Mr Holmes Bakehouse

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Mr Holmes Bakehouse website is to advertise their business and what they offer. The design of the website is fairly basic using images that take up the size of the screen. Once scrolling down some more there's use of a three column grid for text and images, the design also includes a sticky navigation bar that has a drop down menu for some categories. While the design of it is basic, all the images unless including people have a transparent background on top of the bright pink background colour, as well as crossing out the text, gives the overall appearance more character.
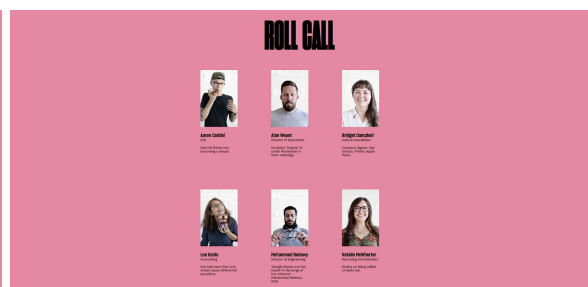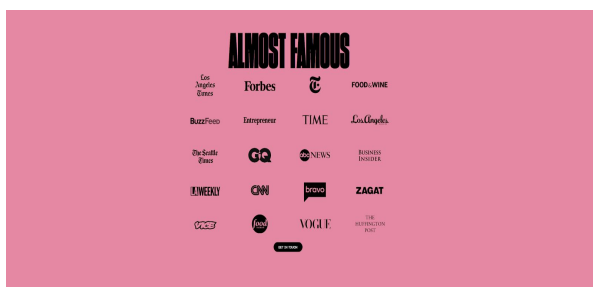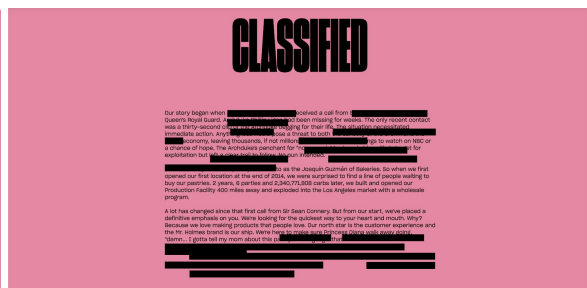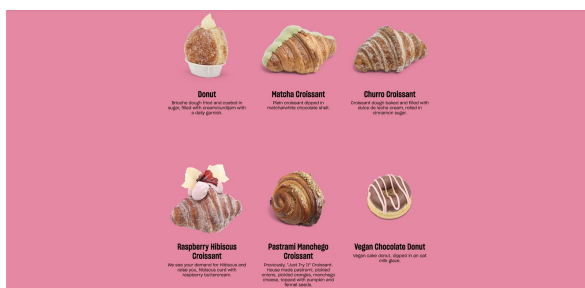
Little Bird Organics

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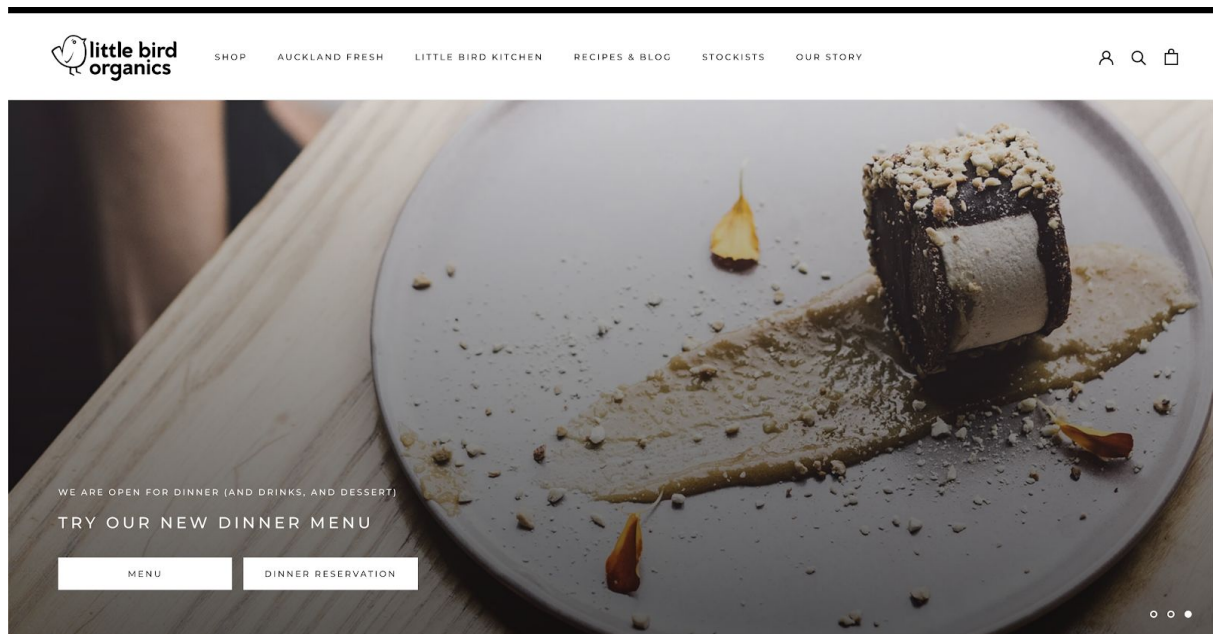
Little bird organics is a company that runs a restaurant, has their brand in supermarkets, and hosts cooking classes and workshops regularly. The main home page uses large images that fade in and out to show their latest articles. Scrolling down they use banners of solid colour to separate images grids for more page links. For individual pages like products the website uses 4 column grids but for categories they typically use a three column grid. They have a basic sticky navigation bar and a drop down menu on each tab. All text on the website is centred unless inside a grid. All typography on site is light and nothing bold; instead main headings are just larger. The website is easy to navigate through and everything is neatly categorised.
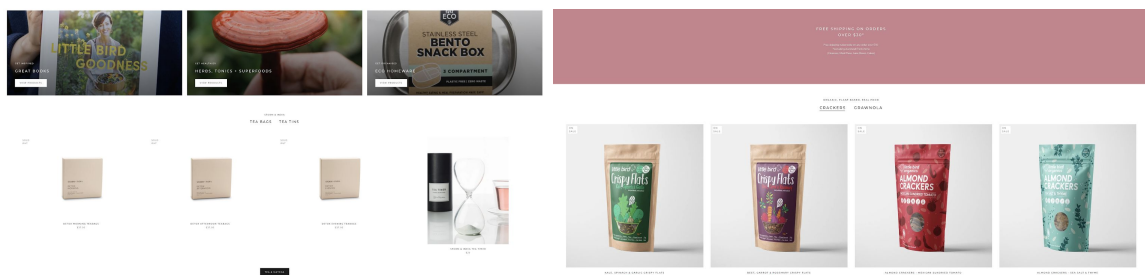
Oliver Wyman

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Oliver Wyman is a management consulting firm based in Amsterdam, their homepage on the website uses a two to three column grid section and then below moves into a four column system. When hovering over the main grid section each image fades to the article title as well. Unlike the other two sites this website only has a dropdown navigation bar but a banner does stick when you scroll. When going onto other pages of the website they change their design to neutral over the homepage which is bold and graphic. Majority of the other pages on the site stick to a single column with smaller images and text, they do use colour bands to separate out the pages more. The pages also normally include a header image and sometimes three boxes at the bottom for different articles.