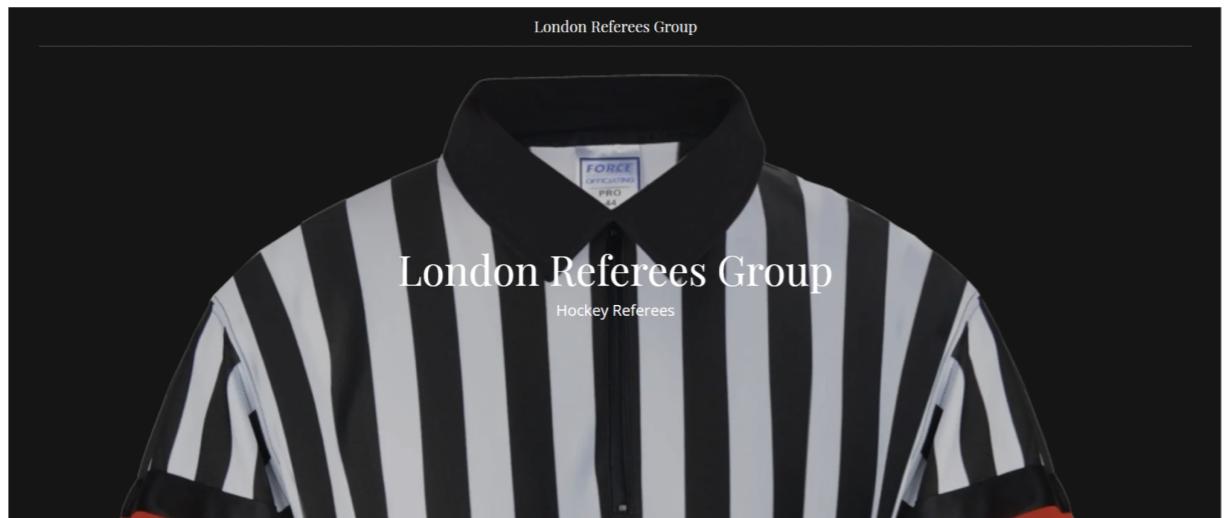


# Site Redesign Pitch #1



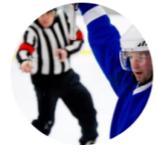
## About Us



Background



LRG Contact



If you are interested in refereeing in the 21-22 season - please return for updates starting Jan. 2021

We are an organization of 225 hockey referees serving London and area. If you are currently looking for an organization to referee your hockey league, our team would like the opportunity to assist.

[lrg@londonrefereesgroup.com](mailto:lrg@londonrefereesgroup.com)

Already a Referee - click Below  
<https://www.surveymonkey.com/r/HRW5Z8P>

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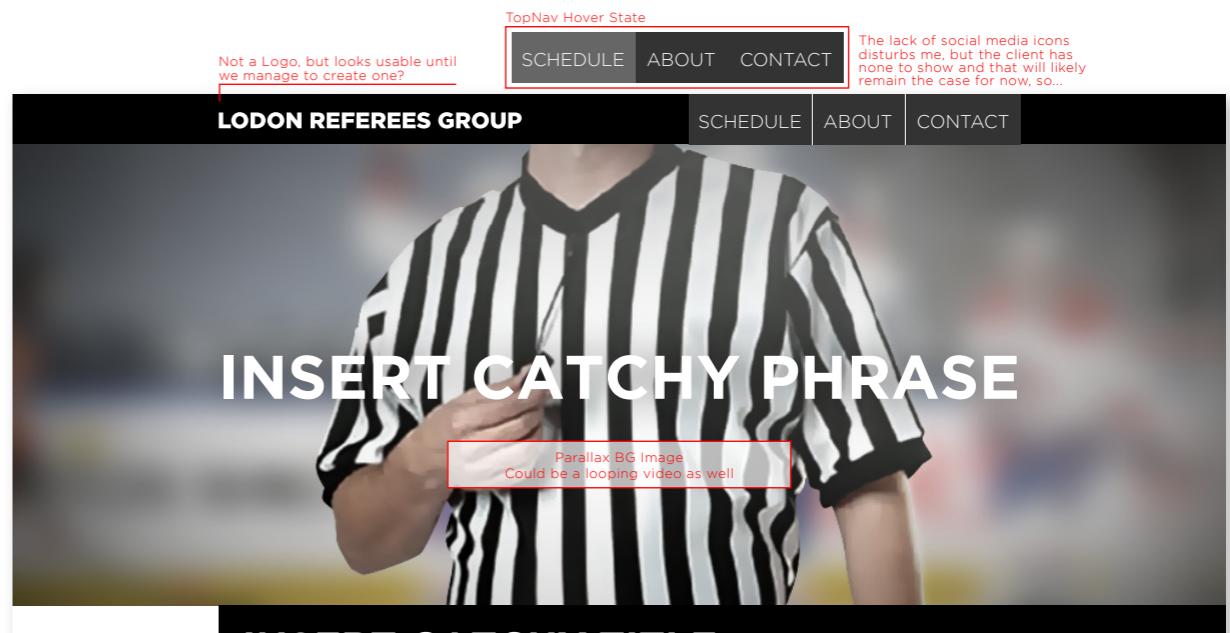
Alright folks, above this wall of text is the client's current website in its entirety: It looks like ass, there's not a lot content and some of the links don't even work. So....how do we fix it?

Here's what I propose: We grab the essence of what the original site is (unsuccessfully) trying to convey and apply it to a layout that is both compatible to current design trends and built around responsiveness so it is able to lend itself beautifully to as many screen sizes and devices as possible.

The main idea I have pursued while building this was a black and white motif that plays around with contrasts to create shapes for sections, blocks of text, titles, etc, kind of referring back to the stripes in the referee's uniform. After trying a bunch of different layouts with this in mind, I realised I needed at least one complementary color to go with it, which is where that dark-grey hue on the topnav and the schedule gallery comes from. Tried it with red before (since it comes up in the uniform as well, also...canada?) and my eyes are still recovering from the burn. Bad, bad idea, don't try this at home.

Anyway, the current iteration of the layout is very rough/unpolished and I fully expect the rest of the group to take it apart and have me rebuild this thing many times over until we get to something that makes everyone happy.

I've yet to create any usable graphical asset. Tried my hand at some logo ideas, but that only served to show how unfamiliar I am with hockey design trends. Will need to look further into it.



Open to suggestions to make the image box a bit more interesting here without breaking the layout.

## SCHEDULE



## PARTNERS

