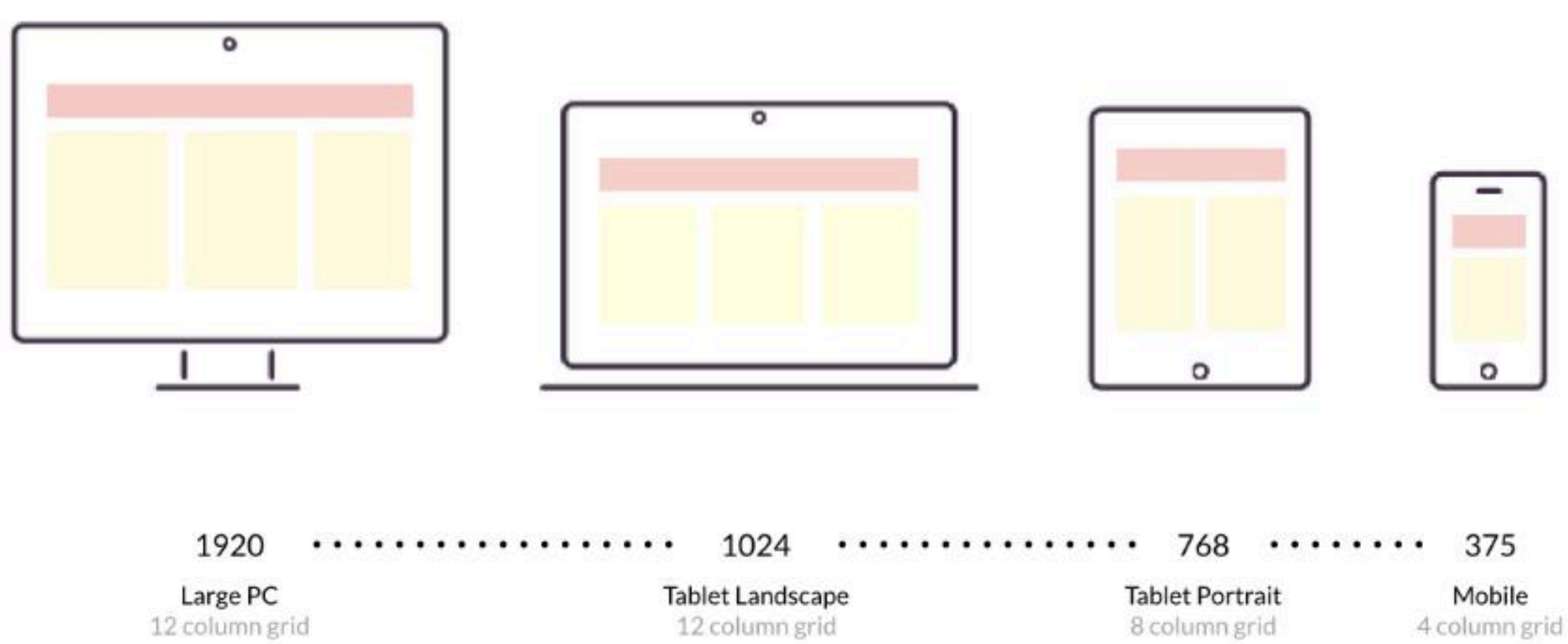


RESPONSIVE



CONCEPT

The concept of this project revolves around the redesign and rebranding of an existing corporate website, transforming it into a modern and responsive platform. The goal is to enhance the website's visual appeal, functionality, and user experience to better align with contemporary design trends and meet the needs of users across various devices.

To accomplish these tasks, a variety of design tools were utilized, including Adobe XD for prototyping and wireframing, Photoshop for image editing and manipulation, and Illustrator for vector-based graphics and branding elements. These tools were instrumental in bringing the redesign and rebranding vision to life, allowing for seamless collaboration and iterative design processes.



STYLE GUIDE

COLOR SYSTEM

For the color system, I adhered to the original color codes of DHL, incorporating their distinctive palette along with grayscale tones. This decision was made to maintain brand consistency and recognition. Not only does DHL's established colors let DHL's brand consistency to be maintained, the inclusion of grayscale tones further provides flexibility in design, allowing for emphasis, contrast, and readability without deviating from the brand's identity.



TYPOGRAPHY

"Proxima Nova" is a strong, versatile geometric sans serif font with an industrial quality. Its clean lines, modern appearance, and readability make it suitable for various design applications, including websites. For the DHL website, which requires a professional and streamlined appearance to convey reliability and efficiency in logistics, "Proxima Nova" could be a suitable choice due to its geometric shapes, modern aesthetic, and easy readability across different screen sizes and devices. Overall, it could enhance the visual appeal and functionality of the DHL website.



ICON

DIVISIONS



BUTTON



LIST



MENU

