

Co-Op

Sometimes when I think about a design and a brand, I think about the elasticity of what I'm designing for. While its easy to create a very heavily branded experience, that's not always the right solution if the end product needs to last half a decade or more as was the case with this Insight Community for Co-Op. The team at co-op had struggled for a number of yearst o maintain a corporate identity after a number of rebranding exercises and so whatever solution they adopted needed to be flexible to changing needs and not require a complete overhaul. Hence I went with a very toned down three colour blue motif with a darkerblue being used to highlight directional information (what page people were on) and a greener blue being used as a button accent. They main brand blue was then used as a topper and header colour throughout to give the site a sense of identity easily.



