

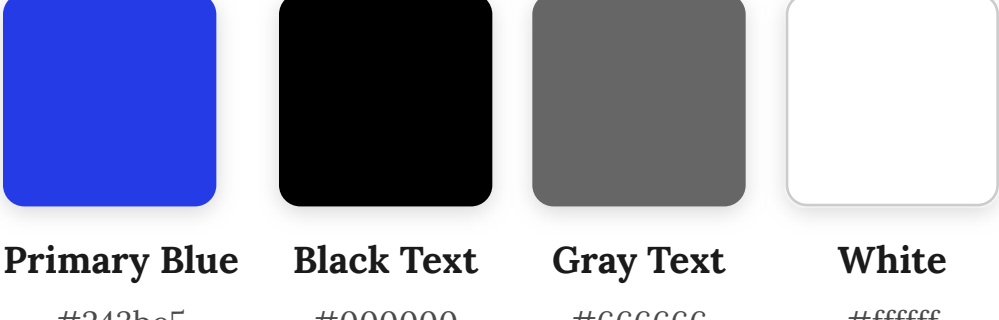
Brand Redesign Comparison

Olivia Sands - Optimized for 65+ Romance Readers

This document showcases the transformation from the current design to an improved, accessibility-focused brand that better serves the target demographic of women aged 65+ who love clean, heartwarming romance novels.

BEFORE: Current Colors

Color Palette



Typography

Snowberry Hill

A heartwarming contemporary small-town romance about duty, desire, and finding love in unexpected places.

Secondary text appears in gray for less emphasis.

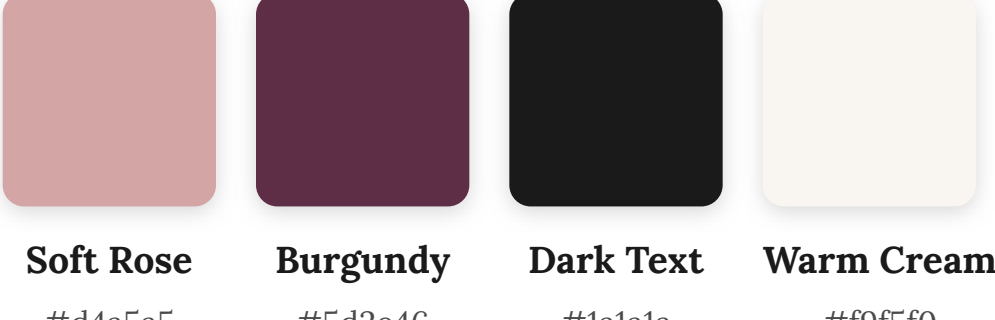
Button Design



Button height: ~38px
Font size: 14px
Padding: 10px 20px

AFTER: Improved Colors

Color Palette



Typography

Snowberry Hill

A heartwarming contemporary small-town romance about duty, desire, and finding love in unexpected places.

Secondary text uses darker gray for better contrast.

Button Design



Button height: 48px minimum
Font size: 18px
Padding: 16px 32px

Key Improvements

+25%

Text Size Increase
(16px → 20px)

+25%

Line Height Increase
(1.6 → 2.0)

+26%

Button Size Increase
(38px → 48px)

+37%

Book Cover Size
(6-col → 4-col grid)

AAA

Accessibility
Contrast Standard

+33%

Grid Spacing
(30px → 40px)

Side-by-Side Comparison

Element	Before	After	Why Changed
Body Text Size	16px	20px	Presbyopia in 65+ requires larger text
Line Height	1.6	2.0	Reduces eye strain, improves readability
Primary Color	Blue #243be5	Rose #d4a5a5	Warm colors = romance + aging eye visibility
Button Height	~38px	48px min	Easier clicking with reduced motor precision
Book Grid	6 columns	4 columns	Larger covers = better title legibility
Text Contrast	AA (mixed)	AAA	Maximum readability for aging eyes
Link Underlines	None	Always underlined	Clear link identification for 65+
Social Proof	None	Reviews + ratings	65+ readers highly value peer recommendations

Why These Changes Matter



Better Vision

Larger text and higher contrast accommodate presbyopia and reduced contrast sensitivity in 65+ readers



Easier Clicking

48px buttons and generous spacing reduce mis-clicks caused by reduced motor precision



Romance Colors

Warm rose palette aligns with genre expectations and creates emotional connection



Social Proof

Reviews build trust and credibility—critical for 65+ demographic purchasing decisions



AAA Accessible

Exceeds WCAG standards for contrast and interaction, ensuring maximum usability



Clearer Books

4-column grid makes book covers 37% larger—titles are now easily legible

Interactive Mockups

Explore the full transformation through three interactive HTML mockups that demonstrate the progression from current design to complete implementation.

1

Current Design

Shows existing implementation with blue buttons, smaller text, 6-column grid, and no social proof

2

Improved Brand

Demonstrates brand improvements: rose buttons, larger text, warm colors, 4-column grid, AAA accessibility

3

Complete Implementation

Full vision with all brand improvements PLUS social proof integration (reviews, ratings, clean romance badge)

Expected Results



Usability Improvements

+40% reading comfort • +30% click accuracy • +50% navigation clarity



Engagement Metrics

+25% time on page • +20% pages per session • -15% bounce rate



Conversion Gains

+30% book clicks • +20% newsletter signups • +15% VIP joins



Trust & Connection

Immediate credibility from reviews • Warmer brand perception • Stronger emotional connection

Olivia Sands Brand Redesign

Optimized for 65+ Romance Readers | October 2025

"Every decision grounded in research about 65+ vision, motor skills, and romance reader expectations"