

Project 10 minutes London Referees Group

New decisions have been made regarding the rebranding of the company, all in favor of the improvement and fulfillment of our objectives.

Our logo changed colors, now we have a striking red that denotes passion and love for the game, a white, a gray and a black as these are the definitive colors that will define our brand.

We had to redefine the size of the text as well as its alignment as this will improve the visibility of the logo in a total way both in large sizes and in small sizes.

Communication with you has been very important and we want to thank you for that since without your opinions we would not have achieved this, We want to present the new designs we have for you:

We know that the vision of LRG is not to direct attention only to the referees but to the game in general. We want to show that the referees are the third team on the field and that they also play a very important role just like the players, however not We could only highlight the referees so we decided to bring light and life to the whole game.

To these we also add keywords that when read by young people and children will be engraved in their memory and thus the brand through advertising.

Among these we can find:

// Name words

We also took into account all your comments and decisions to give more meaning to your website and we want to present it to you.

We start on the main page where you can see the navigation bar and the company's partners, it should be clarified that all the pages will maintain the same design in the bar to give uniformity to the entire website.

How you can see the page is very attractive but at the same time serious, in this way we maintain the professionalism of the company and focus on providing good service, the first thing that visitors will see is a great image of the hockey field here we can see the title And some inspiring words.

It is very important to always show attractive to the service that we offer, that is why we have decided to put a button right at the beginning that redirects visitors to the page where they can find the information to become an arbitrator; followed by this section we see the "About" section since it is important to make yourself known from the first moment, here you can see the mission and vision of the company and a little more information. If the user wants to read more about the company, they can do so by pressing that button that says learn more.

After this we focus more on the Referee where we will also see a little more information about who is a referee and what he does and there will be another button that can lead you to know more information about the referees.

The following section shows the services we provide, These are images with links so when you press them you will be directed to the services that the company provides and finally there is the footer where you will find the section of the referee program for children who are also very important for us because it is future generations who are going to maintain the rules of the game.

We can also see all the partners of the companies in more detail and the links for the different pages such as:

// Read links

The next page is very important is the page about us here we can see all the information about the company, the mission and the vision the history in this section we represent the history of the company with graphics; This creates less tiredness and boredom when going through the page since too much text would be a bit counterproductive.

Then there is the members page where we can see a little information about how the group is structured and the structure itself; We also use A graphic here to make the visit on our page a little more dynamic and entertaining.

Something very important that you can find on this page is the schedule, we have a button that would redirect you to The referee's schedule, which was a request that you requested.

So successively we can continue viewing the pages now here we visualize the juniors page where the boys could join the group and enjoy the beautiful experience of being a referee. We know that guys generally don't like to read so we decided to make a section with pictures of the step by step of how to join the company.

Next is the page that is looking for referees and here we can find all the sections depending on who requires them, Whether for tournaments either for minors' hockey, Sledge hockey or recreational in this section there are many variants, in fact we also have for the different winter spring and summer seasons.

And finally the extremely important contact page here is a contact form that will send the emails of the visitors and their messages to some specific emails either from the company manager or whoever said to take charge.

We hope you liked it, thank you very much for giving us the opportunity to work with you and we hope you make the best decision for the company and we are very happy to be part of your project. We'd like to hear your thoughts on the presentation and design of your website so please let me know via Justin.