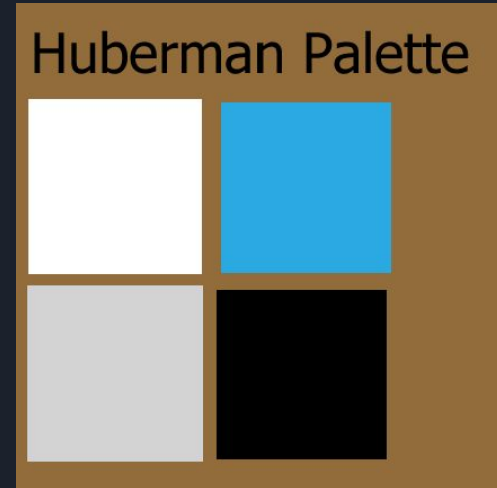
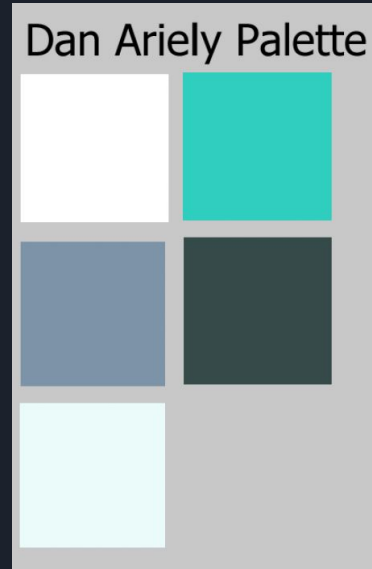
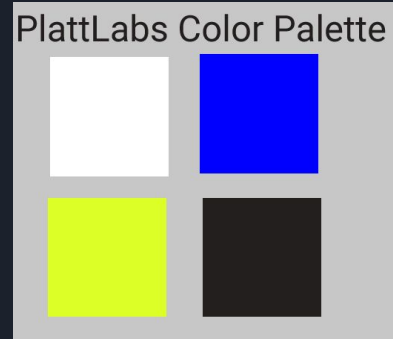


Color Palette



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
 - Cogsweat 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)



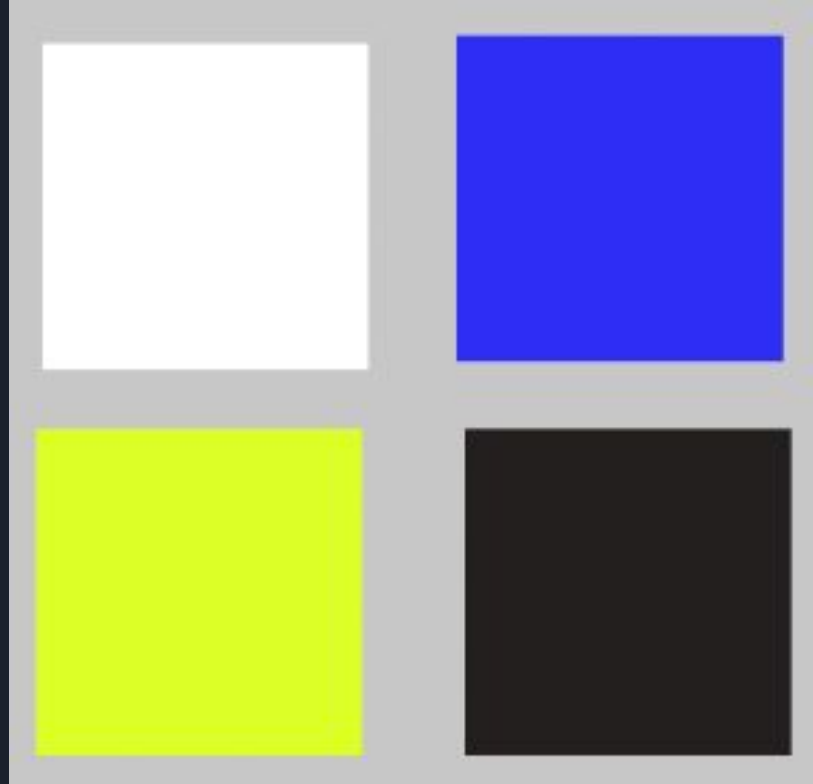


Color Palette

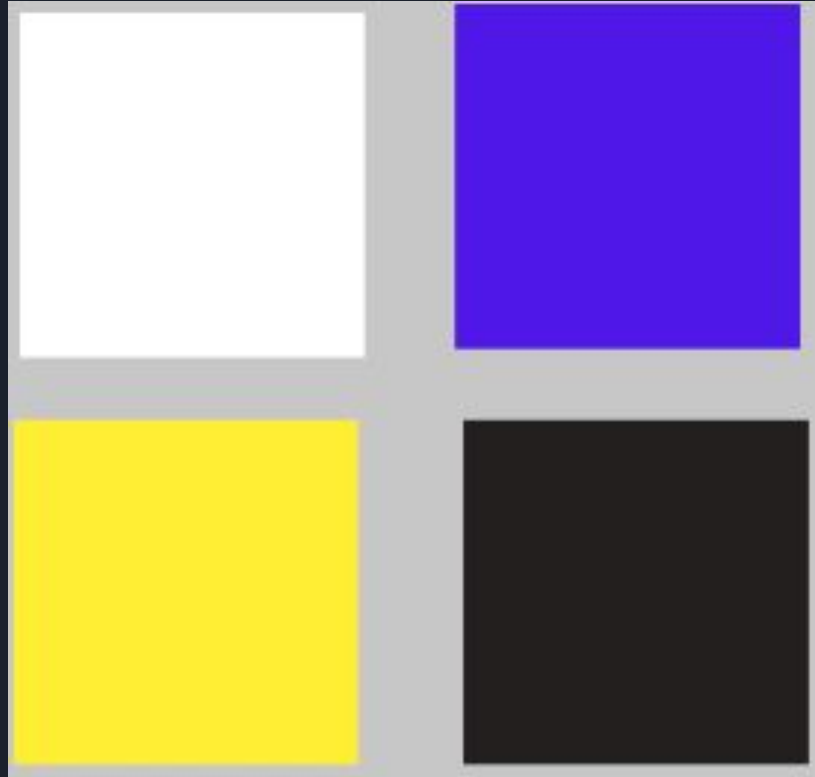
- Both PlattLabs and Cogswear has a blue or purple highlight color, which I want to use in your website to unify your brand.
- Here are some options for blues and purples.



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?

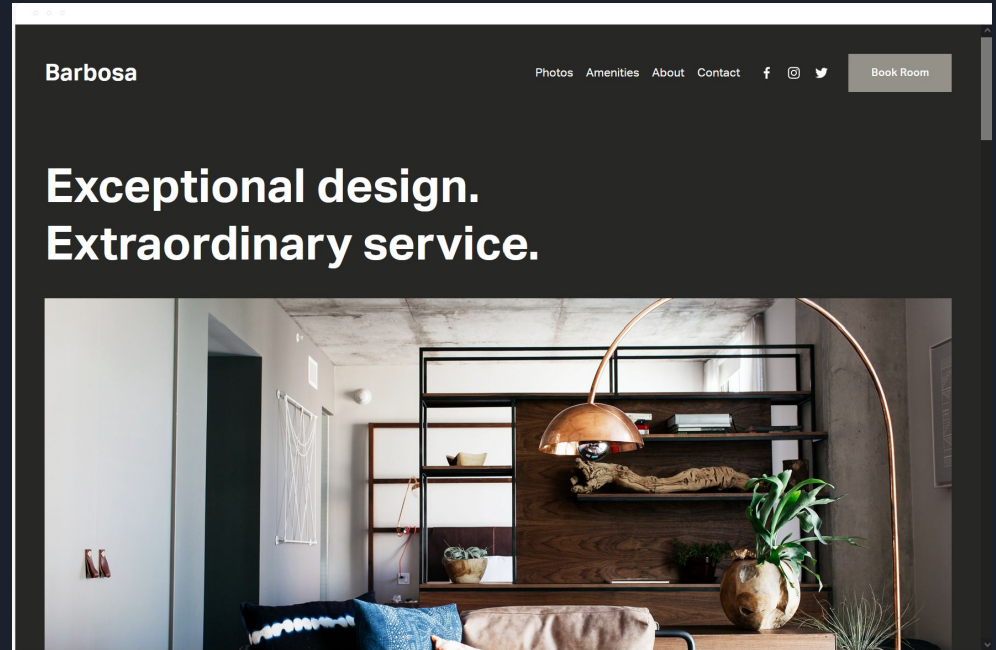
- I think this comes down to 1 factor: Do we want to use a template?
 - If yes, then we should use Squarespace because it is much easier and faster to adapt a template.
 - If no, then we should use Wix because it has more customizable options and it might make sense to use the free version at that point.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

Squarespace Templates



Barbarosa

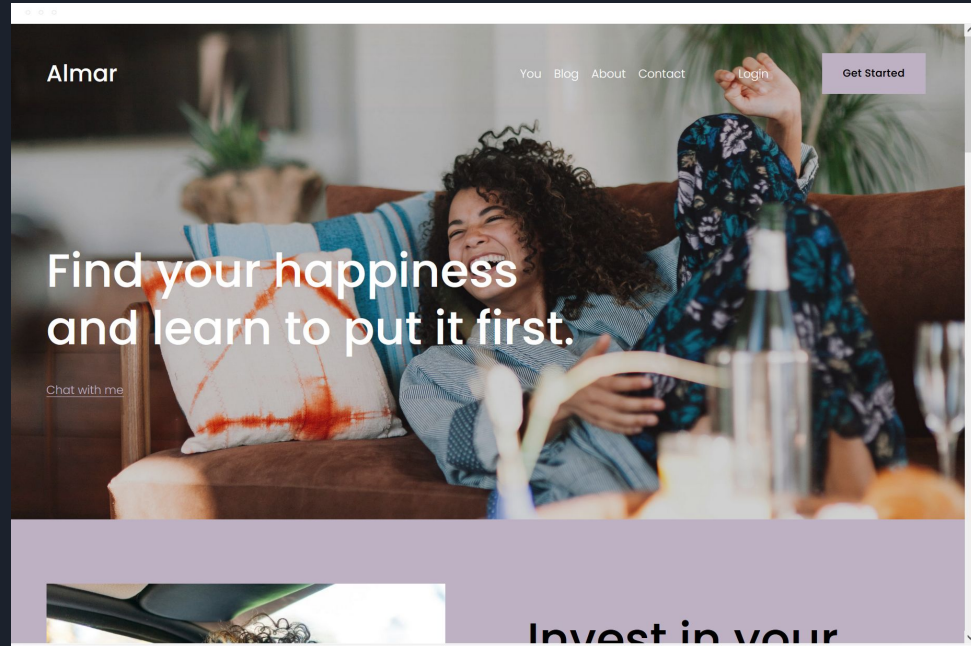
- Sleek, dark design
- Bold, readable text





Almar

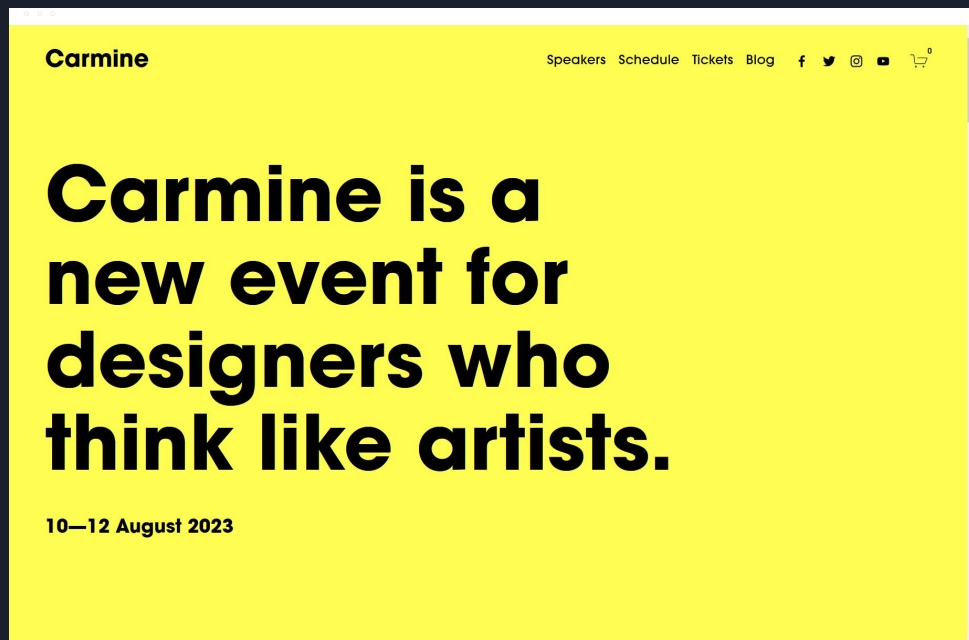
- Similar to Barbarosa, but geared towards a personal CV





Carmine

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

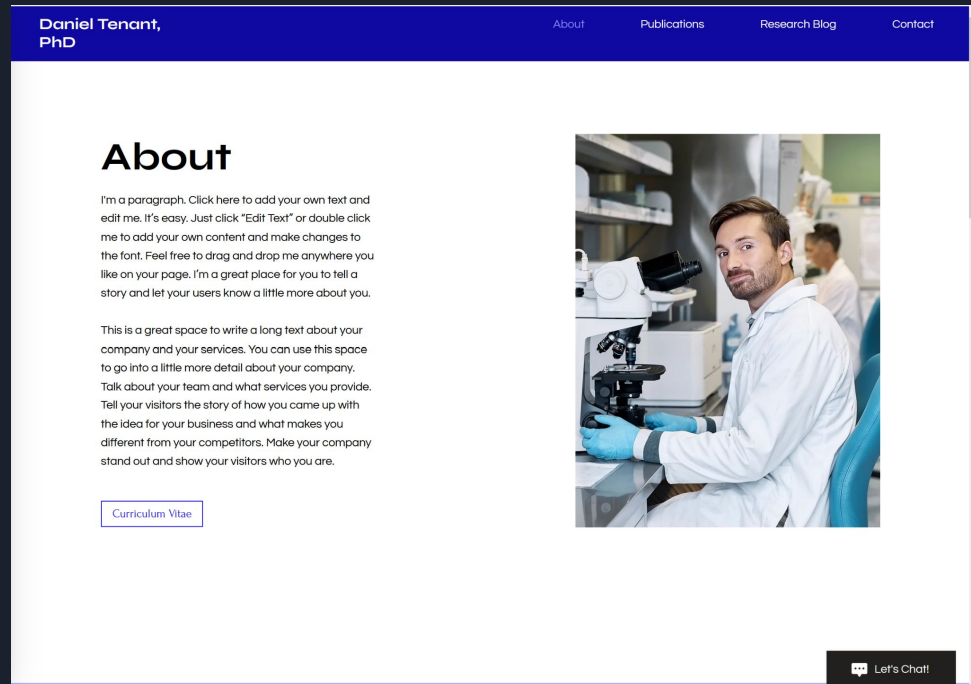


Wix Templates



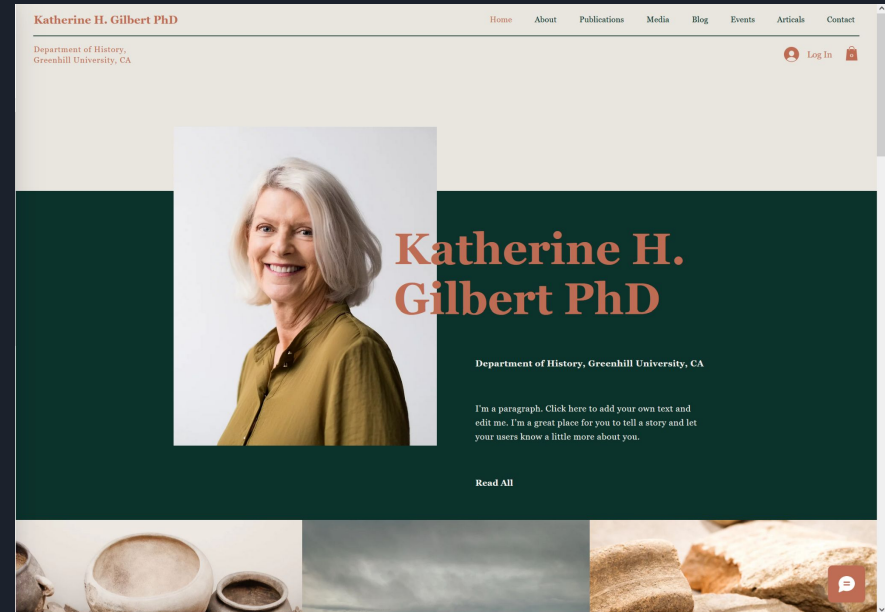
Researcher

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



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

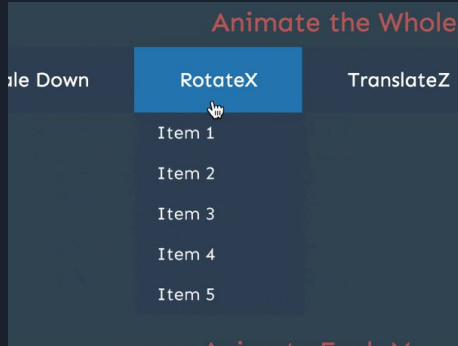
Website Structure



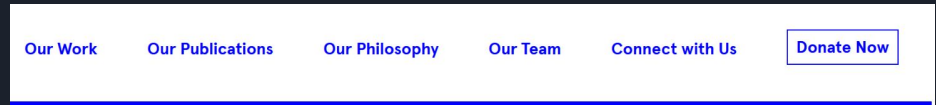
Website Structure

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

Drop down menus



No drop down menus



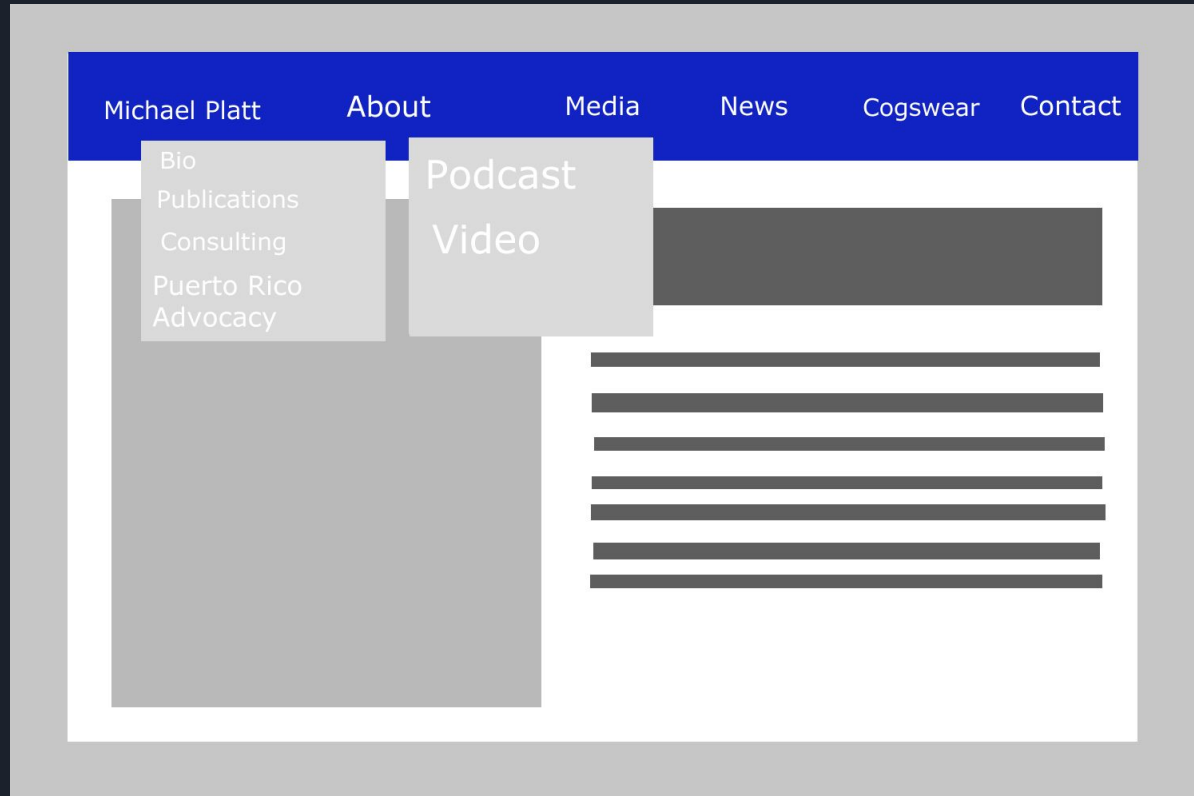
in our website header.



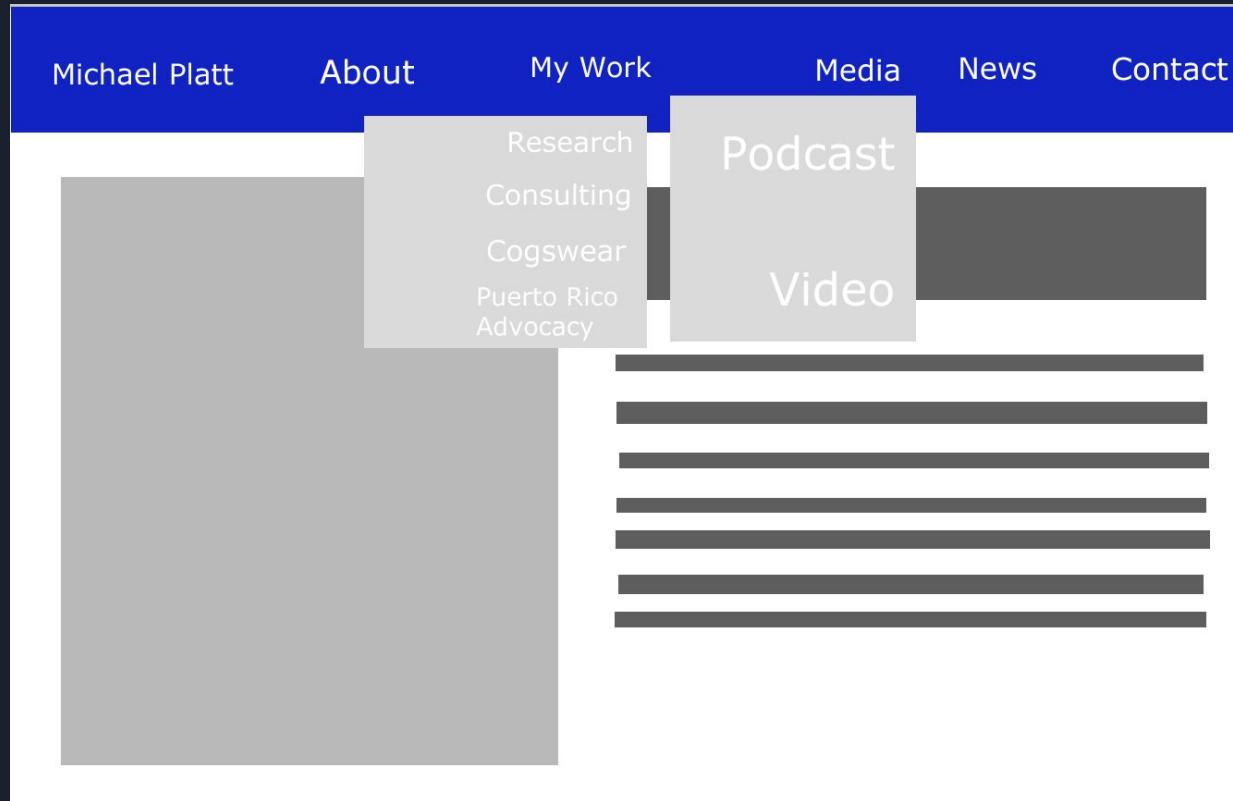
With Drop Down Menus

- 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.



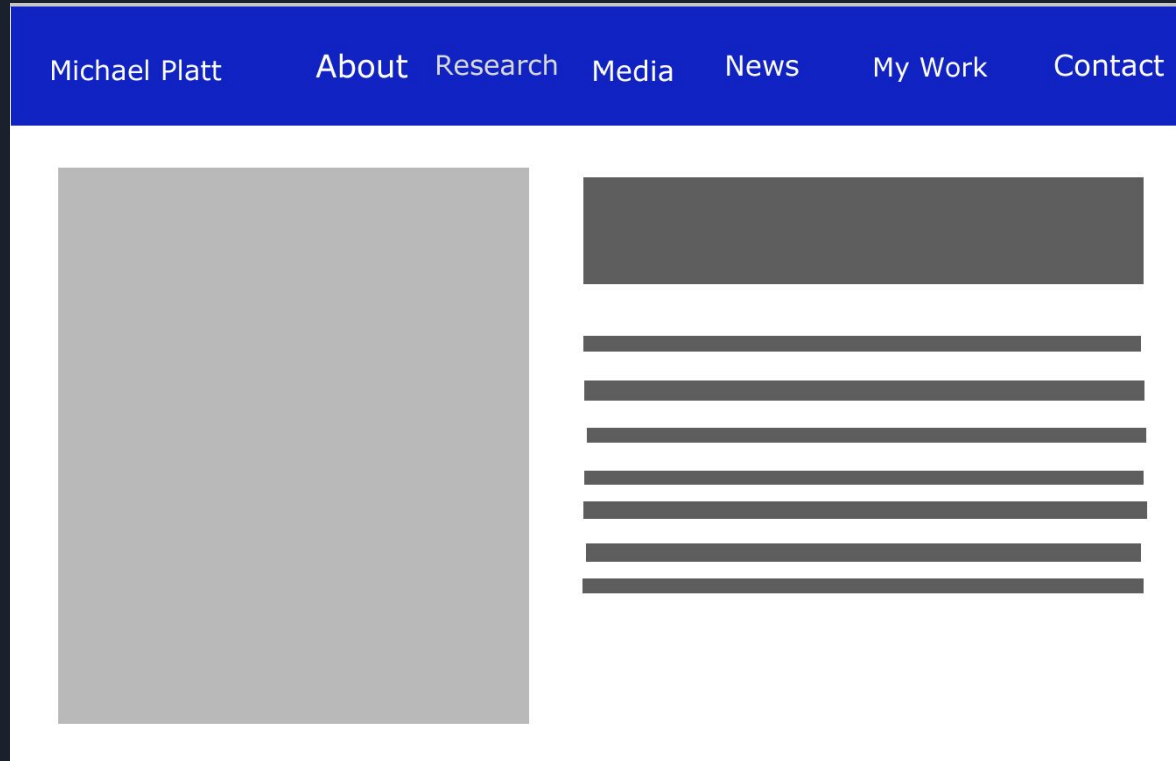


Without Drop Down Menus

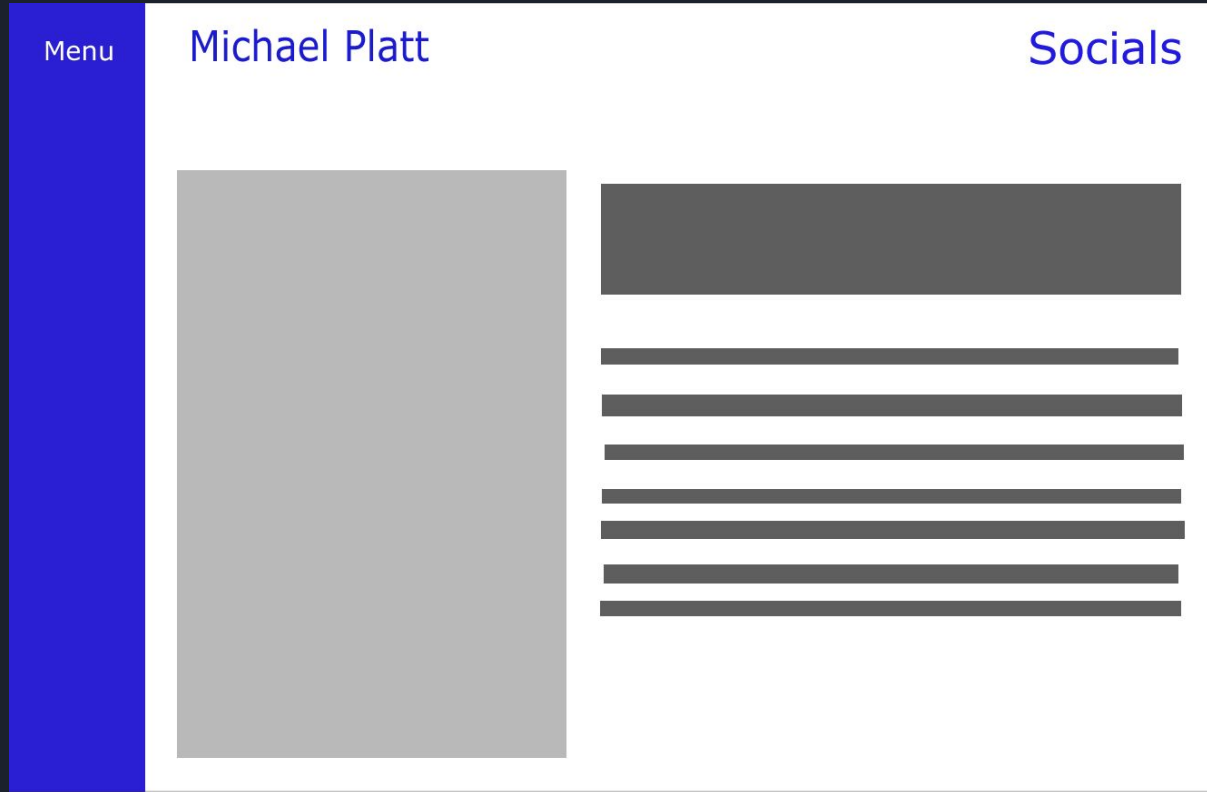
- Without drop down menus, it will be a much cleaner and easier experience for users.
- However, we would have to pick and choose which information is the most important and what we can hide from viewers.
- Huberman and Prof G mostly work this way



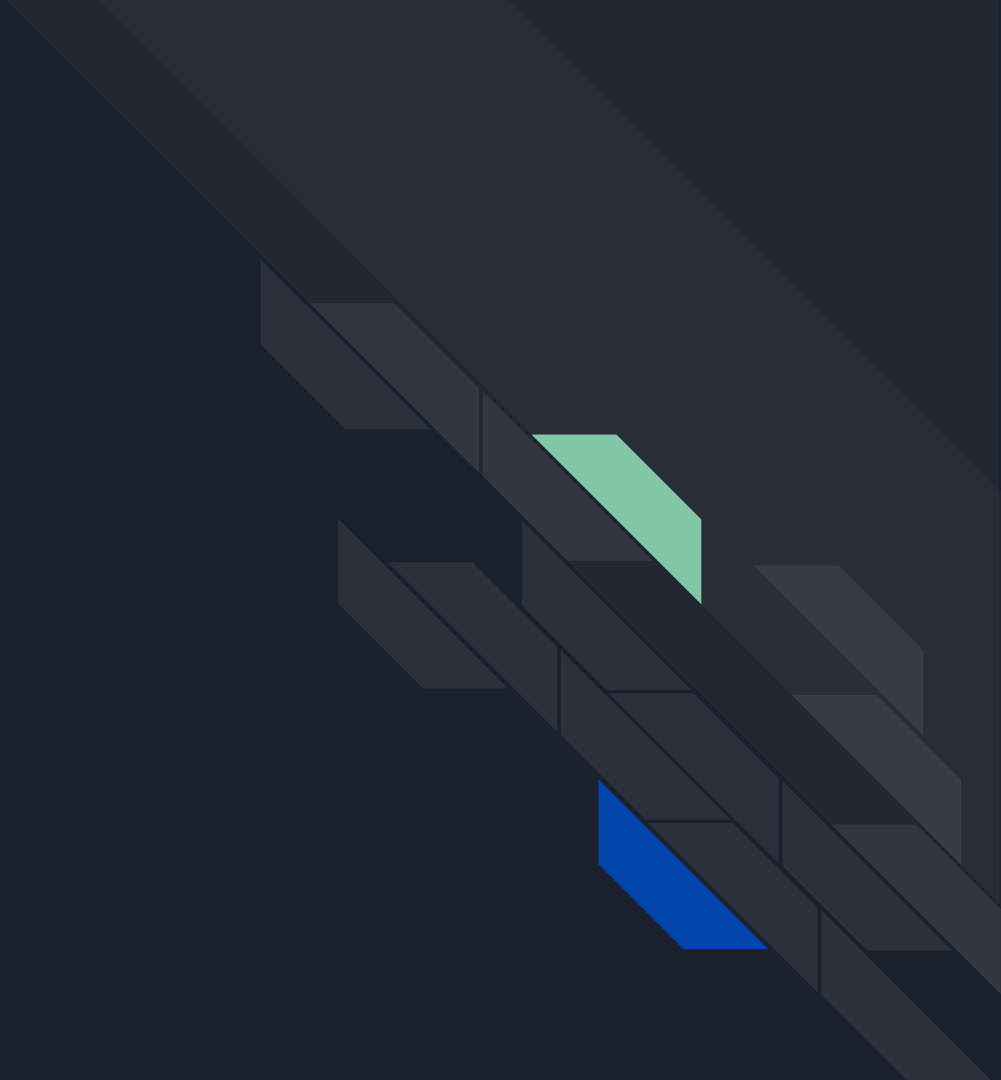
Without Drop Down Menus Ex.



Alternate Structure Similar To Huberman



Fonts





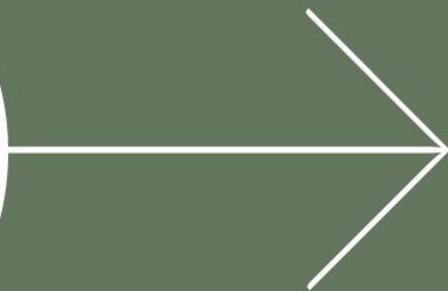
Fonts

- 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/>

LATO

18

STYLES



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

GAa Thin *ams&Meæ*

2GAa Light *ams&Meæ*

32GAa Regular *ams&Meæ*

£82GAa Medium *ams&Meæ*

£82GAa Bold *ams&Meæ*



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.

