



CTC EDMONTON
唐人街发展协会

Website Redesign

LOREM IPSUM

1. improve sense of safety and security
2. focused economic development
3. governance and community leadership network
4. celebrate chinatown as a destination
5. enhance built form and landmarks

ABOUT US

CONCEPT

The Chinatown Transformation Collaborative is a non profit organization that was established in 2018 to transform the Edmonton Chinatown community and turn it into a popular shopping and tourist destination. In close collaboration with the City of Edmonton, the CTC will continue to support and enhance the businesses that are so unique to Chinatown and allow its vibrant community and culture to shine.

The purpose of this website redesign is to improve upon the previous website's usability, while bringing a greater impact to the reach of their business and build stronger branding and presence. Through this work for the CTC, we are also able to support the local businesses and community in Chinatown.



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中華風

TYPOGRAPHY

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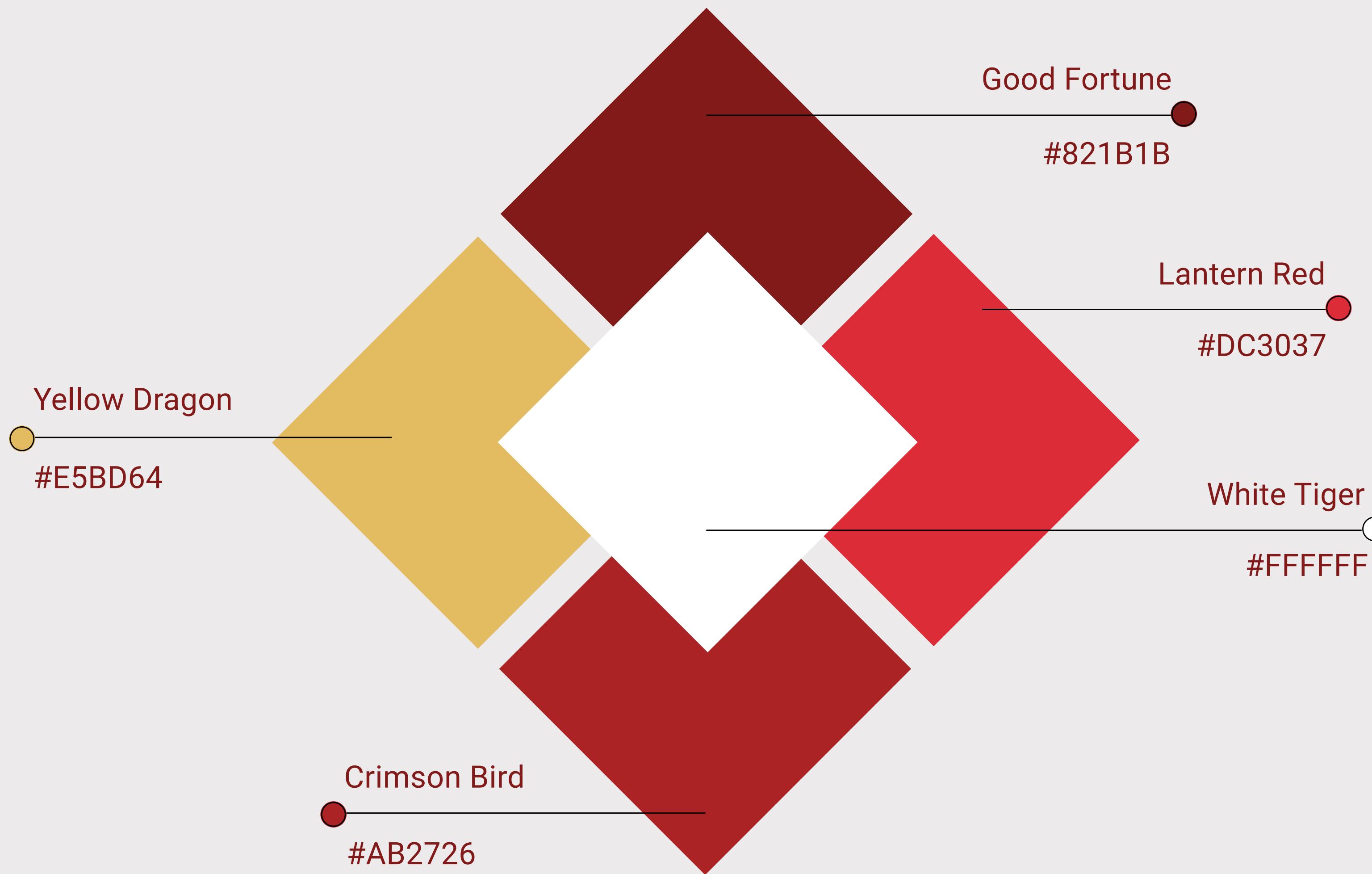
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ROBOTO

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PALETTE



DESIGN



A mobile phone screen displaying a website for CTC Edmonton. The background is a vibrant night photograph of Chinatown with red lanterns. The header includes the CTC Edmonton logo and Chinese characters. A large yellow button labeled "ABOUT US" is prominent. Below it, a section titled "LOREM IPSUM" lists five goals: 1. improve sense of safety and security, 2. focused economic development, 3. governance and community leadership network, 4. celebrate chinatown as a destination, 5. enhance built form and landmarks. A "UPCOMING EVENTS" section shows three event cards with placeholder images, dates (Apr 24, 2021), locations, and event descriptions.

A second mobile phone screen showing the same website layout. The "ABOUT US" section is identical. The "UPCOMING EVENTS" section shows three different event cards, each with a different placeholder image of Chinatown scenes.

A desktop browser window showing the website. The header includes "中文" and "EN" language options, social media links, and navigation menu items: Home, Discover, Events, Join Us, About Us, and Donate. The main content area features a large "LOREM IPSUM" section with the same five goals. Below it is a "UPCOMING EVENTS" section with three event cards. At the bottom right is a yellow "GO TO CALENDAR" button. The footer contains a "JOIN US" section with a placeholder message.

JOIN US

We are a ipsum dolor sit amet, consectetur adipiscing elit. Sed mauris urna, efficitur ac tincidunt id, semper

[VOLUNTEER](#)

[MEMBERSHIP](#)

[NON-MEMBERSHIP](#)

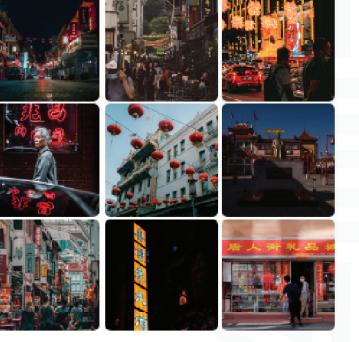
HERITAGE

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@ctcyeg



[VISIT OUR PAGE](#)

 CTC EDMONTON
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📞 (780) 250-8227
✉️ info@ctcyeg.com
📍 #204, 10708 - 97 Street
Edmonton, AB T5H 2L8
🕒 Monday - Friday
9:00 am - 5:00 pm

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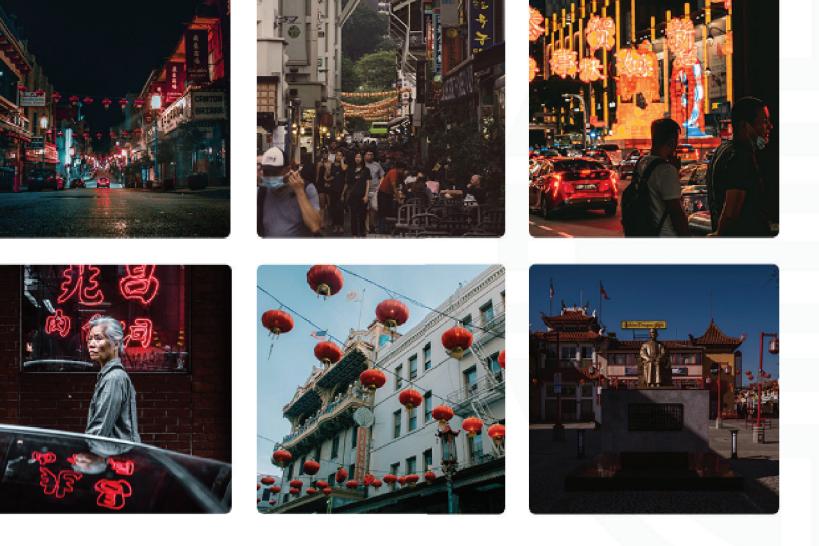
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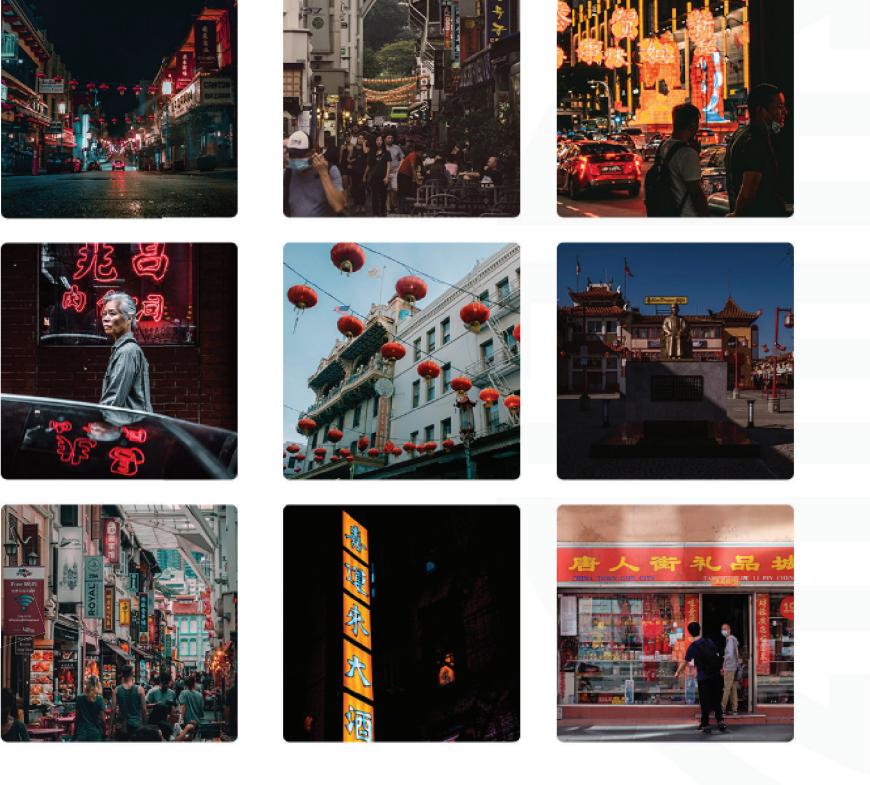
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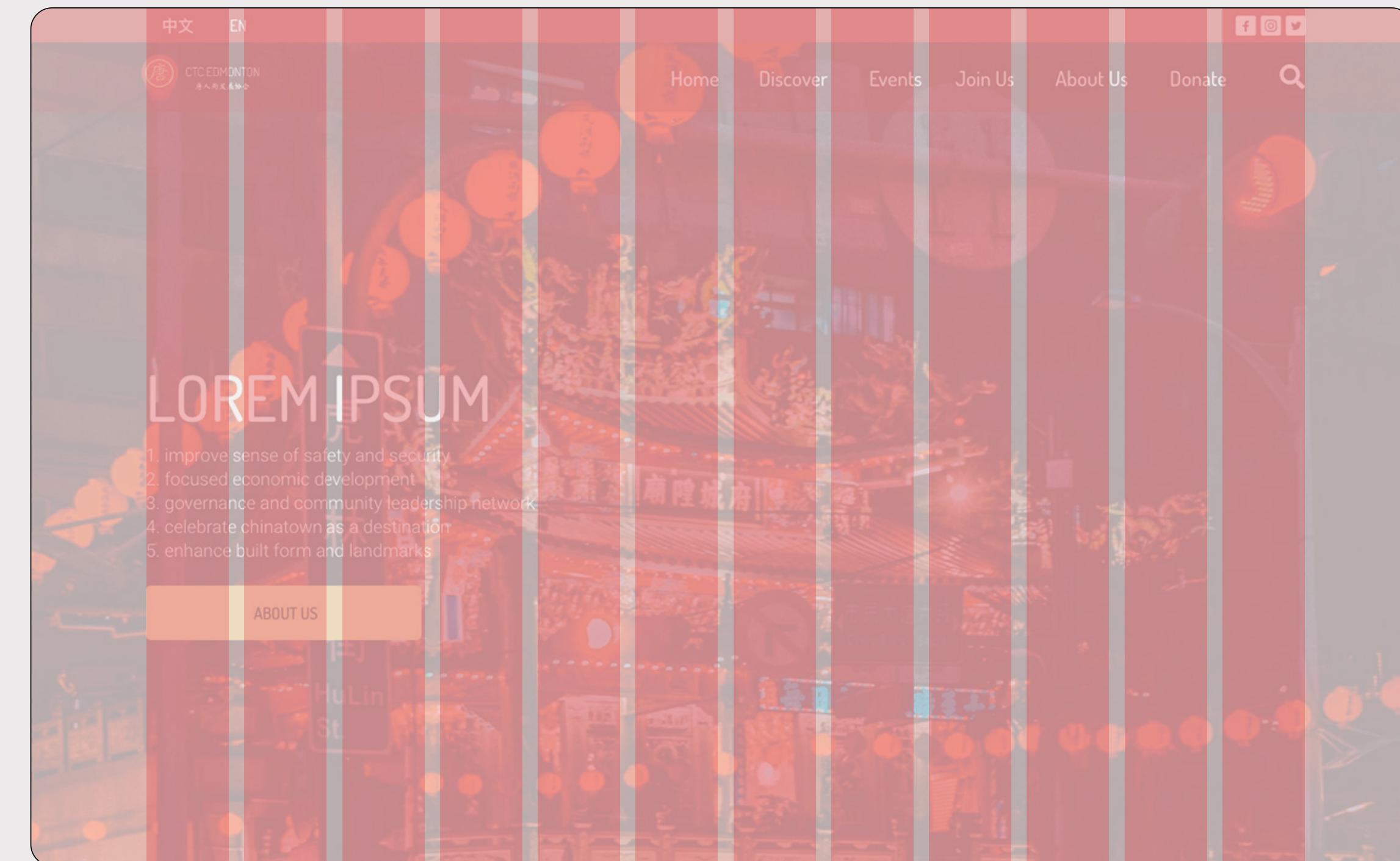
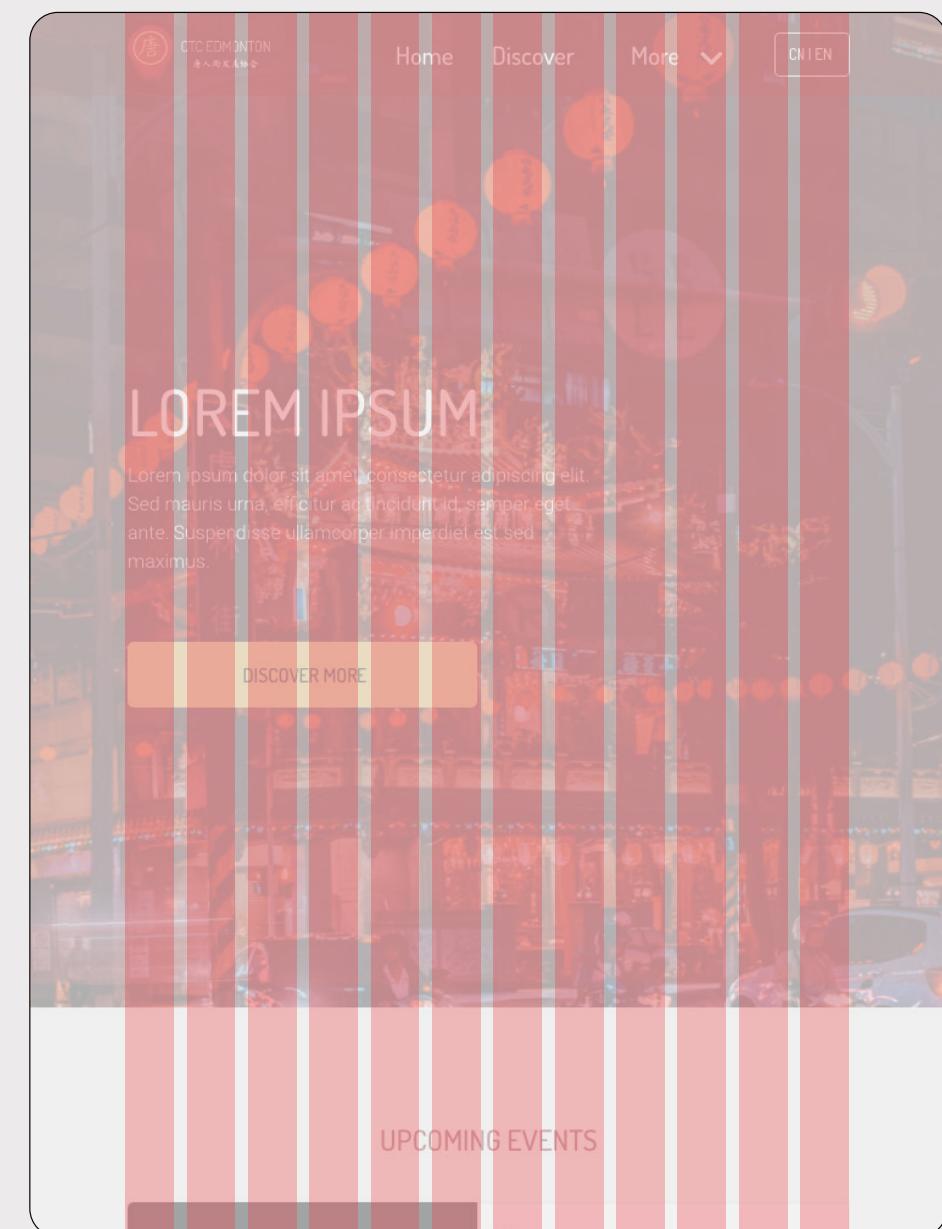
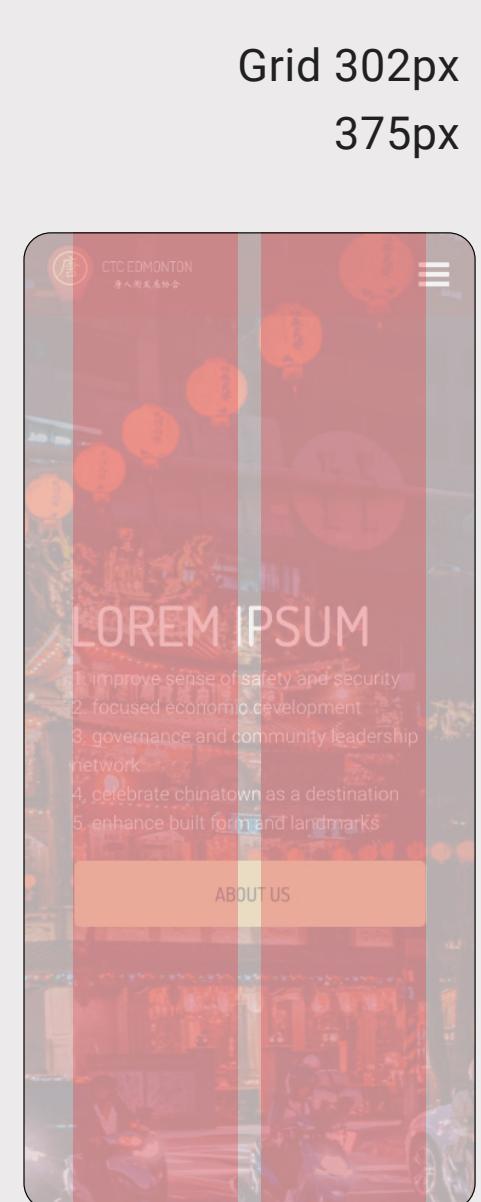
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GRID



Thank You!

