



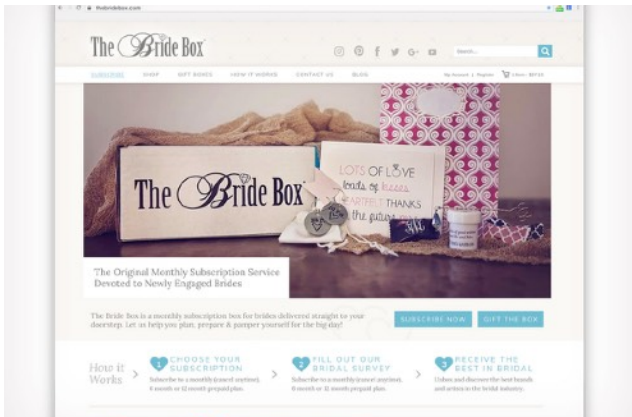
The Bride Box Website

THE CHALLENGE

Freshen up the Wordpress template website design with a more sophisticated look and feel including an updated mobile friendly version, then develop the new design in place of the existing Wordpress template and WooCommerce storefront.

THE SOLUTION

I designed the site to be a softer light tan site simplifying the logo and removing all of the lace texture. To keep with the packaging that the customers were used to receiving I did bring over a variation of the blue that was not quite so harsh.



THE PROCESS

While the site had a light feel with the white background, the gray navigation and footer bars plus black text lacked the sophistication that brides-to-be would be looking for. They were also a bit heavy in contrast to the white, so I softened it up with a light tan header and footer and got rid of the lace-trimmed badge that the logo was sitting on top of.

I also got rid of the gift box that was in place of the 'x' in the logo since it made it difficult to read. Because this was not a nationally known brand, the brand itself needed to be simpler. The simplification of the logo helped with the size of the header on the mobile version so it did not take up as much real estate.

In order to retain some of the brand recognition that their client base had and to keep some consistency with the packaging that was already in use I carried over a friendlier version of the blue. This was done to keep some sense of brand recognition with any current customers.

