

Herts & Essex Planning

www.hertsessexplanning.com

Project Overview

Herts & Essex Planning is a joint venture of like minded self-employed professionals. They cater for initial consultation, discussing design ideas, creation of planning drawings, Building Regulations and dealing with the application process.

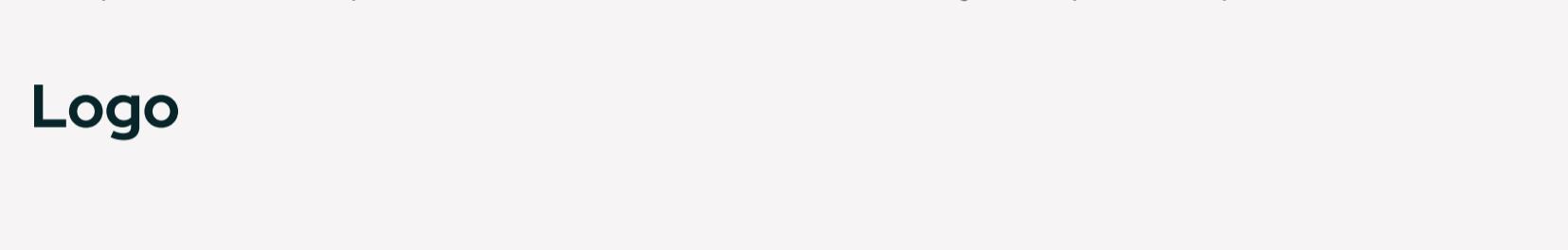
The approach

Create a distinguish colour scheme (different than the usual blue colour that is used for the industry).
The letters H and E from the name are used as a structure to support a roof.
The client requested a set of icons for a sub menu. I used the logo as a base(see below).

Services

Colour scheme (the client request was any colour but blue).
Logo.
Web design - coming soon (the current website is built for SEO purposes only).

Colour Palette



CTAs



Typography

h1. Herts & Essex

h2. Planning

h3. New Builds

h4. Karla font

We cater to all your drawing needs from Permitted Development drawings, Planning Applications, Building Regulation drawings and dealing with the application process on your behalf.
We provide a simple to understand service at a very competitive price.

Logo



Process



Variations of the logo



Set of icons for submenu



Link to the submenu with the icons.

Extensions icon is animated.

The idea is all of them to be animated.

