



WEBSITE REDESIGN & DEVELOPMENT
GRAPHIC DESIGN FOR SOCIAL MEDIA

CASE STUDY

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Project Overview

A full-scale digital transformation integrating modern UI/UX, responsive web development, and a brand-led visual design system to strengthen digital presence and audience trust.



Client Overview

Hindustan Power Projects Pvt. Ltd. (HPPPL) is one of India's pioneering power infrastructure companies, driving innovation across thermal, hydro, solar, and renewable energy projects. With decades of technical expertise and a strong engineering foundation, the brand sought a contemporary digital identity that reflected its scale, credibility, and forward-looking vision in sustainable power.

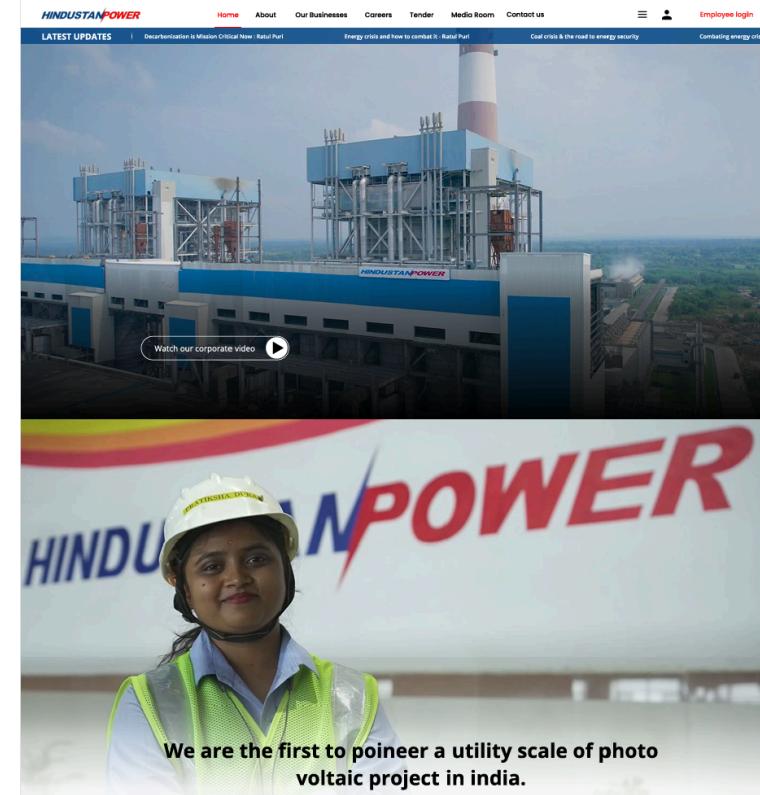


Client Pain Points

01

Weak Digital Credibility

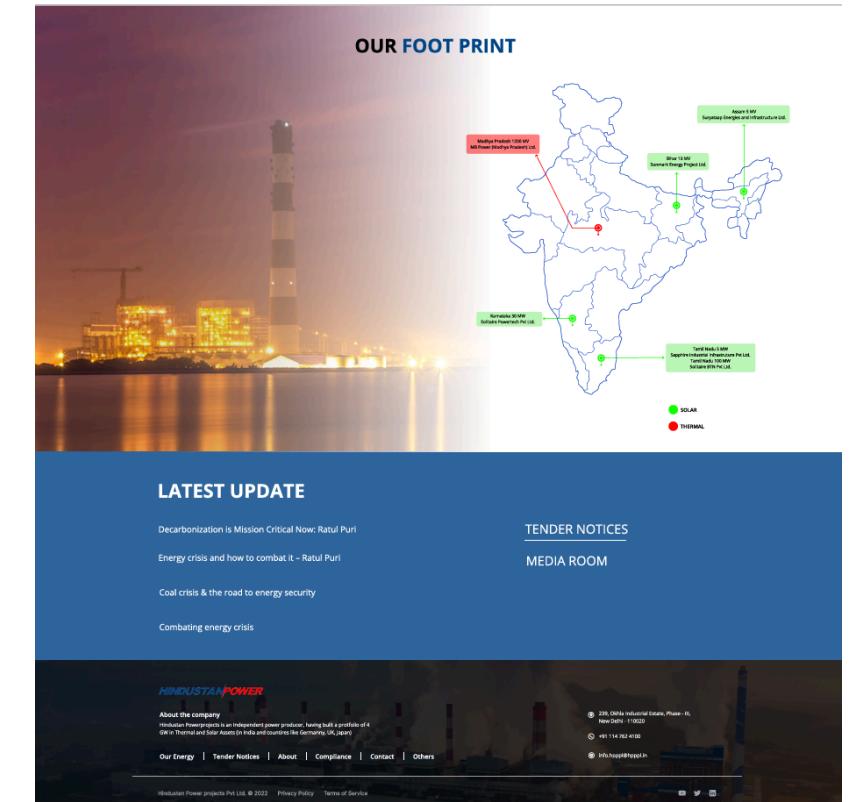
The brand's online presence didn't reflect its true scale and legacy. Both the website and social media lacked the authority expected from a leading power infrastructure company.



02

Inconsistent Visual Identity

The website, presentations, and social media posts carried disjointed design elements with no unified tone, color, or messaging system.

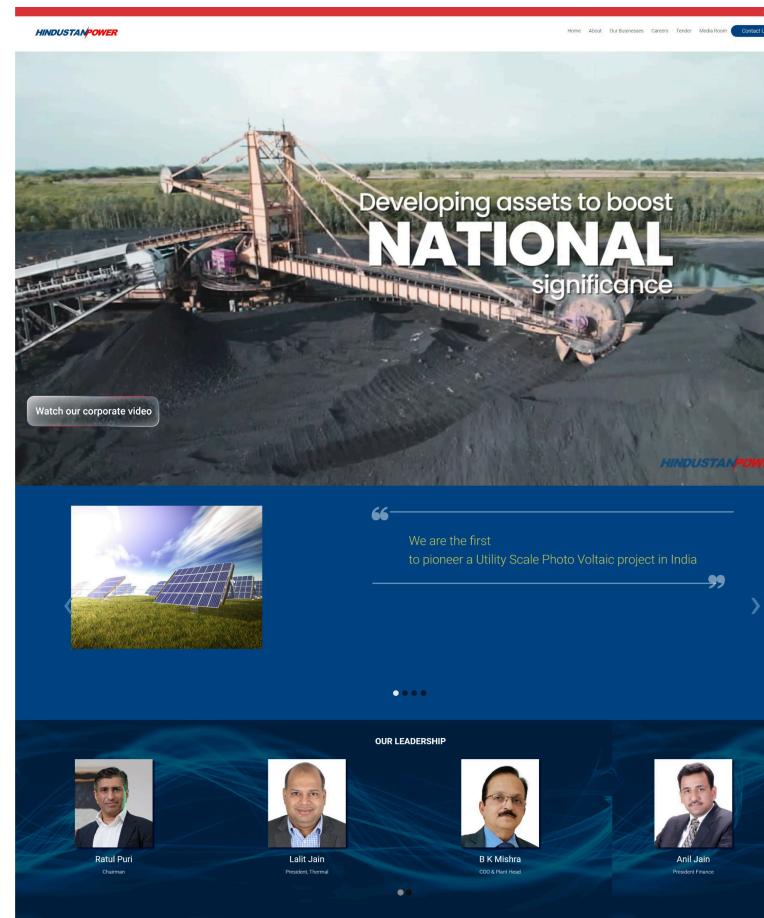


Client Pain Points

03

Understated Capabilities

Key projects and technical strengths were not being showcased effectively, both visually and contextually resulting in stakeholders having limited visibility into the brand's full depth and achievements.



04

Limited Digital Engagement

An unoptimized website structure and inconsistent social presence led to reduced visibility, lower audience interaction, and weaker brand recall across target platforms.



Audit Findings

Focus Area	Observation	Business Impact
Brand Communication	The overall digital narrative lacked clarity where the website content was technical, and social media posts didn't convey the company's leadership or purpose.	Reduced brand recall and lower engagement with stakeholders.
Visual Consistency	No unified design language across platforms where colors, fonts, and layout styles varied between website and social channels.	Fragmented brand perception and weaker trust.
User Experience (UX)	The website's navigation and information architecture were complex, with buried CTAs and unclear flow.	Drop in lead inquiries and user retention.
Social Media Aesthetics	Graphic templates were inconsistent and lacked alignment with the brand's tone of professionalism and scale.	Lower organic visibility and poor content retention.
Mobile Responsiveness	Web performance across devices was inconsistent, with slower load times and layout shifts.	Decreased accessibility and poor user experience on mobile.

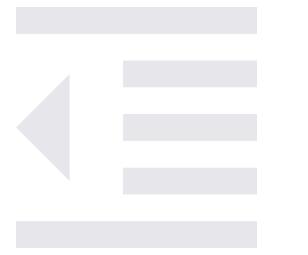
Project Objective

To convert the website into a strategic business asset that seamlessly integrates brand storytelling, performance, and conversion.

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- 1** REINFORCE BRAND CREDIBILITY
 - 2** OPTIMIZE USER EXPERIENCE
 - 3** UNIFY VISUAL LANGUAGE
 - 4** COMMUNICATE TRUST, INNOVATION & SCALE
- Build a modern, structured, and professional digital identity that reflects Hindustan Power's scale, legacy, and leadership in the energy sector.
- Simplify navigation and content flow to make information discovery intuitive and increase stakeholder engagement across all digital touchpoints.
- Establish a cohesive design system that connects the website, social media, and marketing materials through consistent colors, typography, and tone.
- Create a holistic digital ecosystem that positions Hindustan Power as a forward-thinking, credible, and impactful brand within India's power and infrastructure space.

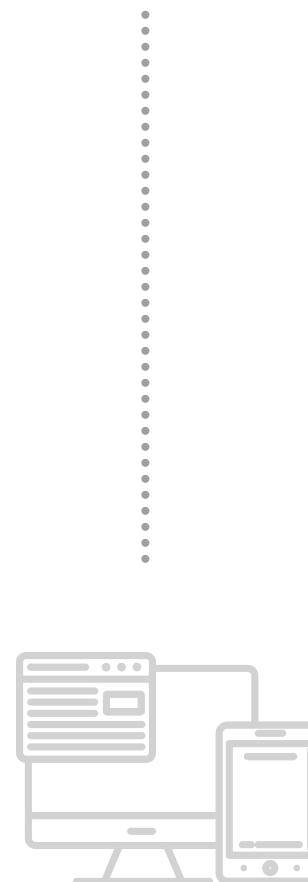
Solution Delivered

The redesigned platform was developed as a comprehensive digital upgrade, transforming the brand's online experience into a high-performing, user-centric ecosystem. Every element, from navigation to visual language, was restructured to align with the brand's legacy, credibility, and modern aspirations.



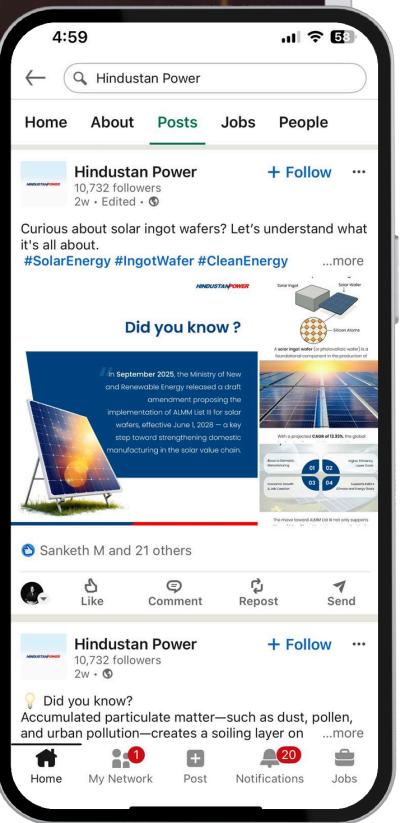
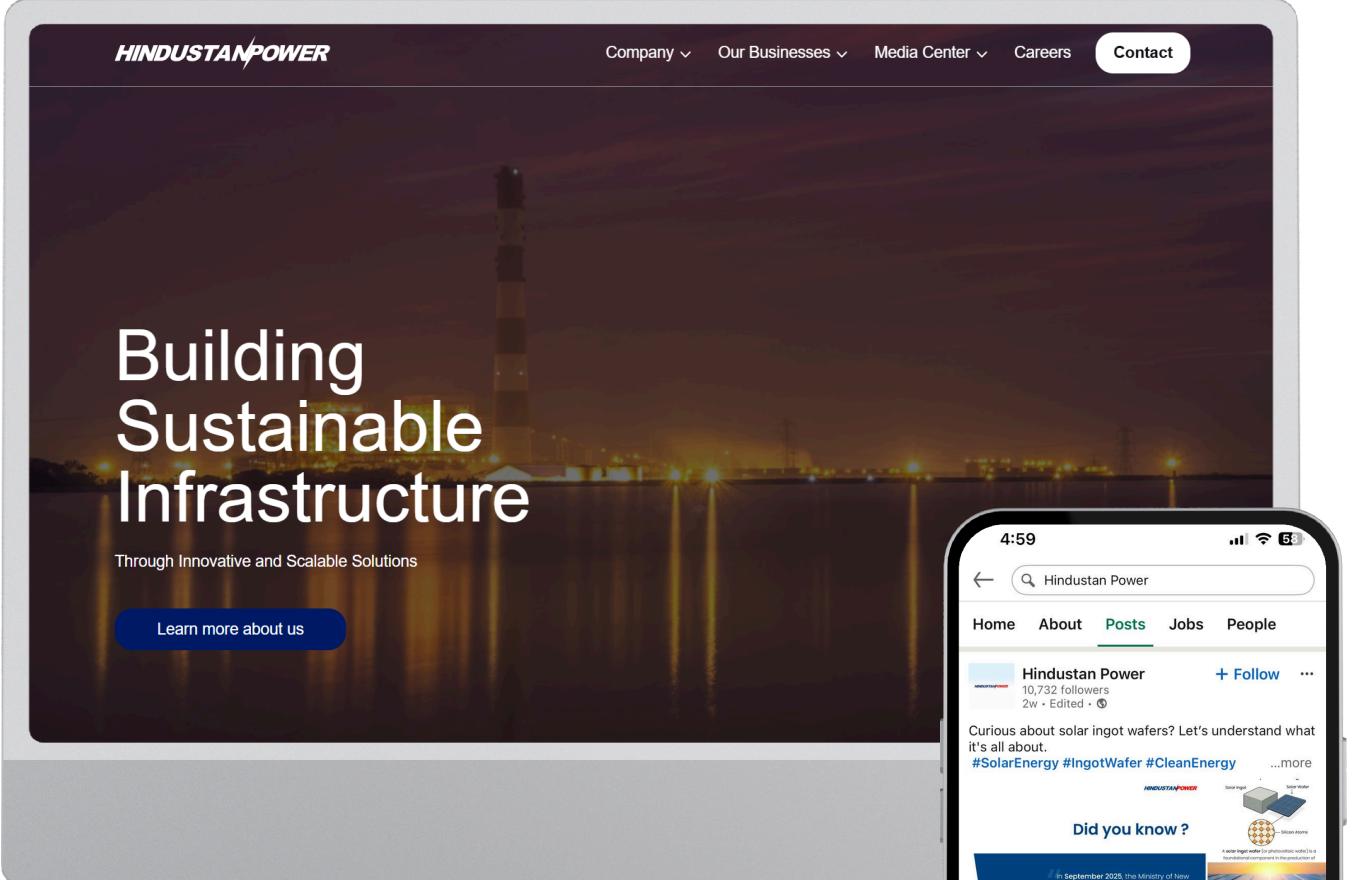
Modern Design System

Introduced a contemporary visual identity with clean typography, structured grid layouts, and powerful imagery aligned with the energy sector.



Responsive Web Development

Developed a lightweight, fully responsive website optimized for performance, accessibility, and search visibility.



Cohesive Social Media Design System

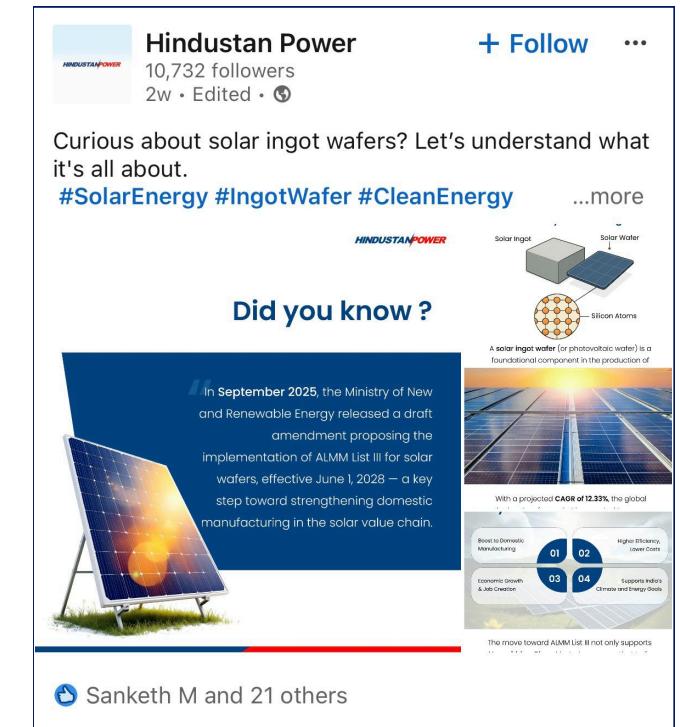
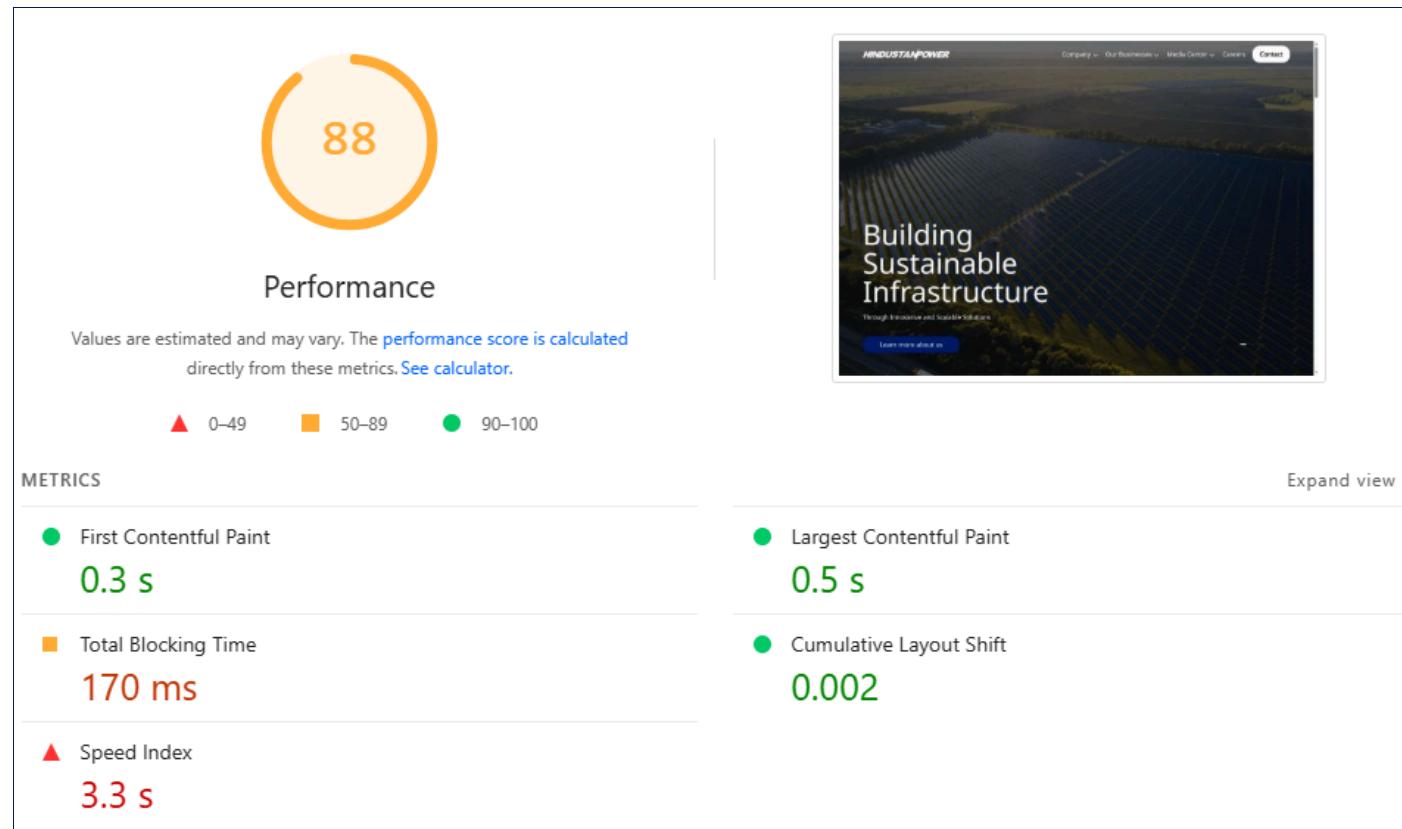
Redesigned graphics and post templates to create visual uniformity, enhance brand recognition, and maintain consistency across LinkedIn and other digital platforms.



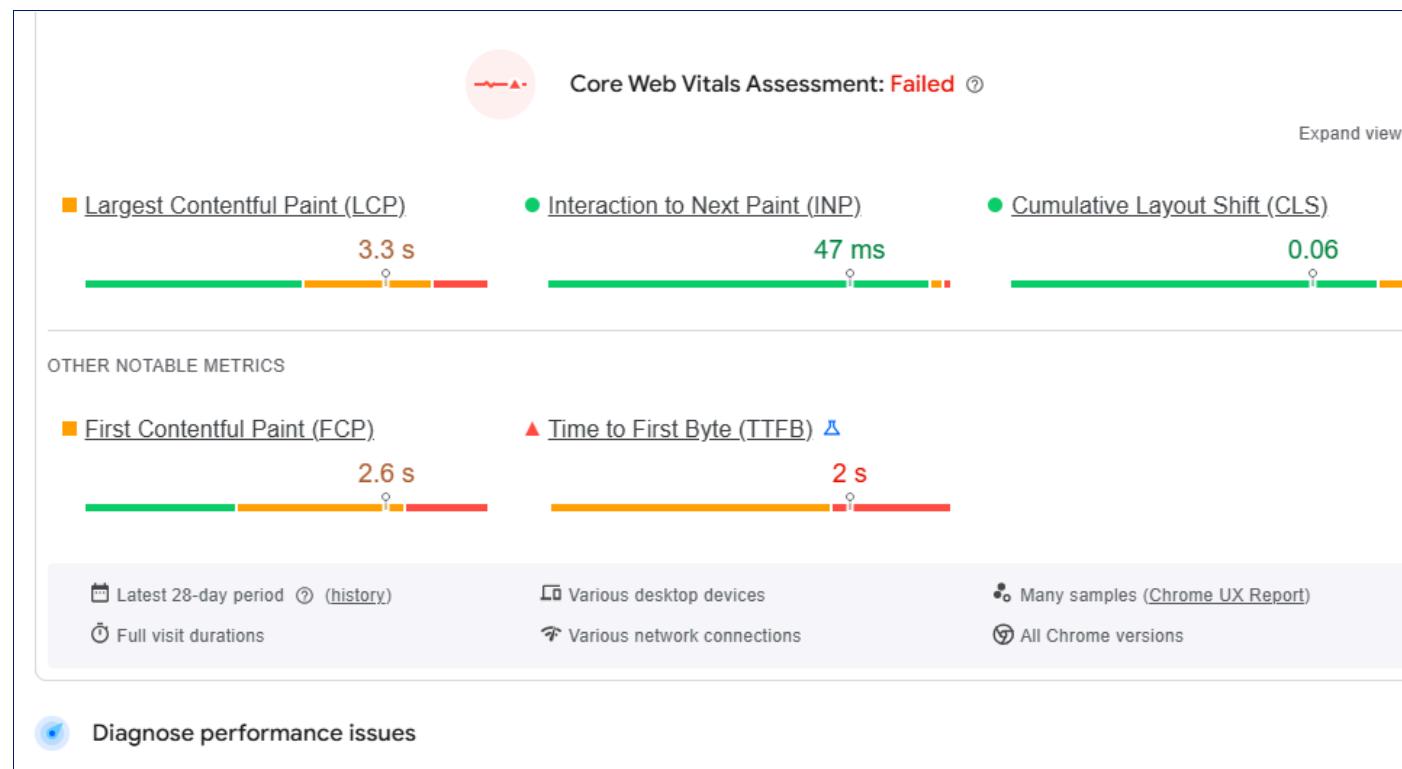
Engagement-Focused Visuals

Developed a modular post system which includes news, projects, milestones, and leadership to highlight enabling consistent digital storytelling.

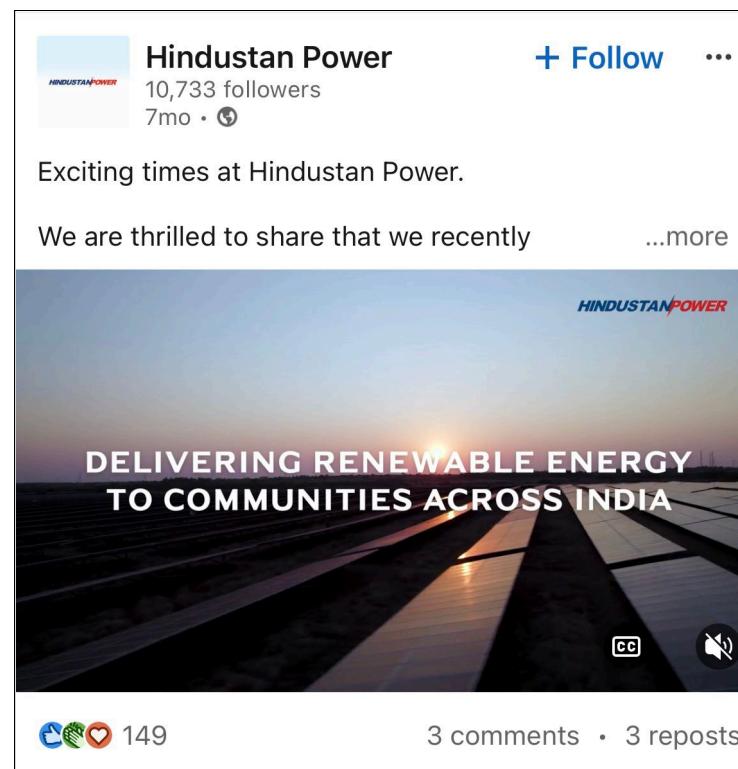
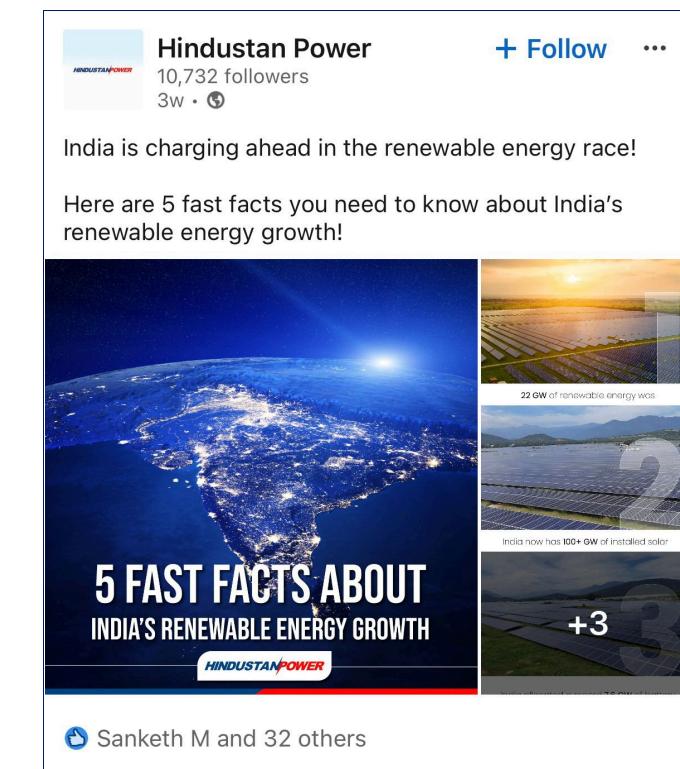
Results



Website Performance



Social media graphics



Value to the Client

Enhanced Brand Credibility

Strengthened brand credibility through a modern web presence

Consistent Brand Identity

Unified visual and tonal identity across all digital channels



Improved User Experience

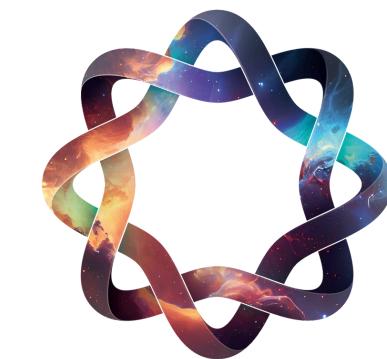
Enhanced engagement and content clarity with restructured site architecture.

Strengthened Brand Visibility

Improved organic reach and recall through refined social media aesthetics

Website: <https://hindustanpower.in>

Linkedin: <https://www.linkedin.com/in/hindustan-power-3a0b25206/>



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