MAGAZINE
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SOMMAIRE

DROPBOX UNVEILS BRAVE NEW BRAND IDENTITY

YOUTUBE UNVEILS 1ST NEW LOGO SINCE LAUNCH

Dropbox has launched a controversial redesign of its brand identity, intended to help the SaaS standout in a market increasingly packed with pretenders to its throne.

What they've unveiled seems certain to split opinion. On the one hand, the previous identity was business-like and sat comfortably alongside other tools in your GUI; on the other hand, that identity is tied to a business model that Dropbox, it seems, no longer aspires to:

«As our mission has evolved from keeping files in sync to helping teams in sync, we realized our brand needs to change, too. Our new brand system shows that Dropbox isn't just a place to store your files—it's a living workspace that brings teams and ideas together.»

This isn't a brand design, so much as a brand repurposing.

Redefining the Logomark

The "open box" logo mark was the most recognizable of Dropbox's brand assets, and fortunately they've had the good sense to retain it.

In fact, you'd be forgiven for thinking that they haven't changed the logomark at all—other than the fact that someone's run it through a Warholinspired Snapchat filter. However, what has changed is the rationale: Dropbox no longer see this as a box—which would imply storage— but rather as a series of surfaces—which implies open collaboration and creativity, apparently.

Yesterday YouTube launched a major UI revision to all its channels, from mobile, to games consoles. At the same time it's made the first significant revision to its logo since its launch 12 years ago. The revised logo has been made live on mobile and desktop, and will begin to appear across all channels in the coming days.

Some companies are for ever launching redesigns, others release minor iterative tweaks on a regular basis. YouTube is one of the latter— you'd be forgiven for missing their updates— the change to the logo however is more substantial.

YouTube has dropped the red, rounded box— that vaguely resembled an old-style TV screen— surrounding the 'Tube' part of its name, and in the process redesigned the text. The rounded red square now sits to the left with a play icon. It's an extremely smart move. The play icon, has become synonymous with YouTube; it is more minimal, and more flexible than the full logotype.

WHY THE HAMBURGER MENU SHOULD DISAPPEAR FOR GOOD

9 WAYS TO DESIGN FOR HUMAN ERROR

The hamburger menu was initially introduced as a means to obscure secondary navigation items in an effort to maintain a cleaner and more focused web or application design.

Android was one of the early adopters of this design component, going as far as to include it in their popular Material Design guidelines.

Since then it's found its way into the majority of Android apps, as well as a proportion of iOS apps. It's even become a staple across a large number of desktop applications and websites.

These instances have been designed with varying degrees of success. Some offer legitimate solutions to navigation overflow, while others opt for hamburger menus for aesthetic reasons at the expense of user experience. It's become a common and accepted component of modern product and web design.

As far as desktop applications are concerned,

the hamburger should have no place. Rarely

is a design so lacking in screen space that a navigation overflow is required. Google is one of the main culprits, seemingly including this component simply to provide consistency across their products and between desktop and mobile devices. In reality, it's a useless and inconvenient user experience practice, particularly when it includes primary navigation items too.

To err is human. We all make mistakes from time to time, and your users are no exception. How can you design products that allow for mistakes?

The thing about human beings is that you can't trust them with anything. Okay, maybe that's a bit unkind. However, it's a simple truth that even the most caring, careful, and diligent of us are going to make mistakes. The rest of us are going to make a lot more mistakes.

Those mistakes, in relation to web design, could be as simple as mistyping a URL, putting the wrong information in the wrong field in a signup form, or as bad as accidentally sending hundreds of dollars to the wrong person via PayPal. Then there's a situation like Hawaii; we

don't have any actual screenshots of the UI that was used to scare millions with a false missile warning, but it has been recreated by several designers— I suspect some of them were being a bit sarcastic.

So here are several basic ways to account for human error when you design your websites. I present them to you with one caveat: You can't possibly stop everything from going wrong. If you make something idiot-proof, the Universe will make a bigger and better idiot. Good luck.