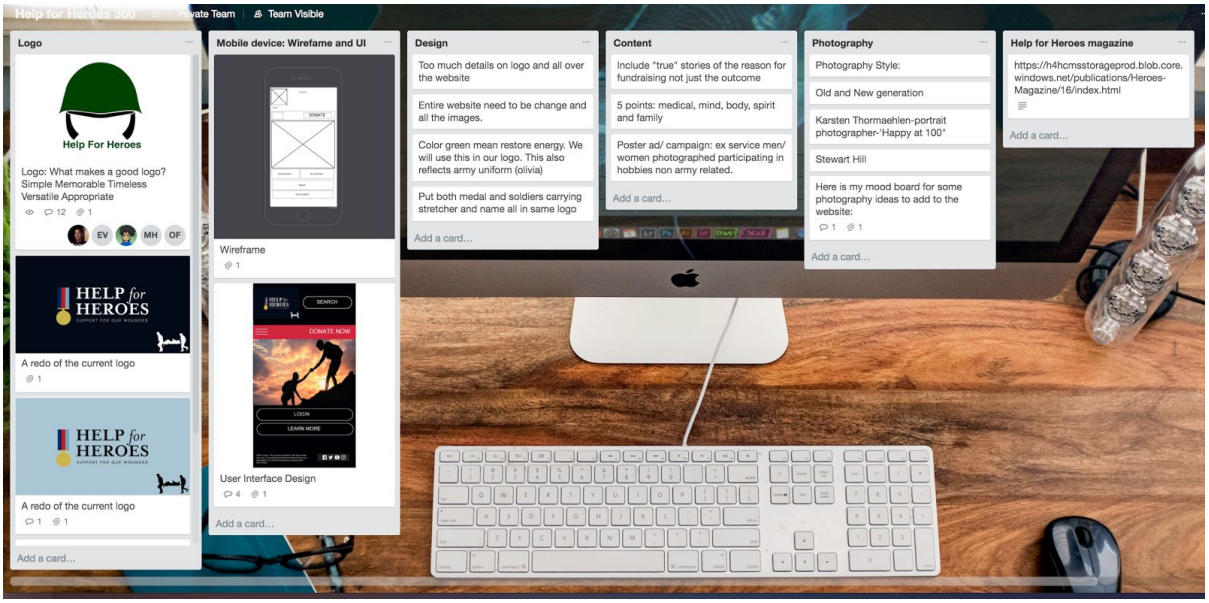
360 Rebranding Help For Heroes.

In this group project, I have taken responsibilities for design.

I have started with design research and analysing Help For Heroes website.
[https://www.helpforheroes.org.uk/]



The result of my analysis is that there are lot of issues with their brand and website. Too much details on logo and all over the website, Entire website need to be change and all the images,

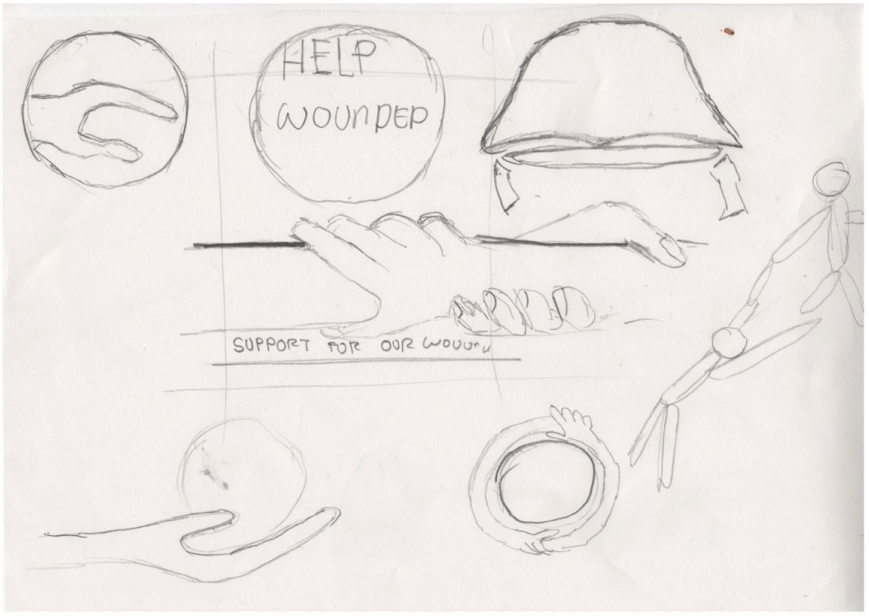
Their objective is to help those who have put their lives on the line in the Armed Forces.
I think their color palettle 100% do not communicated this message they want to tell their audience.

Colour Palette
Blue associated with trust, this color can work but I think red don't work as it associated war and blood, This will bring negative thought in their audience mind. They should tell their audience, who they are rather than tell them about war, danger and blood.

So instead of red, I think colour green will work best. Colour green associated restoring energy.

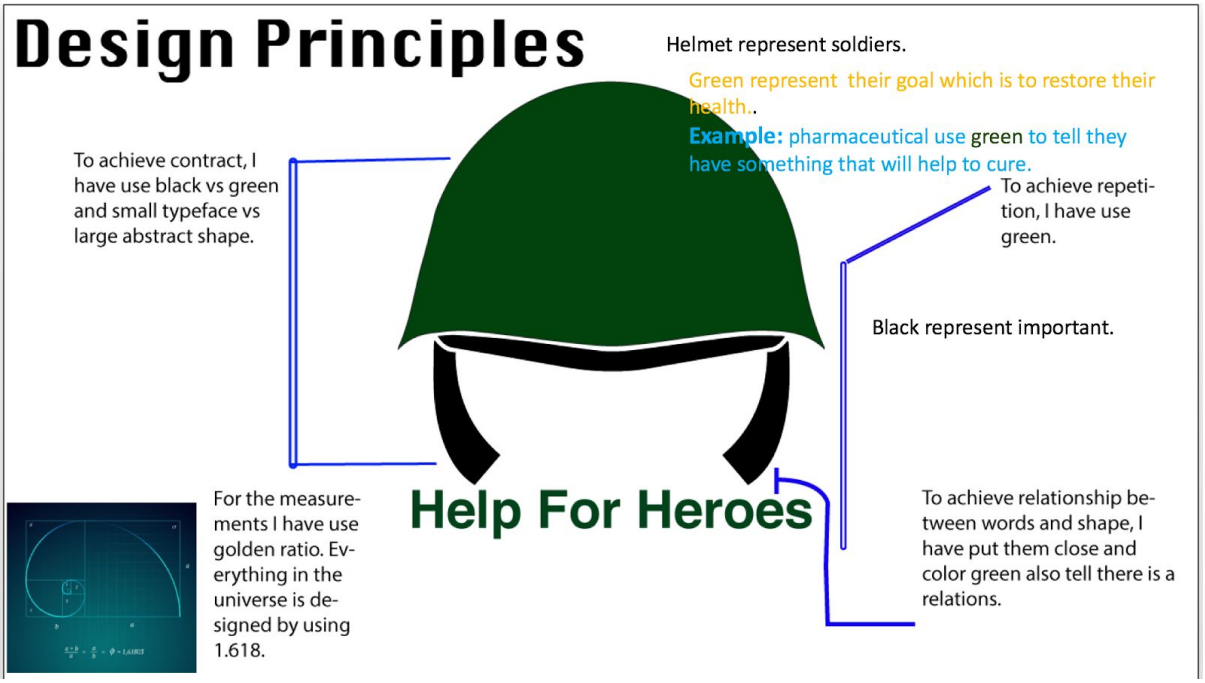
[Research reference]
Book: Brand Identity.

I thought the best approach to solve Help for Heroes problems is to take similar step that Brown shoe company did. They have change their logo, which is form of letter B but look like a foot.



I have sketch some of my ideas on a paper.

Design Principles behind my Logo Design

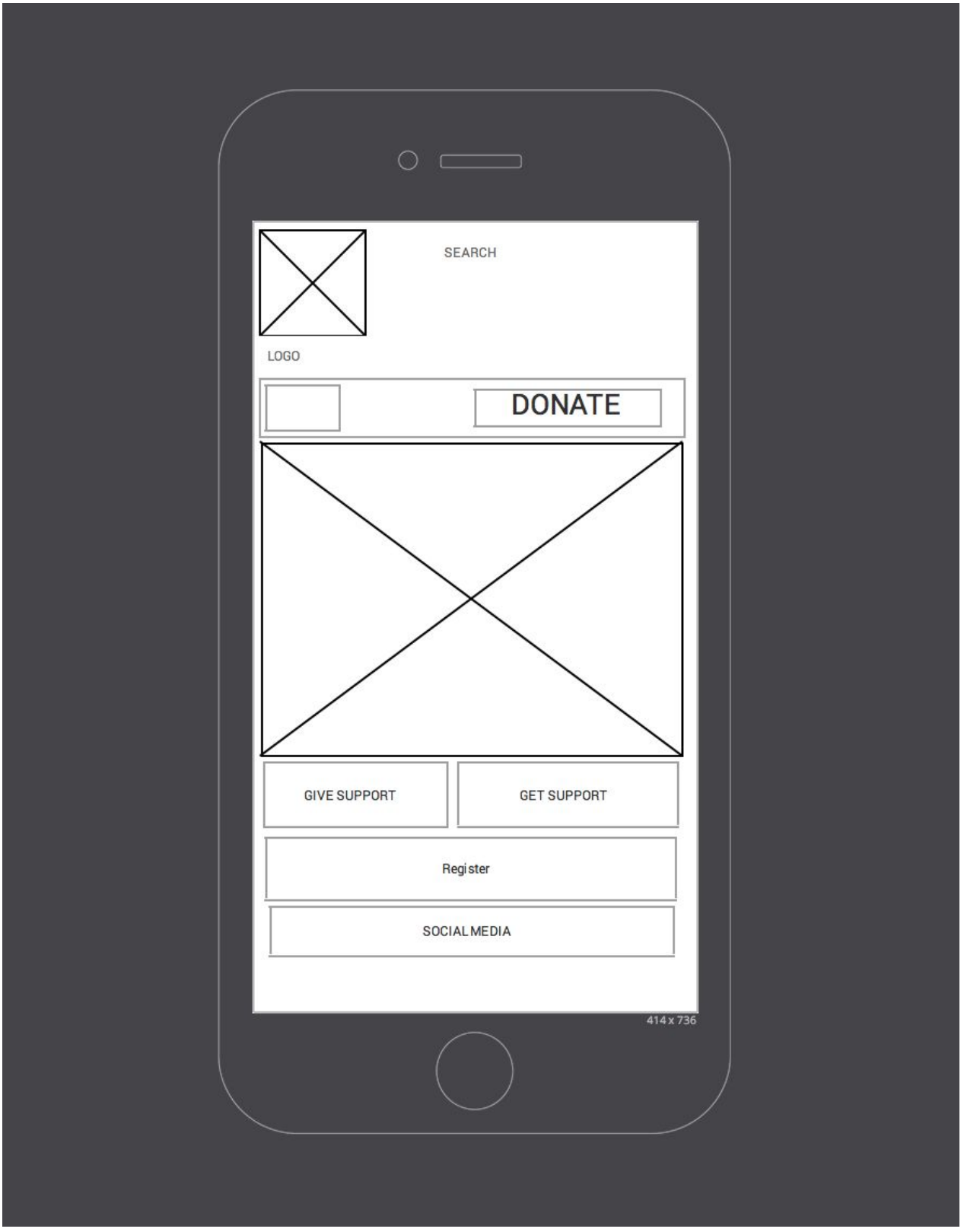


I have proposal this logo to my team and they declined it.

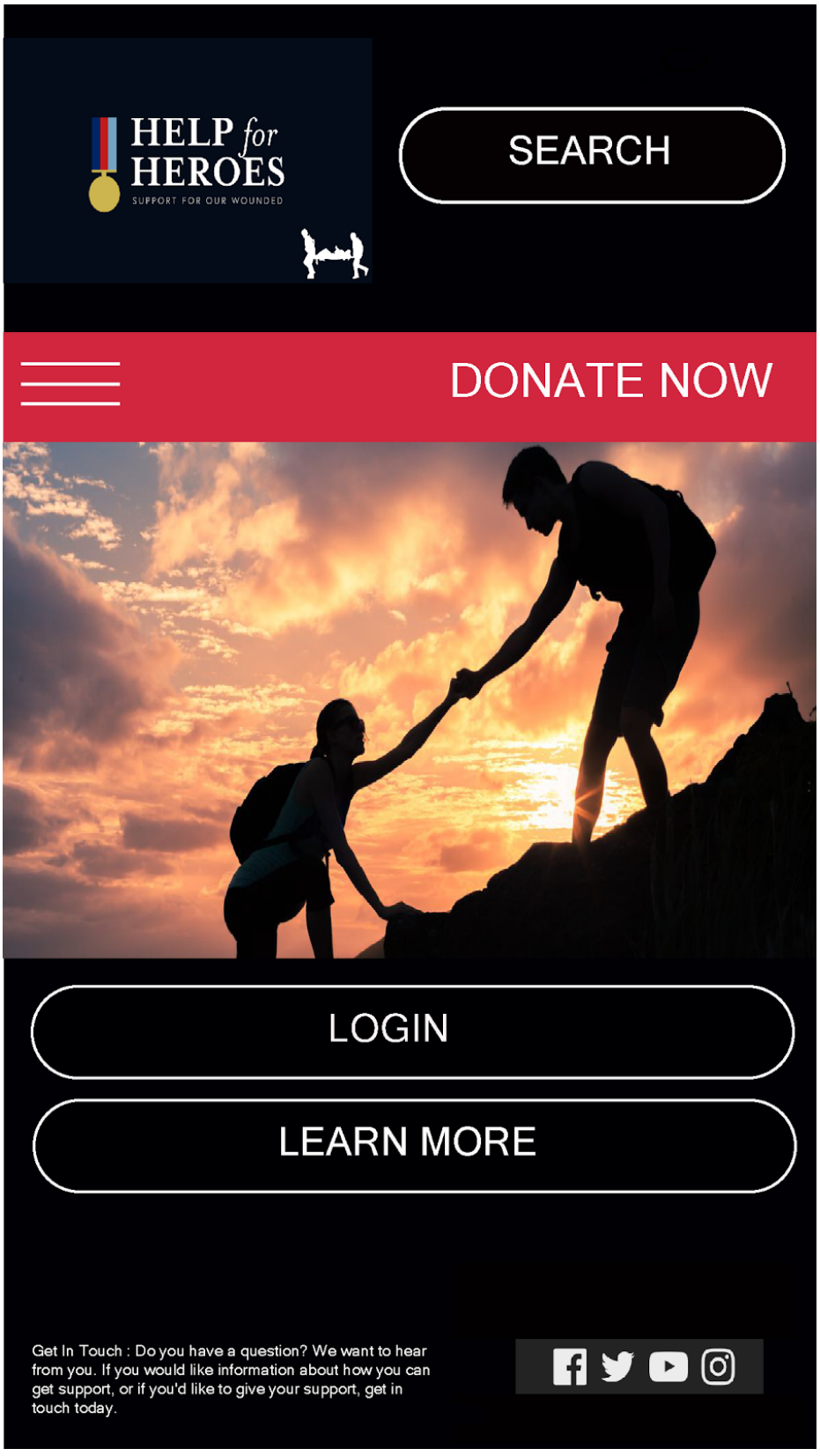
And choose to leave it as it is.

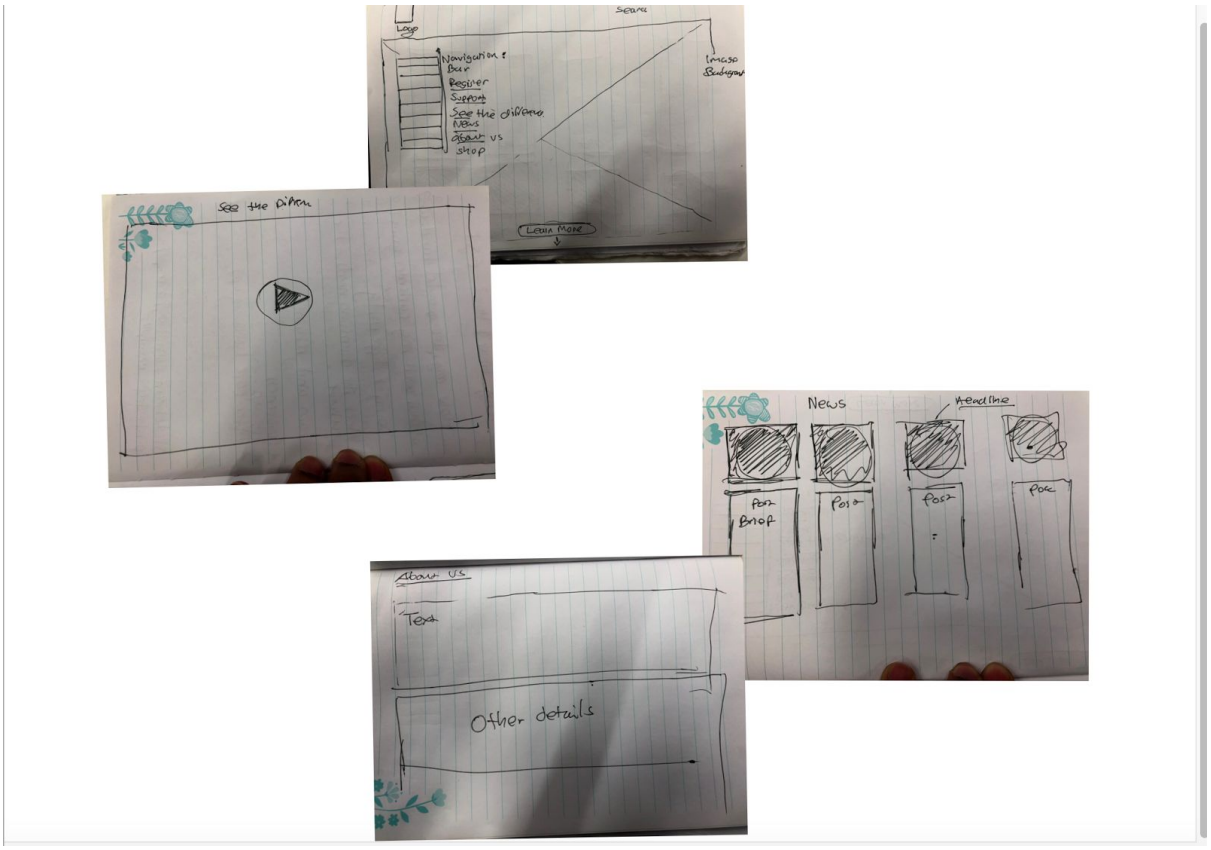
I have done some experiments to get some idea how User interface and User experience will work.

My mobile wireframe.



User interface design





Wireframes for website
I have looked at their competitor website, and their website is far better, clean and easy to use. I have analyzed their website. it need to improve. I have use the hierarchy to complete the wireframe.

I have introduced the idea of simplicity. My team has like the idea of it.
I have done the User interface design and came of concept of minimalist design.

I have taken an inspiration from this web site Line of Duty's website.
http://lod.org.uk/
I also have created a MoodBoard to get ideas.

Enax - One Page Multi-Purpose Parallax

Best WordPress Themes 2015 #creative

Web design inspiration

Landing Page. Direct Flight to High Conversion - the article...

SOFFA magazine 11 TEASER / design travel food people home...

Composer's Portfolio Website Template #Portfolio #Website #Template

Modern and Trendy Web Designs Examples

Web design inspiration by molka

I think their website should be clean and modernize. This is my UX/UI design.
Donation is most important, I have place at top and less important at the end.
Their audience find Slogan is inspirational.
I have place at the middle.

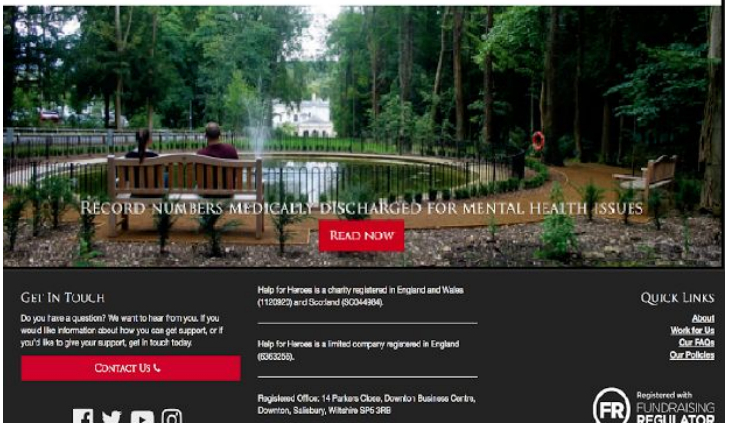
SUPPORT

GIVE SUPPORT

GET SUPPORT

SEE THE DIFFERENCE

NEWS



Our team wanted keep logo as it is. That is the reason I have use logo that team want.