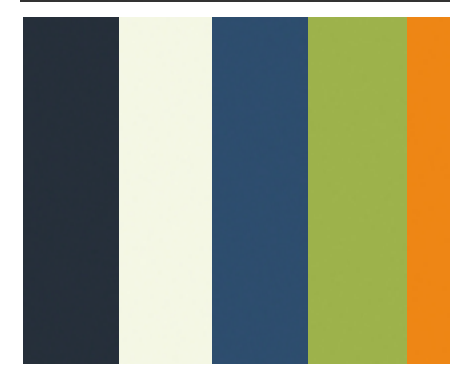


Connecticut History Website Design

Color Palette



Patterns/Textures/Backgrounds



Design/Typography Elements



Different backgrounds for rows of content above:

Header/nav (CHC blue and a darker version)

Featured (CHC lime green, linen texture)
Slider: Two blues

Latest Posts (light CHC tan, linen texture)

Secondary (nearly white, no terxture)

Footer (CHC orange, striped texture)

(All content in these blocks is not shown)

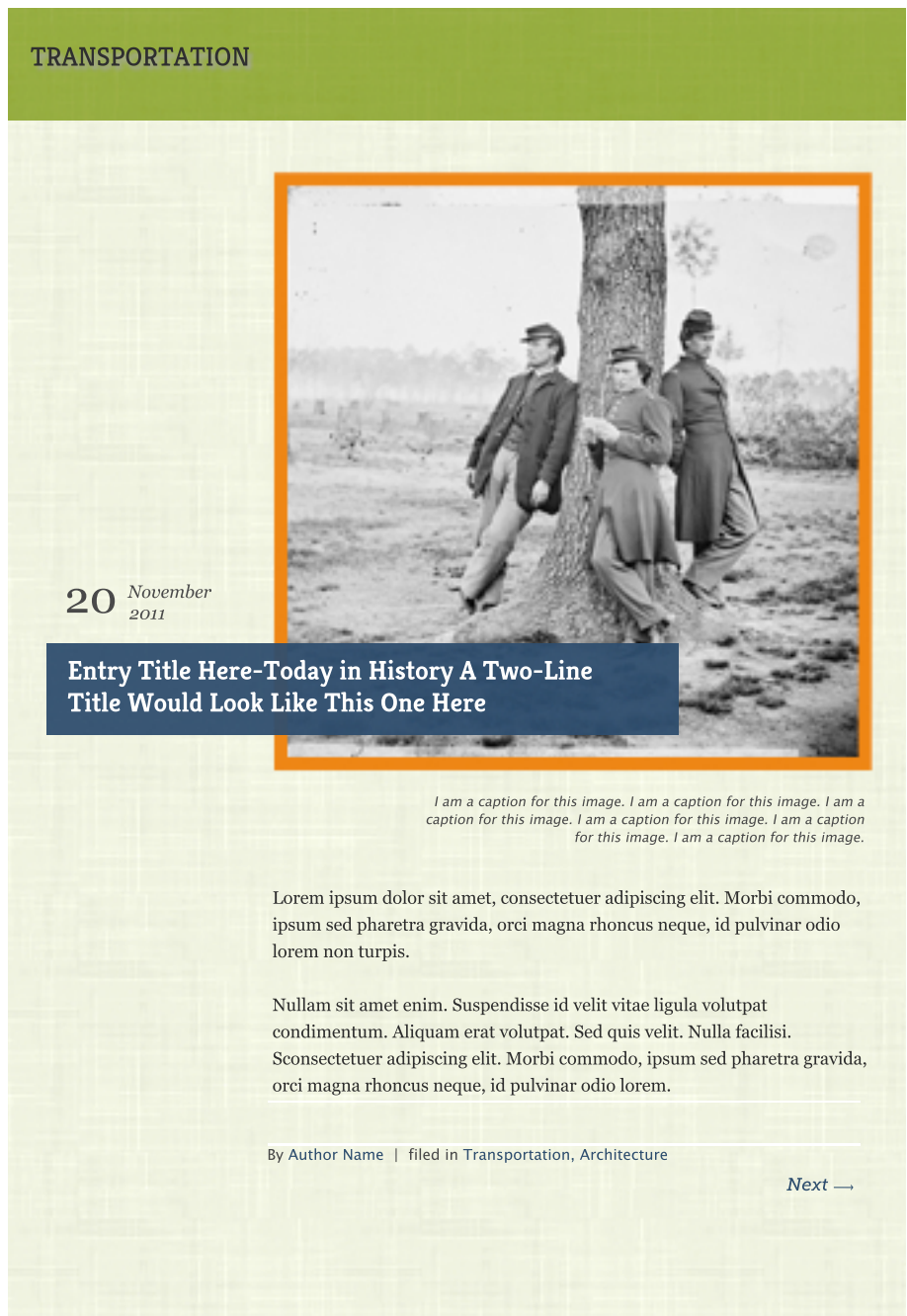
Moodboard Four

Designer’s Notes:

This moodboard focuses almost entirely on application of color palette and textures. The goal is to balance desire for vibrant use of color, which translates to highly saturated, high-contrast palette, with the need for readability and a feeling of warm invitation to browse (typically, high-key palettes do not convey that type of feeling).

This version pulls in vibrant, saturated colors from the brand palette, while using them somewhat sparingly behind large blocks of content. Because most of the images on the site will be in black and white, I opted to use a light tan back-ground for the main content div, with the linen texture: It provides visual interest and the texture gives a feeling of warmth.

The typography will use an up-to-date slab serif, Kreon (Google fonts) for headings, and Georgia for article/post text. Metadata and other small “utility” text will use a Helvetica/Arial font-stack.



Above, main content area (excluding blue header/navbar, and footer):

Page title (such as Transportation) repeats top lime green bg texture from home page.

Main content has light CHC tan linen texture, to provide some visual contrast with mostly black and white images

Entry title background repeats CHC blue, with slight transparency

Links/pagination/metadata links use CHC blue