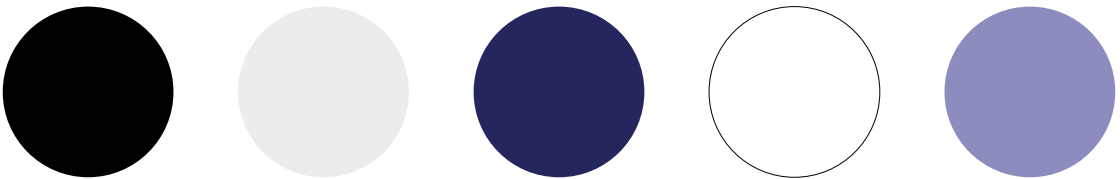


LOGO



Universities Addressing Florida's Energy Needs

COLOR PALETTE



TYPOGRAPHY

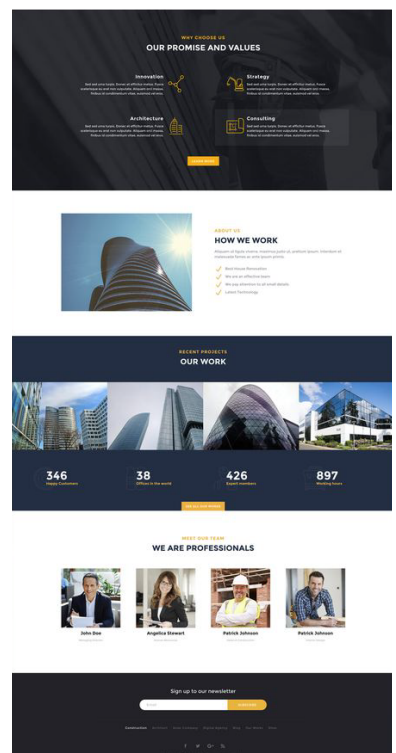
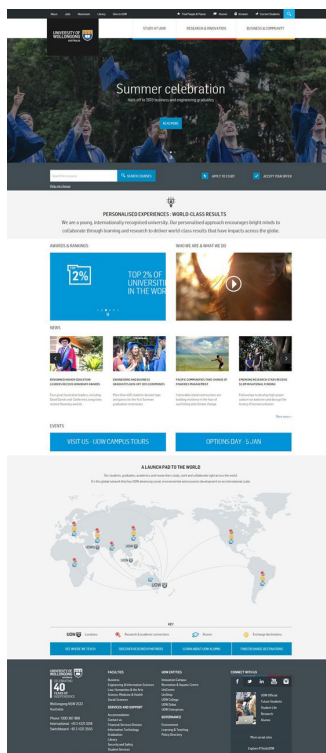
RALEWAY

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

LATO

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

INSPIRATION



LOGO

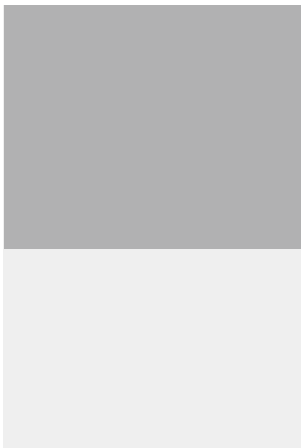
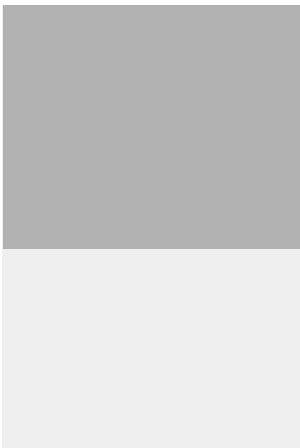
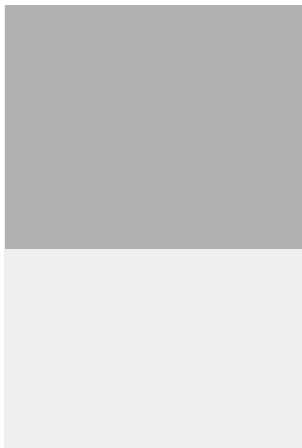
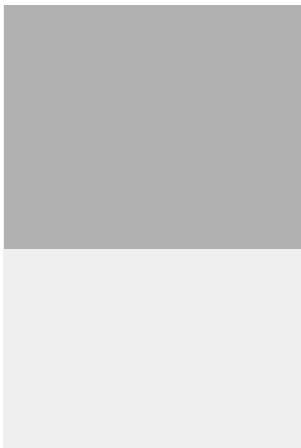
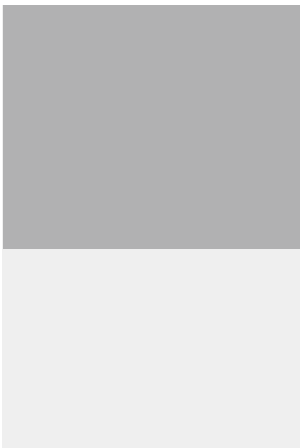
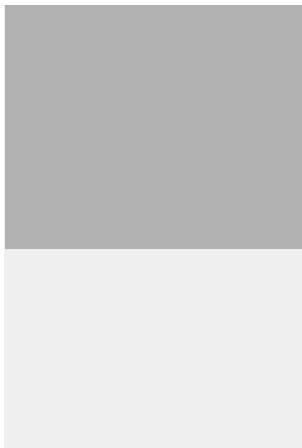
STICKY NAV BAR

SEARCH

MAIN HOME ARTICLE

CARDS

(FEATURING IMAGES & BRIEF DESCRIPTIONS OF LINKED PAGES)



FOOTER

SOCIAL MEDIA LINKS

NEWSLETTER SIGN UP

ADDITIONAL INFO

The Florida Energy Systems Consortium website (FESC) was created by the Florida State government to promote collaboration among the energy experts at its 12 supported universities to share energy-related expertise. The website is meant to be an information-driven resource with plenty of links for all intended users.

The objective of this redesign is to strategize better handling of large amounts of information, links, and resources to make it easier for intended users to access and use. The final product will yield a website that is easily navigable and information is presented in an organized fashion.

- SITE NAVIGATION -

Florida Energy Systems Consortium website redesign will include a redesign of the site's home page and two additional pages. The site's header will include the logo and nav bar with a search bar. The nav bar will be a sticky nav bar that stays put when users scroll downward on the site. The nav bar will include links to main pages. The footer will include social media links and a newsletter sign up form. Both the header and footer will remain the same on each internal page; the main section of each page will change content.

- SITE DESIGN -

Design inspiration for the Florida Energy Systems Consortium website came from other informational and educational websites. A simple clean aesthetic was chosen to break up how busy the site currently is.

The color scheme was pulled from the logo's dark blue color and paired with colors that compliment the dark navy with soothing tones.

Google Fonts: Raleway and Lato were chosen as they are modern and fit the clean aesthetic. Both fonts pair well with each other.

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