

Color Palette



Patterns/Textures/Backgrounds



Design/Typography Elements



Navbar



Category Title

NOVEMBER 20, 2011

ENTRY TITLE HERE TODAY IN HISTORY

Written by Author Name, filed in Transportation, Architecture

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Image/caption treatment

Next post



Pagination

Content background

Designer’s Notes:

Adjectives: Clean, contemporary, innovation.

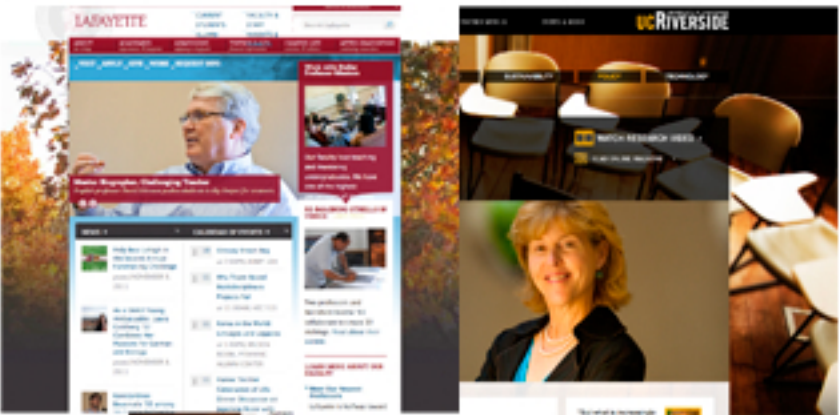
Uses an analogous color palette (including the 3 main colors from the CHC graphics standards document) provides a clean, open feel. Combining condensed all cap typeface for heads and a slab serif for text provides visual contrast and hierarchy.

Use of a subtle dot pattern in background evokes a contemporary feel. Alternatively, site could use a set of rotating large background images of state terrain and architecture, either full color or incorporating a recurring pattern overlay as shown to left.

White page background provides maximum contrast with text and images, and conveys “clean and open” feeling.

Inspirational Samples

Large backgrounds/background pattern

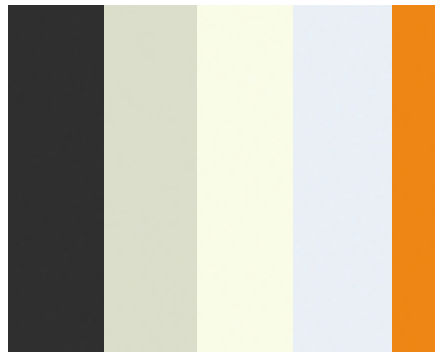


Typography/Information Design



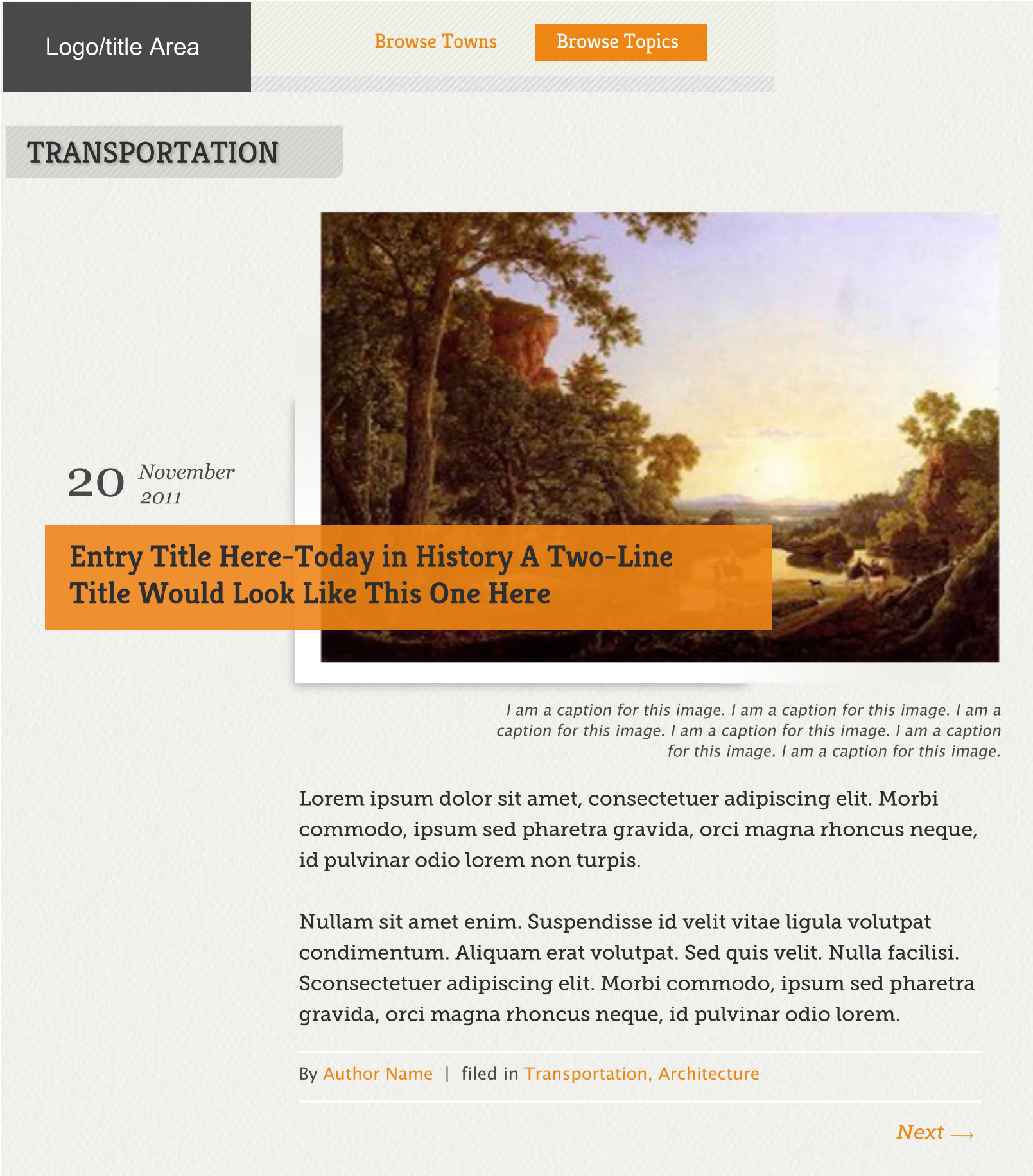
Connecticut History Website Design

Color Palette



Patterns/Textures/Backgrounds

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Moodboard Two

Designer's Notes:

Adjectives: Contemporary, inviting, engaging.

A desaturated palette enables use of subtle background textures for “rows” of content, with orange as the single accent color. In this design, the page expands infinitely horizontally with no “container” element. The tan and orange are from the CHC graphics standards document.

Subtle textures offer a feeling of warmth and tactility, while staying in the background to allow the content to move front and center.

Inspirational Samples

Use of textures and “rows”



Typography/Information Design

