

# Revitalizing ExpatWoman: A Comprehensive Rebranding Journey and Logo Design

The objective was to enhance the brand's digital presence, align the visual identity with the target audience, and create a captivating user experience. As the lead graphic designer, I was entrusted with the task of transforming their website to reflect their mission of empowering women in the expatriate community.

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EXPATWOMAN, COM. CONNECTING WOMEN WORLDWIDE



### Research

To begin the rebranding process, I conducted extensive research to understand the brand's core values and the aspirations of its target audience. By delving into their existing website, user feedback, and market trends. This research phase was crucial in establishing a solid foundation for the rebranding strategy.



expat woman

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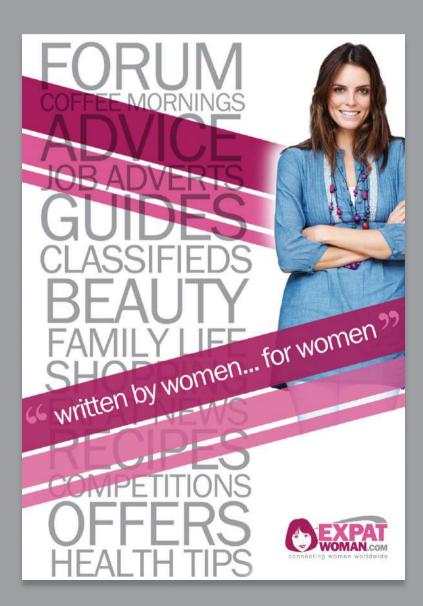
# Logo Redesign

I developed a series of logo concepts that symbolized women's empowerment, unity, and global connectivity. By employing bold typography, harmonious color schemes, and subtle symbolism, I created a new logo that successfully represented Expatwoman.com's brand values.





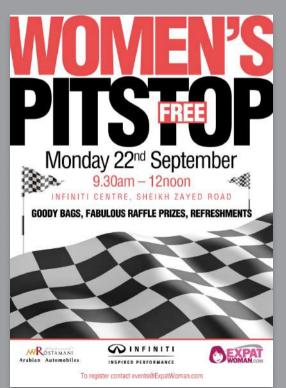
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# Visual Identity

Building upon the new logo, I proceeded to develop a comprehensive visual identity system. The objective was to create a visually cohesive and recognizable brand across all touchpoints, including the website, social media, and marketing collateral.





Expatwoman.com was successfully transformed into a vibrant and empowering online community for expatriate women. By aligning the brand's image with their mission, the rebranding initiative contributed to Expatwoman.com's continued growth and success in empowering expatriate women worldwide.