

# Design guidelines

- The next page contains a sketch of the graphic we are looking for.
- Rethink the overall layout of the graphic. Note that in order to fit properly on the website the layout shall be more landscape-oriented than portrait-oriented.
- Redesign every graphical element. The graphics currently used in the sketch are placeholders only, because we couldn't think of anything better.
- The goal of the design should be to allow the viewer to understand our technological solution easily and quickly by looking at the graphic.
- The purple text in the text balloons (text-callouts) shall not be part of the graphic. They will be overlaid using the WordPress widget. So again: do not integrate the purple text-callouts in your design. The other text, however, shall be integrated in your design.
- The picture of the red circuit board and the batteries at the bottom right should be remade stylistically:
  - The small text on the board should not be visible.
  - The RedLore logo shall be kept, in white ink.
  - The individual components should be made less photographic.
- The design shall be visually minimalistic, modern and aesthetically pleasing.
- The color and design style should be aligned with the rest of our website redlore.com, in particular the colors of our logo.

