



Revitalizing ExpatriateWoman: 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.

EXCITING NEWS... WE'VE GONE GLOBAL!



NOW THERE'S A FORUM, A FULL WEBSITE OR A COUNTRY
GUIDE FOR WHEREVER YOU ARE IN THE WORLD OR
WHEREVER YOU WANT TO GO.



TAKE US WITH YOU ON YOUR EXPAT JOURNEY!



EXPATWOMAN.COM... CONNECTING WOMEN WORLDWIDE

A large, vibrant pink ribbon bow is positioned in the upper left corner. Below it, a heart shape is formed by a dense arrangement of small, stylized pink icons of women's heads and shoulders. The EXPAT WOMAN.com logo is in the upper right corner.

**EXPAT
WOMAN.com**
connecting women worldwide

Sign-up today
and
receive a gift

Your email address will be added to the
mailing list of your choice, and we will keep
you updated with site news and events.

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.



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.



...WRITTEN BY WOMEN,
FOR WOMEN



Dubai • Abu Dhabi • Qatar • Kuwait • Oman • Bahrain • Saudi Arabia
Hong Kong • Singapore • Azerbaijan • Vietnam

FORUM
COFFEE MORNINGS
ADVICE
JOB ADVERTS
GUIDES
CLASSIFIEDS
BEAUTY
FAMILY LIFE
SHOPPING
EXPAT NEWS
RECIPES
COMPETITIONS
OFFERS
HEALTH TIPS



“written by women... for women”



EXPAT
WOMAN.COM

connecting women worldwide

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.

WOMEN & WORK

in the UAE

Our Women in Work survey 2014 had great insights into the career lives of women in the UAE.

We're running the survey again now to see what's changed.

Encourage the women in your team to take part
**One survey entrant will
WIN 1,000 AED**

The survey results will be published in June



For more information please visit:

www.expatswoman.com/dubai/women_and_work.aspx



WOMEN'S PITSTOP

FREE

Monday 22nd September

9.30am – 12noon

INFINITI CENTRE, SHEIKH ZAYED ROAD

GOODY BAGS, FABULOUS RAFFLE PRIZES, REFRESHMENTS



To register contact events@ExpatWoman.com

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.