Color Scheme for **WiscoExplore!**

**WiscoExplore!** is all about helping our users rediscover the beauty and simplicity of nature. The goal is to provide an entry point to an outdoor adventure that inspires the **excitement** **of** **exploring the unexplored** balanced with the **peace and contentedness** that come with **being in greenspaces**. Thus far, the design phase of our site has involved strong adherence to the following needs of our target users:

* Cravenew experiences
* Value clarity and conciseness
* Require smooth and easy navigation

Now comes the time to bring some color to WiscoExplore! After several lengthy user research studies, we arrived at a basic color scheme for optimal presentation of the information most vital to our users and then constructed three variants for the sake of comparison. Anchoring all three variants are green or green-blue main colors, chosen to evoke the tranquility of water and growing plants. Shades of brown-red and yellow-orange complement the main color while also bringing the solidity of the earth or an energizing power, respectively. Lastly, a dark neutral, while somewhat analogous to the main color, is included for structural purposes that do not require the user’s direct attention.

The three color scheme variants are displayed at right:

**Color Scheme 01 - “Lush Continental Valley”**:



**Color Scheme 02 – “Driftless Cliffs”**:



**Color Scheme 03 – “Coastal Beach Sunrise”**

