



THE REDESIGN | 1.19

The Look & Feel

We'll be exploring **3 distinct concepts** for the overall visual direction for the CUNY Academic Commons redesign. The goal is to pick the concept that resonates the most and move forward with that.

The concepts will communicate a visual reference to the design language of the new website. The concepts help tell a story through fonts, color and sample treatments to look and feel for the new website.



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Concept 1: Typography

This concept focuses on the message and large typography as a vehicle. It weaves in impactful photography in appropriate places. This concept uses a muted color scheme to convey the well established and grounded nature of the CUNY Commons.



We help CUNY learn, teach, connect, and more. *What will you create?*

The Academic Commons is an open educational web platform created by and for the CUNY community.

Register

Login



TYPOGRAPHY

H1: Playfair Display Regular 48px

Open Sans Regular 16px. This is some sample paragraph text. It is repeated in order to demonstrate spacing between paragraphs and headings. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [This is a text link.](#)

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H2: Playfair Display Regular 36px

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H3: Playfair Display Bold 24px

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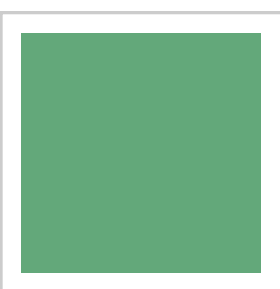
H4: PLAYFAIR DISPLAY BOLD, UPPERCASE 18PX

This is some sample paragraph text. It is repeated in order to demonstrate spacing between paragraphs and headings.

COLORS



#F58C52



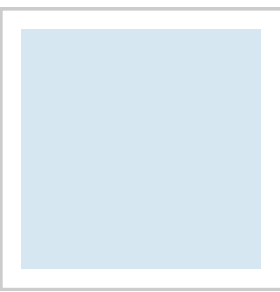
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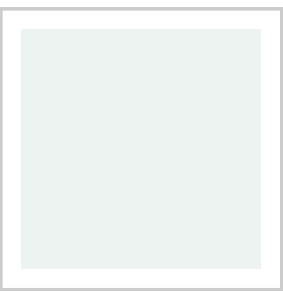
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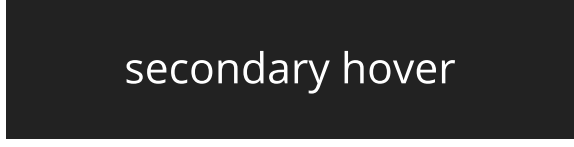
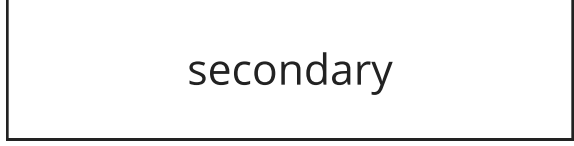


#D6E7F2



#EDF3F0

BUTTONS



DIVIDERS

PHOTOGRAPHY



SAMPLE TREATMENTS

Featured Site



Event Site for the M.A. Program in Biography and Memoir Community

Event Site for the M.A. Program in Biography and Memoir Community

Featured Group



Transformative Learning in the Humanities

Transformative Learning in the Humanities is a three-year initiative supported by the Andrew W. Mellon Foundation.

*“Education is not the learning of facts, but
the training of the mind to think.”*

Albert Einstein



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Concept 2: Illustration

This concept aims to connect to our audiences by using abstract drawings of diverse people instead of photos. This concept makes use of bright colors to evoke joy and align with our branding.

This concept would lend itself to a collaboration, by putting out a call for artists amongst students to create these illustrations.



COVID-19 Response and Resources. We are here to serve the CUNY community druring the Coronavirus pandemic. [Learn more](#)

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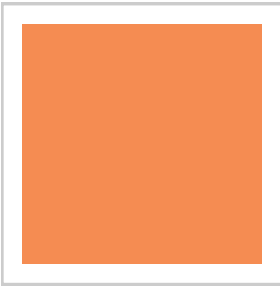
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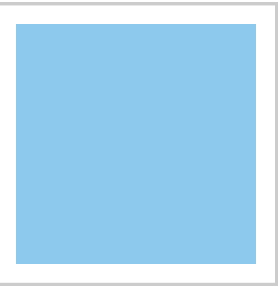
COLORS



#F58C52



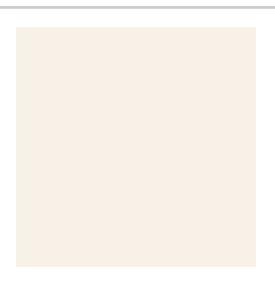
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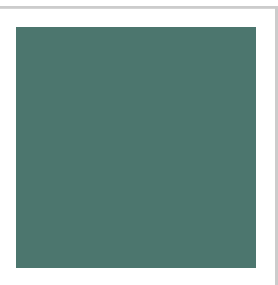
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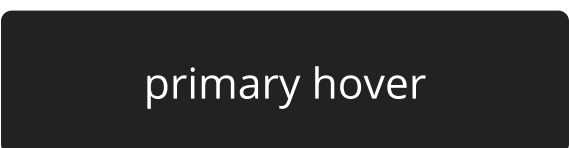


#F8F1E7



#4C766E

BUTTONS



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PHOTOGRAPHY



SAMPLE TREATMENTS

FEATURED SITE



[Event Site for the M.A. Program in Biography and Memoir Community](#)

Event Site for the M.A. Program in Biography and Memoir Community

FEATURED GROUP

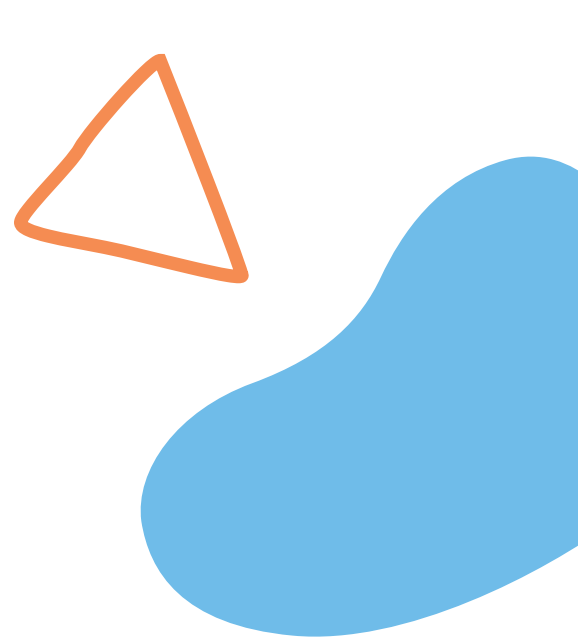


[Transformative Learning in the Humanities](#)

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Concept 3: Geometric

This concept establishes a visual abstraction of what the CUNY Commons is all about: diversity, community, collaboration, and learning. The geometric shapes are connected, inter-connected and in it's entirety form a unit – an ecosystem. Using bright colors for the look and feel evokes joy, but we can also dial the color scheme back to a more muted palette.



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Log in

[Learn more](#)

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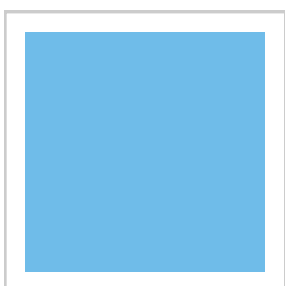
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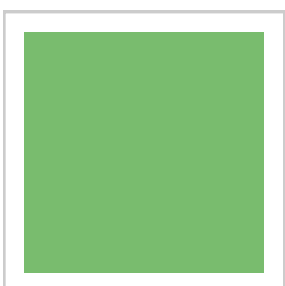
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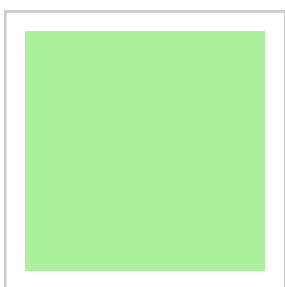
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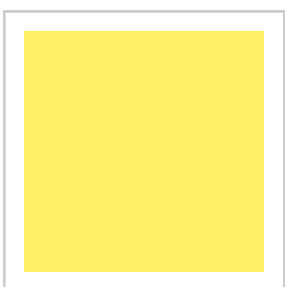
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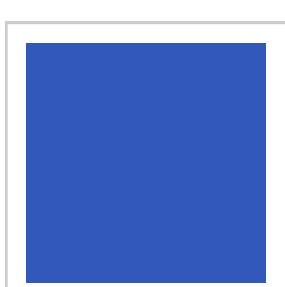
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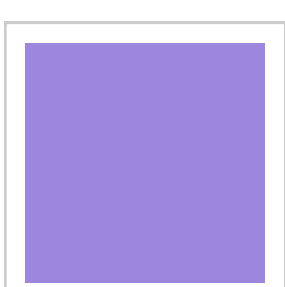
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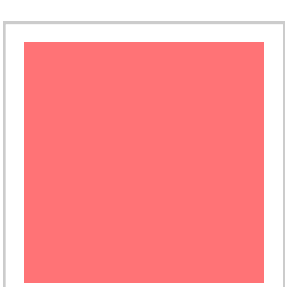
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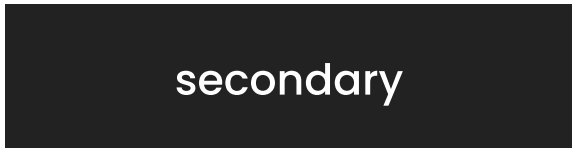


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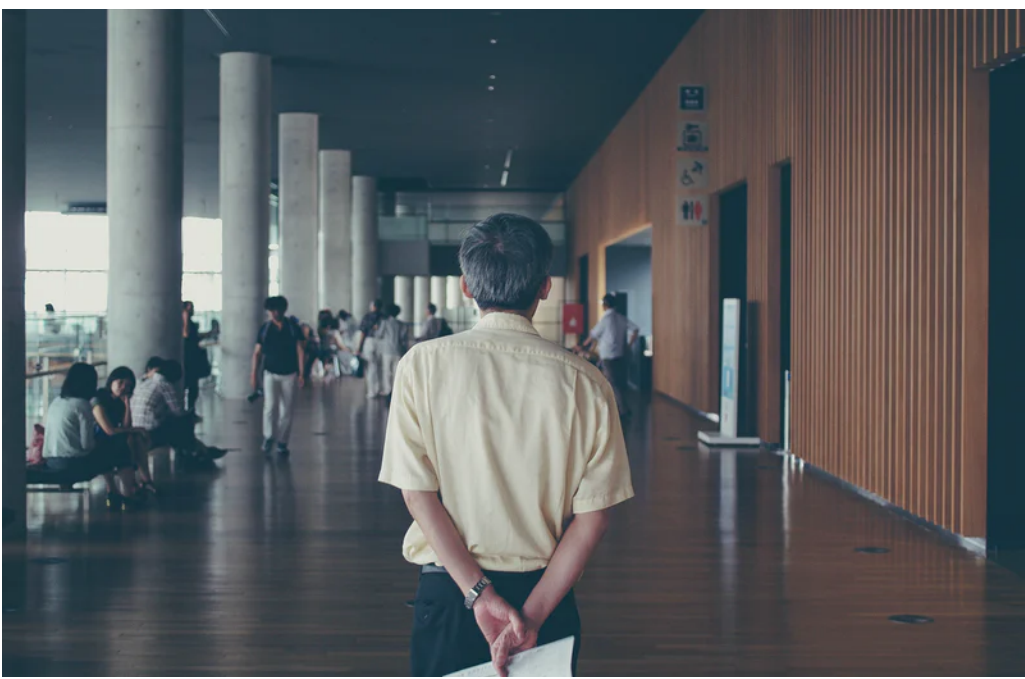
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