



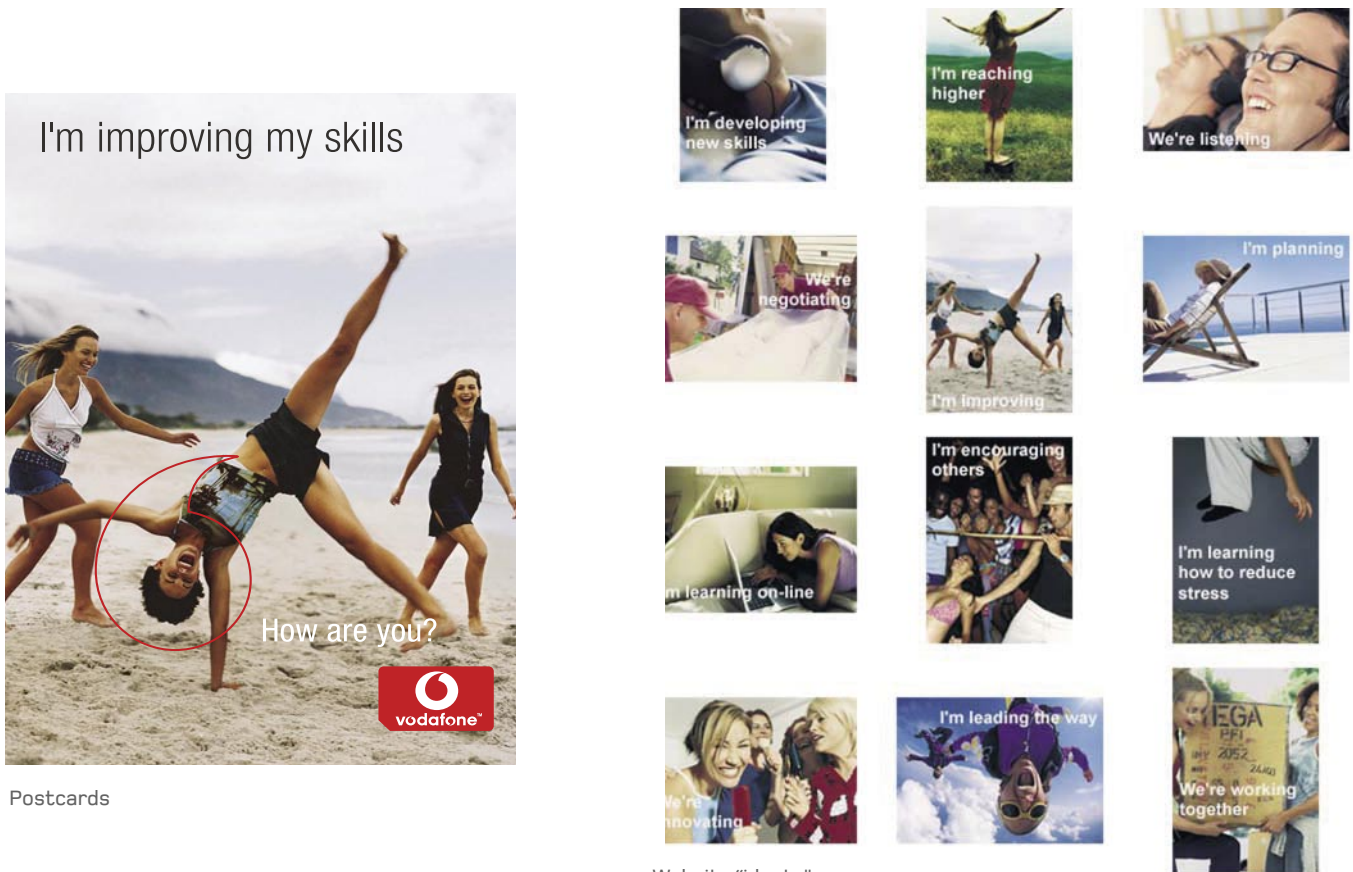
vodafone

With the need to bring their internal staff training website in line with strict branding guidelines, Vodafone partnering with Learning Resources International (LRI) demanded a site design that not only satisfied various usability requirements, but also reflected the core brand values.

We worked together with brand gurus from Vodafone and systems developers from LRI, to create a design that not only filled the brief, but also encompassed the brand value of 'joi de vivre'. This was highlighted through the development of a series of 'Idents' based on the 'How are you' campaign, running at various stages throughout the site.



Training website interface



Postcards

Website "idents"