

Meeting Notes

Creative Director: Megan Guo

Designer: Abby Schulkind

The Aquarium Aesthetic

- Inspiration from aquariums and their deep sea exhibits.
- Consider luminescent signage in bright colors, the vibes of a dimly lit room with mysterious lighting and a faint glow.

Colors

- Black, teal, pink, orange
- Something bright and neon that gives off the effect of bioluminescence

Typeface

- Maybe not a serif. The site should bear some resemblance to zoo and aquarium websites.

Sections and Organization

- Separate pages for Mesopelagic and Bathypelagic fish
- Combine the Evolution and Environment subsections

Miscellaneous Design Elements

- Use a depth diagram or take inspiration from it
- Incorporate circles.

Director's Personal Tastes (feel free to deviate)

- Clean edges, lots of negative space
- Contemporary aesthetic
- Not a huge fan of machine-generated gradients