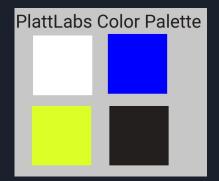
Color Palette

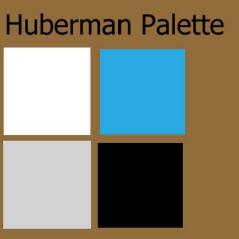
Color Palette

- Website palettes tend to be mostly black and white with one highlight color and a secondary contrasting color.
 - PlattLabs has a bright blue and complementary yellow-green
 - Cogswear has purple and a light blue.
 - Dan Ariely has a slight teal.
 - Huberman has a cerulean with a gray background.
 - In contrast, Prof G's palette switches every tab (which is an option we can go down)







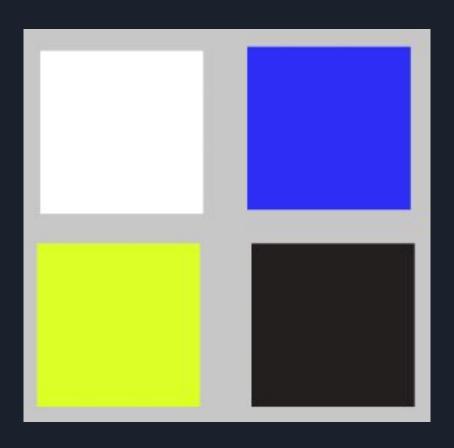


Color Palette

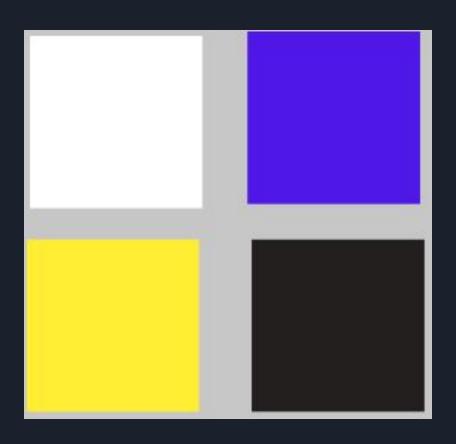
- Both PlattLabs and Cogswear has a blue or purple highlight color, which I want to use in your website to unify your brand.
- Here are some options for blues and purples.



Blue Palette Example



Purple Palette Example



Website Builders

Squarespace vs. Wix

- Pros:
 - Industry standard
 - Sleeker Templates
 - Much easier to work with a template
- Cons:
 - \$16/month
 - Templates are same-y
 - Less freedom in website creation

Pros:

- Templates seem to be more varied
- Much more freedom in creating a website
- There's a free version
- Cons:
 - \$16/month
 - Templates may look less professional

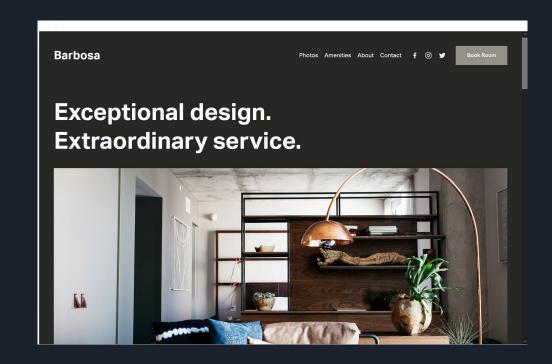
Which should we choose?

- I think this comes down to 1 factor: Do we want to use a template?
 - If yes, then we should use Squarespace because it is much easier and faster to adapt a template.
 - If no, then we should use Wix because it has more customizable options and it might make sense to use the free version at that point.
 - We also have the option to heavily change a Wix template.

Squarespace Templates

<u>Barbarosa</u>

- Sleek, dark design
- Bold, readable text



<u>Almar</u>

Similar to Barbarosa,
 but geared towards a
 personal CV



<u>Carmine</u>

- This could be an interesting choice.
- We would use the highlight color as the main color for the page.

Carmine

Speakers Schedule Tickets Blog f y ⊚ □ 戸 0

Carmine is a new event for designers who think like artists.

10—12 August 2023

Wix Templates

Researcher

- Research focused.
 Already has everything set up to be filled in.
- We can add more sections if we need it.
- Possibly our best option

Daniel Tenant, About Publications Research Blog

About

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

This is a great space to write a long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors. Make your company stand out and show your visitors who you are.

Curriculum Vitae

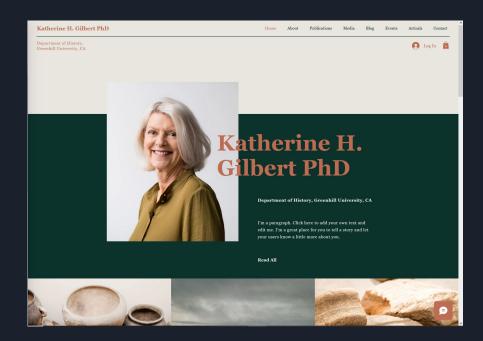




Contact

Researcher

 Another research template



Builders

- Even if we don't use a template, we can use them as inspiration for how to create a website within the builder.
- They will be very useful in the creation process alongside the website

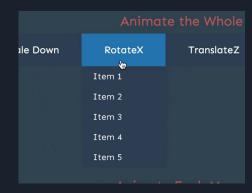
Website Structure

Website Structure

In order to organize the website, we should decide whether we want:

Drop down menus

No drop down menus



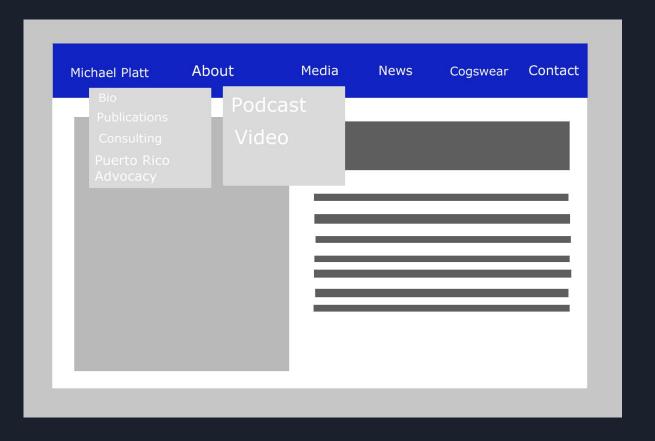
Our Work Our Publications Our Philosophy Our Team Connect with Us Donate Now

in our website header.

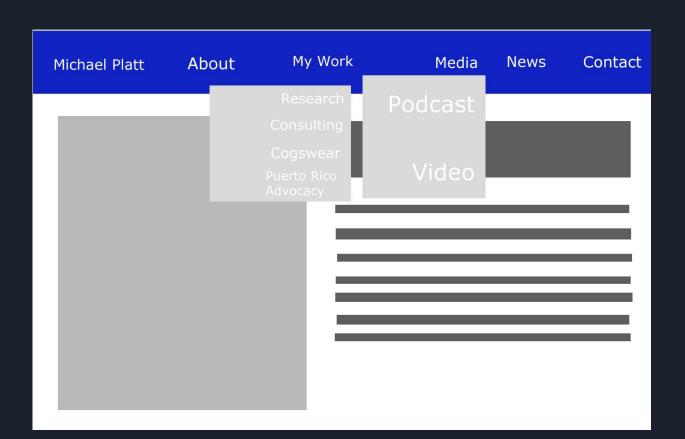
With Drop Down Menus

- If we had drop down menus, we can easily compartmentalize and hide the mass amount of information in the website.
- However, it may get too cluttered and too confusing for the end user.
- See Dan Ariely's website
- Note: The design for the following examples are not finished nor polished. It just gives quick examples on how we can organize the website

With Drop Down Menus Ex.



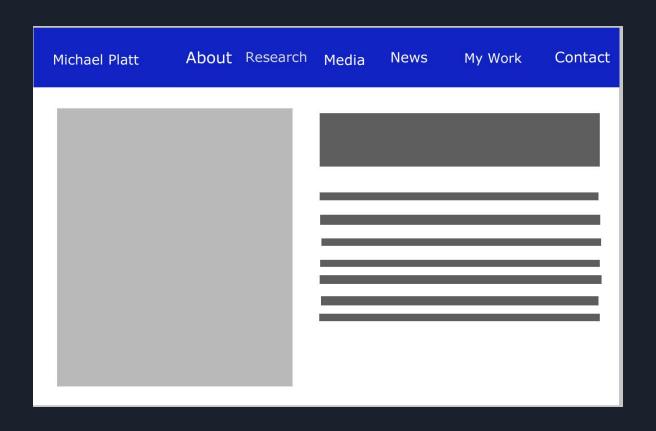
With Drop Down Menus Ex.



Without Drop Down Menus

- Without drop down menus, it will be a much cleaner and easier experience for users.
- However, we would have to pick and choose which information is the most important and what we can hide from viewers.
- Huberman and Prof G mostly work this way

Without Drop Down Menus Ex.



Alternate Structure Similar To Huberman

Menu	Michael Platt	Socials

Fonts

Fonts

- If we do not want to use templates, or even edit one heavily, we should look into fonts.
- I am in favor of using modern, sans serif fonts, with a heavy stroke similar to Huberman's website.
 - This will give your website a slick, modern look.
- Here's a list of fonts that are
- https://xd.adobe.com/ideas/principles/web-design/best-modern-fonts-for-websites/



Hairline Hairline italic

Thin Thin italic

Light Light italic

Regular Italic

Medium Medium italic

Semibold Semibold italic

Bold Bold italic

Heavy Heavy italic

Black Black italic

Depot New

JAa Thin ams&/Veæ 2GAa Light ams&Mea 32GAa Regular ams&Me E82GAa Medium ams&V £82GAa Bold ams&

Helvetica Neue

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue is a Geometric Sans Serif typeface.

Graphics? Logos? Let me know if you want me to also start working on any designs for the website.