.oaiusercontent.com/files/00000000-9738-61f4-a81e-16e8e8dbbdaf/raw?se=2025-09-15T15%3A58%3A35Z&sp=r&sv=2024-08-04&sr=b&scid=df26f5bb-00d4-5502-a5b0-697d99277a2f&skoid=38550de5-1fab-49d1-9ebb-83af5557cc43&sktid=a48cca56-e6da-484e-a814-9c849652bcb3&skt=2025-09-14T18%3A43%3A56Z&ske=2025-09-15T18%3A43%3A56Z&sks=b&skv=2024-08-04&sig=FEjT%2B1FDQAuhW1%2BNTAG4qOBYPoFoc0BMFrnc0l%2BrvDU%3D>

Logo Sample

