

Assignment 4

GROUP 14

Corporate Design

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Link to the website:

The primary purpose of our website, "ConnectU," is to provide information about the diverse activities happening on campus at Constructor University. By making it easy for students to discover and connect with activities that interest them, we aim to foster a more vibrant and interconnected campus community.

The name "ConnectU" reflects our mission to connect students with one another and build meaningful relationships.

Our logo is designed to be both creative and symbolic, featuring a figure in motion with a ball, representing the dynamic and active nature of campus life.



Our slogan, "Where campus life comes together," embodies our goal of bridging gaps and connecting people, showcasing how the website will help create a more unified community.

The color palette we chose aligns with Constructor University's website, as our platform aims to connect students at Constructor University through engaging campus activities.



ConnectU

FFFFFF



coolors

Dark Blue:

rgba(0, 32, 63, 1)
(Hex: #00203F)

White:

rgba(255, 255, 255, 1)
(Hex: #FFFFFF)

Vibrant Orange:

rgba(255, 87, 34, 1)
(Hex: #FF5722)

Website Layout

To ensure easy and intuitive navigation on our website, users can access various sections (Home, Clubs, Leaders, About us: imprint page) with a single click via the navigation bar. The logo is prominently displayed in the upper left corner, and the navigation bar remains visible throughout the website for seamless browsing. In the future, we may modify or add links to enhance our services and provide even more useful features.

Users will be able to use a search function to find specific activities, colleges, or clubs they are interested in; this feature will be implemented soon, and if a search yields no results, users will receive a notification accordingly.

Currently, the Home page features our logo, followed by our slogan, and a brief description of our mission. All features on ConnectU are accessible without requiring users to create an account, making it convenient for everyone to stay connected with campus activities.

Our brief description:

ConnectU is your gateway to campus life at Constructor University. Discover activities, events, and opportunities to connect with students from over 122 nationalities. Whether it's a college-specific gathering or a campus-wide event, ConnectU helps you stay in the loop and build meaningful connections. Explore, engage, and be a part of our vibrant community—where campus life comes together.