

Stern Designs

An Earth-Friendly Design Agency



Your introduction to the site is also an introduction to Julia Sterns. Instead of initially focusing on Julia's credentials or design examples, there is an emphasis on her sustainable and environmentally friendly design solutions. The design examples are displayed deeper in the site. All this information will be accessed through a simple drop-down menu.

Home > About Stern Designs (mission statement) > Who we've designed for > Design Examples > Meet the Team > Contact Us

Color choices are kept in the green family to emphasize the “earth-friendly” message of the family. Peaches, muted shades of purple, and a rusty red proved contrast and “pop” to the overall design of the site.



Font choices are kept in the Sans Serif and Script families. Sans Serifs provide legibility of important information, and the script fonts convey a message of personality and familiarity. Julia wants her site to feel warm and welcoming. As though she is personally “writing” to you.

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Julia's site would feature pictures of real people (Julia and her team) working on design and examples of designs produced for other environmentally conscious companies.



Usability testing would be done monthly by a different team member or whenever a new design or feature is added to the site.