# WOLFF OLINS Web Design Study

## Typography

#### Poppins

Medium (500) weight. Used for headings and action links.

#### Brawler

Normal (400) weight. Body copy.

#### Color





WOLFF OLINS

forward

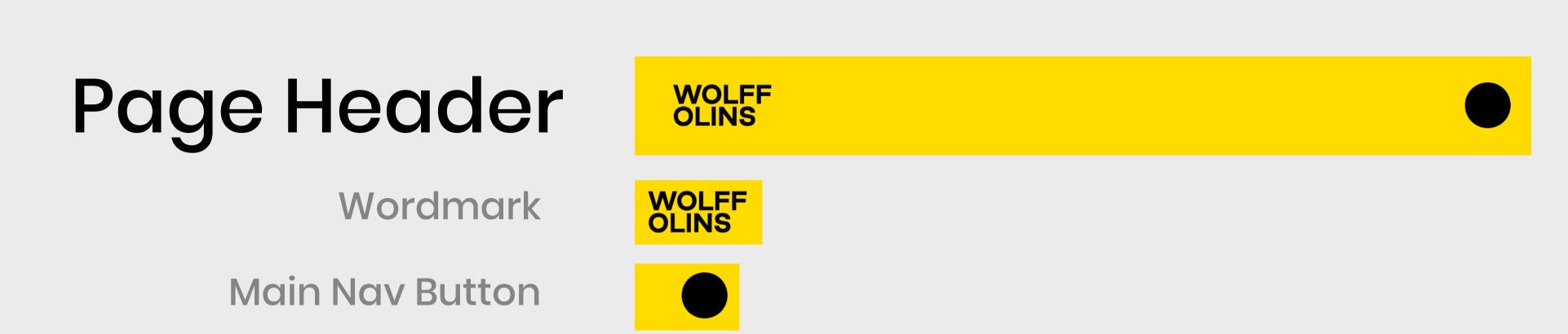
-> Play showreel

world forward





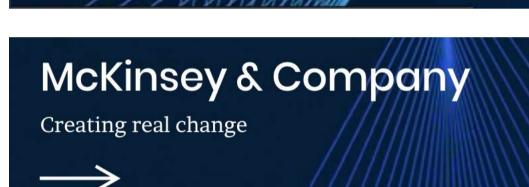
## Components



### Cover Section



Section Contents



Section Heading Default Heading Typeface

> **Action Link** → Get in touch

> > Creating real change

Section Paragraph Default Body Typeface McKinsey & Company



----> Play showreel We help create transformative brands that move businesses, people and the world forward -> Play showreel

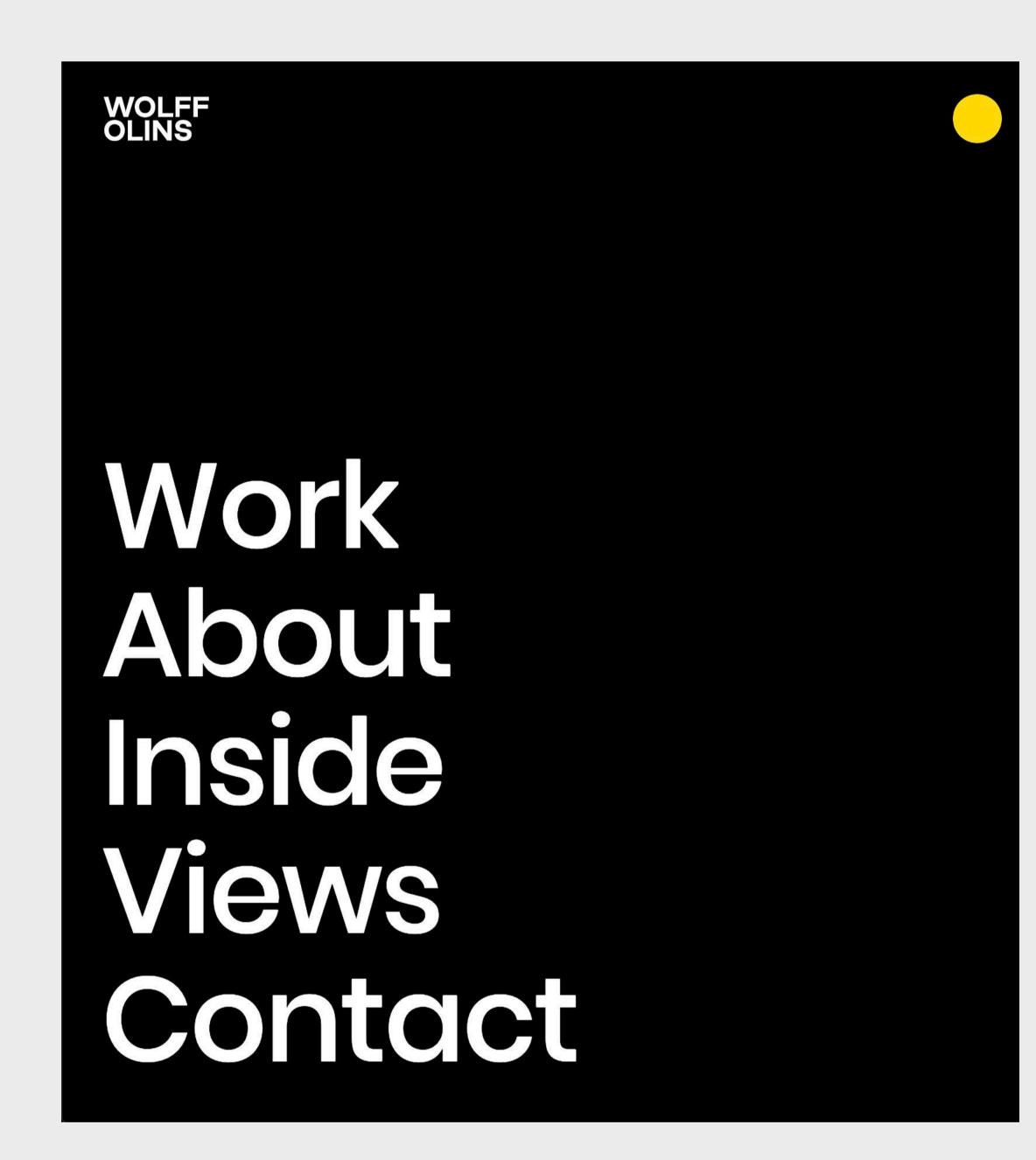
We help create transformative brands

that move businesses, people and the

We help create transformative brands that

move businesses, people and the world

### Main Nav

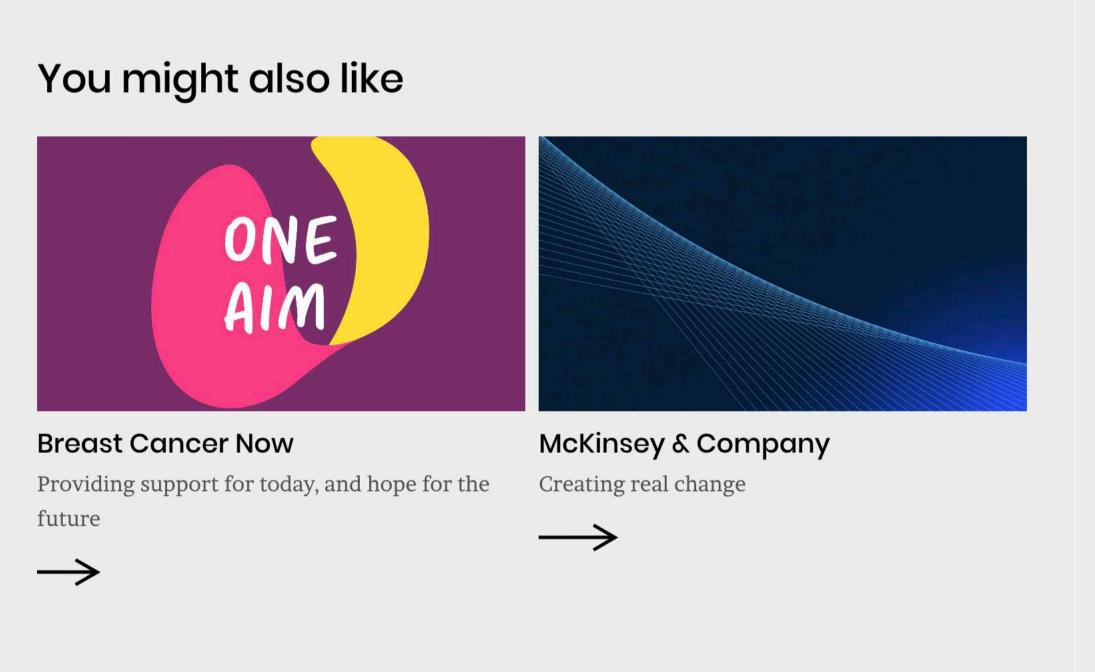


Main Nav List



Main Nav List Item

# Card Section

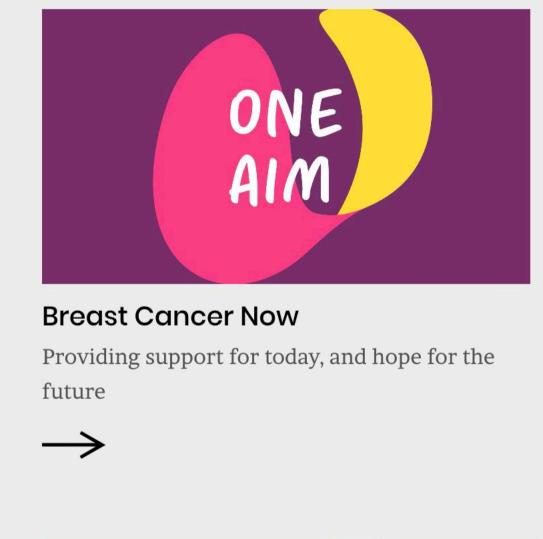


Cookie Policy Legal Information 🌀 💟 👣 🛅

This one has centered contents

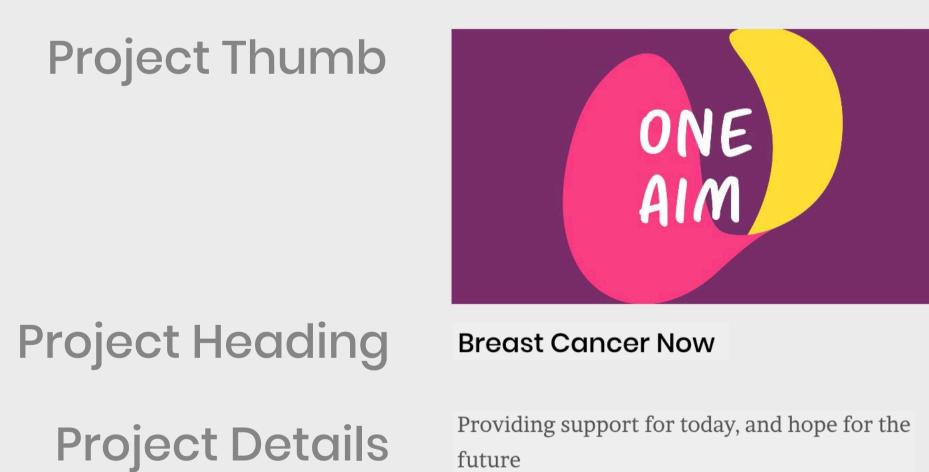
and a bottom action link.

### Project Card



Project Thumb

Social List Items



Page Footer

Wolff Olins 2019 Social List **@97** 

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## Case Study

Is there a better name for this? Is it used beyond case studies? Is this just the normal artical format? Check the blog.

#### Re-imagining the energy industry

Enel is one of the world's biggest energy companies, the largest producer of renewable energy and runs the only fully digitised energy grid. Its leadership team decided to develop a transformative brand to help it shape and lead a new, participatory era for the sector where people will produce their own energy, technology will convert energy into new opportunities and the world will thrive on more sustainable energy resources.

<u>Read the story +</u>

Case Study Title

Re-imagining the energy industry

Case Study Section Contents This looks like the same body copy as the contents form the homepage. We probably don't need a separate component for this.

Case Study Section Title

This looks the same as the headings from the

Homepage. Same font size and weight.

We probably don't need a different name.

Enel is one of the world's biggest energy companies, the largest producer of renewable energy and runs the only fully digitised energy grid. Its leadership team decided to develop a transformative brand to help it shape and lead a new, participatory era for the sector where people will produce their own energy, technology will convert energy into new opportunities and the world will thrive on more sustainable energy resources.

Read More Accordion Where else is this used on the site?

Read the story +

Could be an image or a video. Seems to usuall by a video without any overlayed text.

