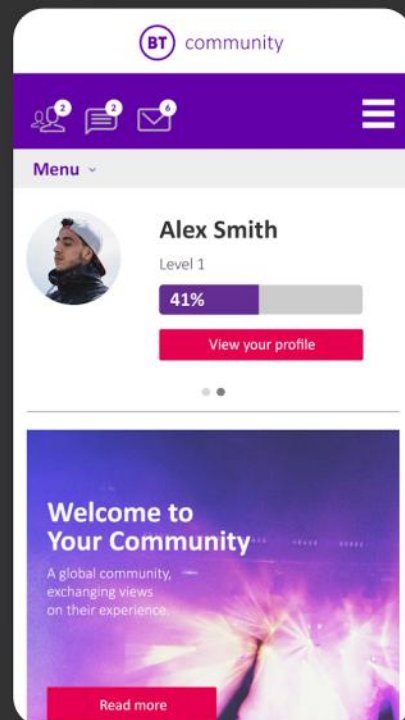
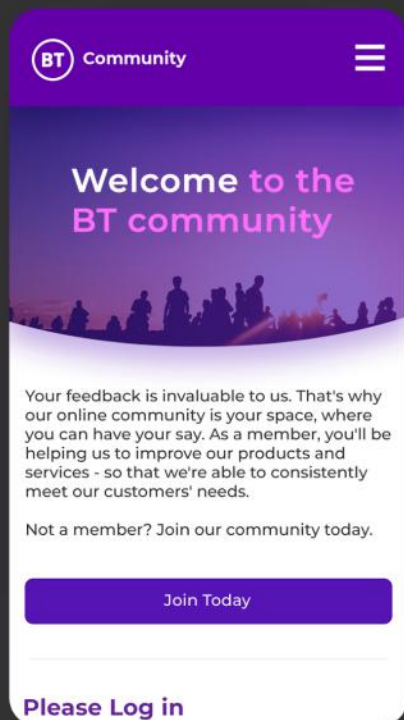



BT

BT were looking to establish a site for social discussion around their TV offering but had a longer term plan where this site could be adopted by other parts of their telecoms business. As such they were looking for a more neutral design that needed a lot of long-term flexibility built in.

As such BT had pretty strict brand guidelines to adhere to on this web design project, and perhaps the most difficult element was finding stock footage that fit their colours and gave off a sense of vibrancy and community.

This is one of the reasons a subtle gradient is used over a lot of the images, which is an effect applied by the site and not something that had to be done in photoshop before upload.





Alex Smith

Level 1

41%

[View your profile](#)

Member profile

Member since:
March 2021

Activities completed:
25

Activities until next level:
5

Welcome to Your Community

A global community, exchanging views on their experience.

[Read more](#)

Your latest activity

Let us know your thoughts.

[Make a comment](#)

Tell us about programming

Tell us about your experiences.

[Make a comment](#)

Quick polls

What do you use BT for primarily?

Please make a selection:

Sports

Broadband

TV

Mobile

Halo

[Submit](#)

Your watch list

- Lets talk Languages**
New task- Get started >
- Video Task**
Keep your thoughts coming >
- Ok so you watched**
>

Top Posts

-  **Alex Smith** - 12 minutes ago
Lorem ipsum dolor sit
Replies: 1 **2 Likes** [Reply](#)
-  **Alex Smith** - 22 minutes ago

Latest news



BT community

Latest news
From your community

Hi Alex,

Welcome to the beIN Spots community newsletter, a chance to catch up on everything.

Thank you all for your involvement so far. It's been such a great start with all your feedback - so happy to have you on board. Keep reading to get the scoop on our latest news!

Are you a prize draw winner?

We've given away prizes of up to £500 again this month to thank you for your participation.

[Are you a winner?](#)

Taken part in our latest activities?

We have plenty of exciting activities ready and waiting for you to take part in.

[Take part today!](#)

Your comments
Here's what some of you said last month...

Question one

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla scelerisque, massa a facilisis aliquam, leo turpis mattis nisl, id blandit ligula sem non risus. Nunc vulputate mollis sem, sit amet trincidunt felis.

- Option one
- Option two
- Option three
- Option four
- None of these

Next

Rooms | Room: Discussion | Have you seen our new advert?

Room: Discussion

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As well as posting comments in the box provided, you can also upload pictures, videos, files and audio clips. Don't forget to reply to other member posts as well as 'like' their comments.

Within a discussion room, different 'topics' will be displayed down the left hand side. We would like you to click on as many as you like and comment away.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus tortor in turpis vestibulum, in dictum odio aliquam, Vivamus sit amet lorem sollicitudin. Proin sem nibh, pharetra nec lacus a, elementum iaculis nulla. Proin eget mauris felis.

Discussion topics

Select a topic to join:

- Subject number 1 >
- Subject number 2 >**
- Subject number 3 >

Have you seen our new video?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam faucibus tortor in turpis vestibulum, in dictum odio aliquam, Vivamus sit amet lorem sollicitudin. Proin eget mauris felis. Quisque tristique libero lectus, at bibendum aliquam sit amet.

