About Project

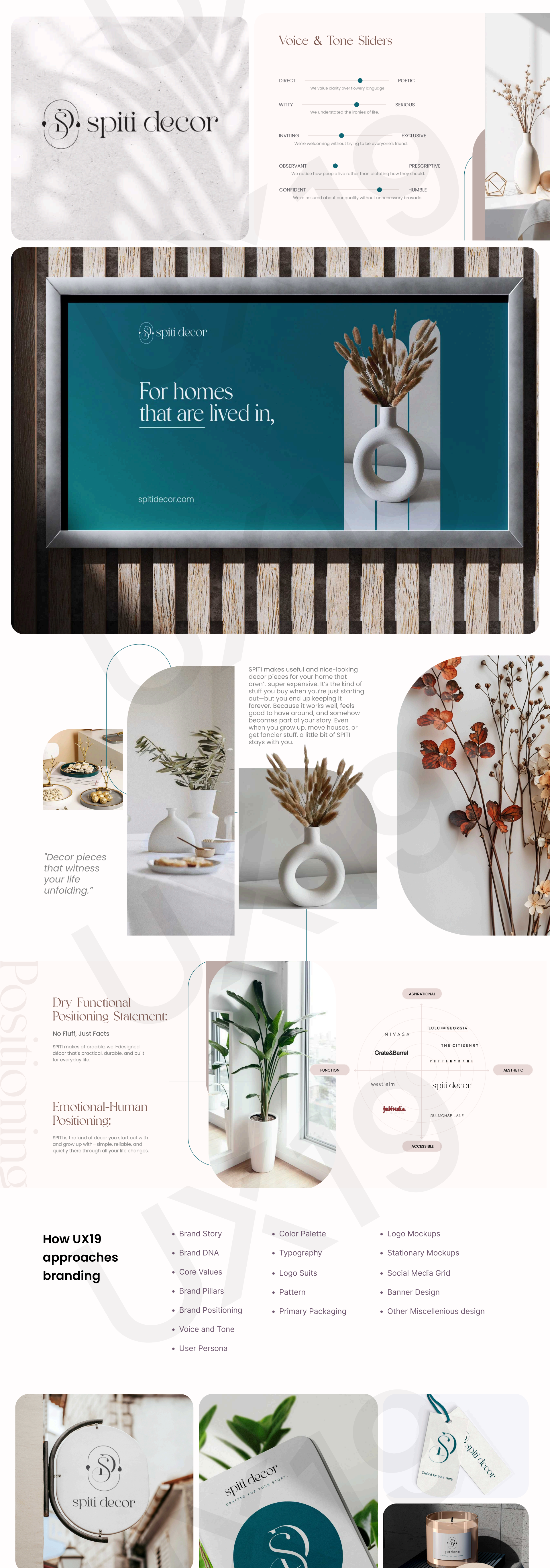
Brand Strategy
Visual Identity Design
UX Research
UI Design
Website Development

Problem

- Existing website lacked a brand visual identity.
- Brand's design ethos was not effectively communicated to users.
- Website suffered from usability issues, speed issue and technical bugs.
- These factors disrupted the customer journey and reduced engagement.

Solution

- Comprehensive refresh of brand identity and website.
- Define a cohesive visual language: colors, typography, and imagery.
- Refine the brand's tone of voice for consistency.
- Full website redesign to enhance usability, aesthetics, and mobile responsiveness.
- Focus on intuitive navigation and a smoother shopping experience.



How UX19 approaches branding

- Brand Story
- Brand DNA
- Core Values
- Brand Pillars
- Brand Positioning
- Voice and Tone
- User Persona
- Color Palette
- Typography
- Logo Suits
- Pattern
- Primary Packaging
- Logo Mockups
- Stationary Mockups
- Social Media Grid
- Banner Design
- Other Miscellenious design