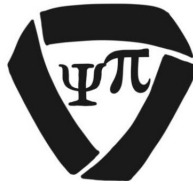


## Our Corporate Design

For our corporate design, we went with a simple yet esthetically pleasing layout to allow for easy navigation and a professional feel. Since our web service is based on physical equations and constants, we chose the name 'PsiPi' for our website which was inspired by the greek letters Psi and Pi. The greek letters have also been incorporated to our logo to increase brand recognition. In addition to this, we've decided to keep our logo decorative yet simple to keep it professional and visually pleasing.



Our easy to remember name is coupled with the a catchy slogan “Quanta to Cosmos in a click” to quickly give a feel for the websites purpose and make it more memorable. As stated on the assignment sheet, the landing page of our website contains the given disclaimer and a button which links the user to the main page. The main design elements for our website are our logo in the upper left corner, a side bar on the left to select the tool for searching and an additional bar on the top to allow the user to navigate between pages. Our page primarily uses dark royal blue color for the headers and bar to establish that professional look. The navigation bar contains links to ‘About Us’, ‘Home’, ‘Search’, ‘Support Us’, ‘Help & FAQs’ and ‘Imprint’ page. The search bar contains the subject that the user want to search in and tools on the left to further filter down the results. The users can then search as desired by inputting the variable/ constant on the search box and the result is shown on the same page below the search bar. The other pages are pretty much self explanatory.

## Useful Links

Landing page: <http://clabsql.clamv.jacobs-university.de/~jwhiteley/landingPage.html#>

Homepage: <http://clabsql.clamv.jacobs-university.de/~jwhiteley/mainPage.html#>

Imprint page: <http://clabsql.clamv.jacobs-university.de/~jwhiteley/imprint.html>