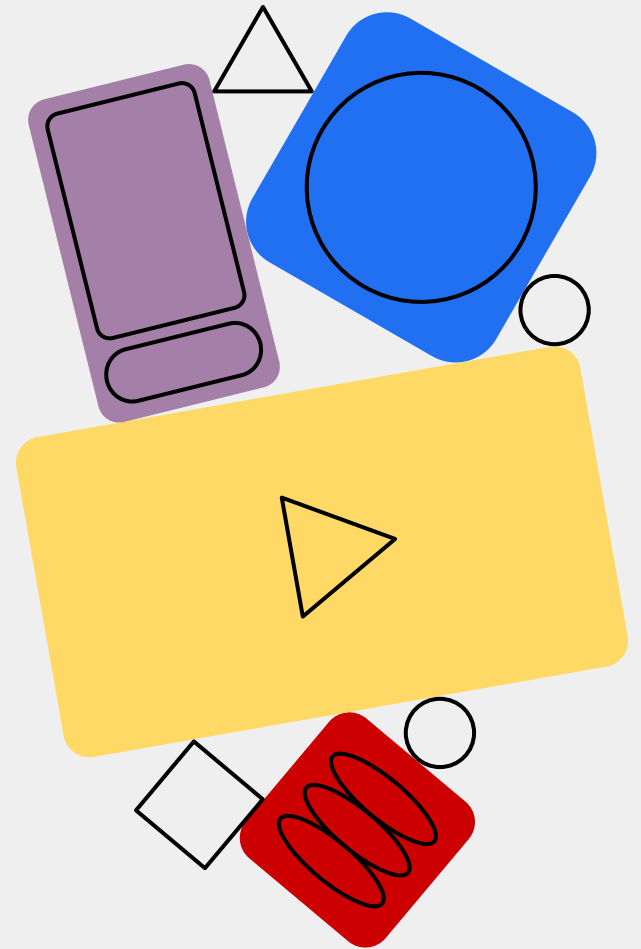


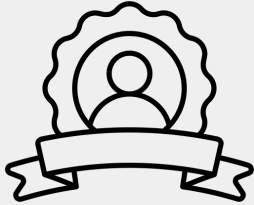
95 year old textile company
websites and branding redesign

Rebrand & Redesign



New Branding, and Website Redesigns

Rebranded and redesigned 6 brand sites, one corporate site, one blog for a 95 year old fabric company



Goal 1

Define brand identity for 3 very muddled brands



Goal 2

Refresh the logos for four of the company's brands



Goal 3

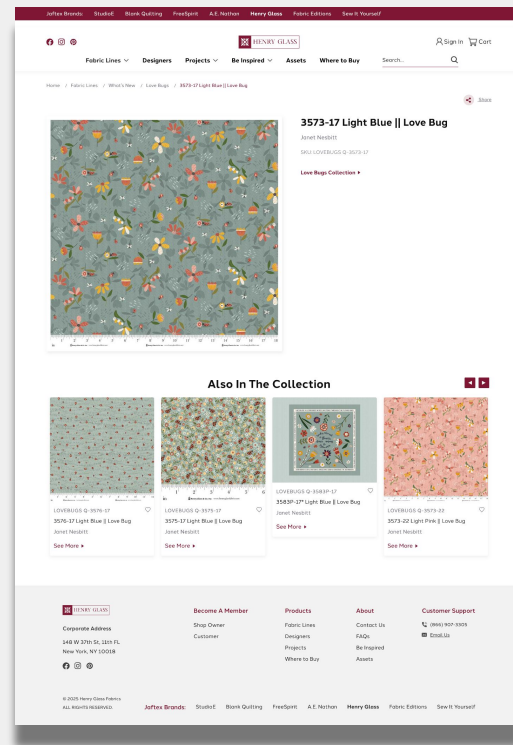
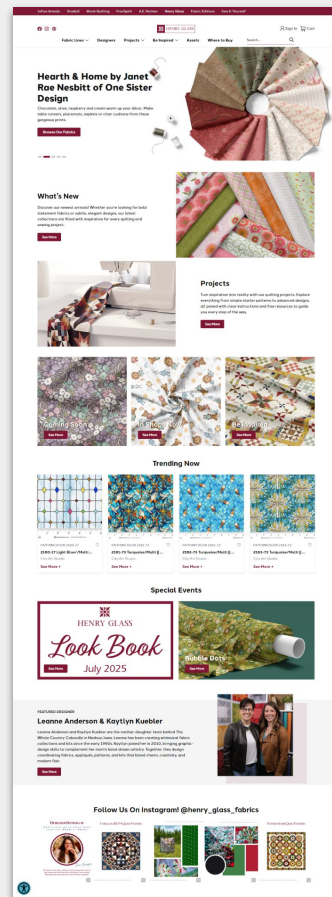
Redesign all sites to improve UX, modernize, and align with brand identities

Challenges

- 6 business that had been acquired over three decades and never updated
- No brand identity for most of the brands
- Zero UX or SEO, outdated CMS and templates
- Older client base with a focus on quilting
- Need to modernize without alienating audience
- Need to acquire newer, younger audiences
- Zero corporate presence.

New Brand Template

- Updated, modernized sites
- Refined site architecture
- Improved site UX
- Applied new logos and signature color branding
- More user-friendly and accessible
- Product-forward presentations
- Universal enterprise “pencil” navigation



Product Pages

New Logos

Defined and reflected unique design sensibilities of each fabric brand.



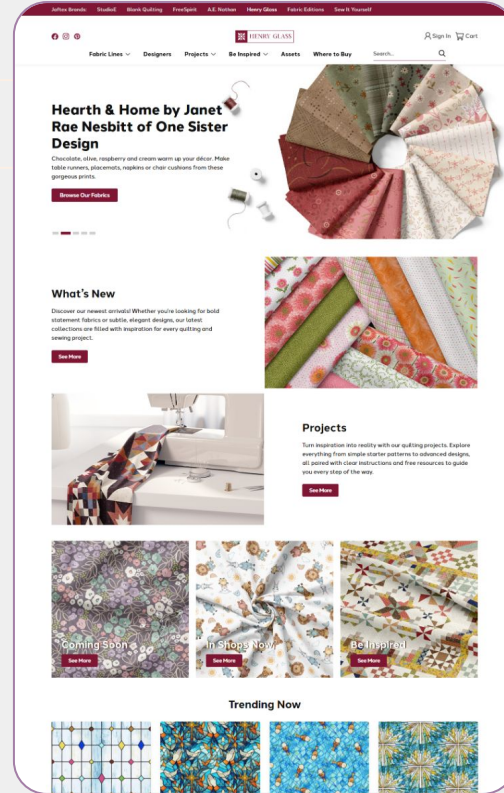
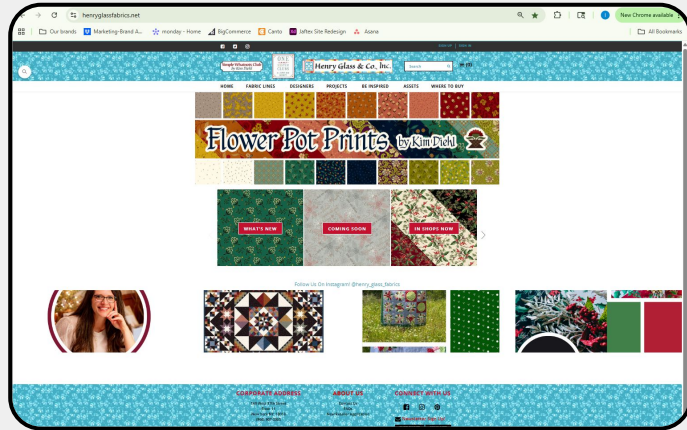
Quilting
Basics

Playful,
Eclectic

Traditional,
Timeless

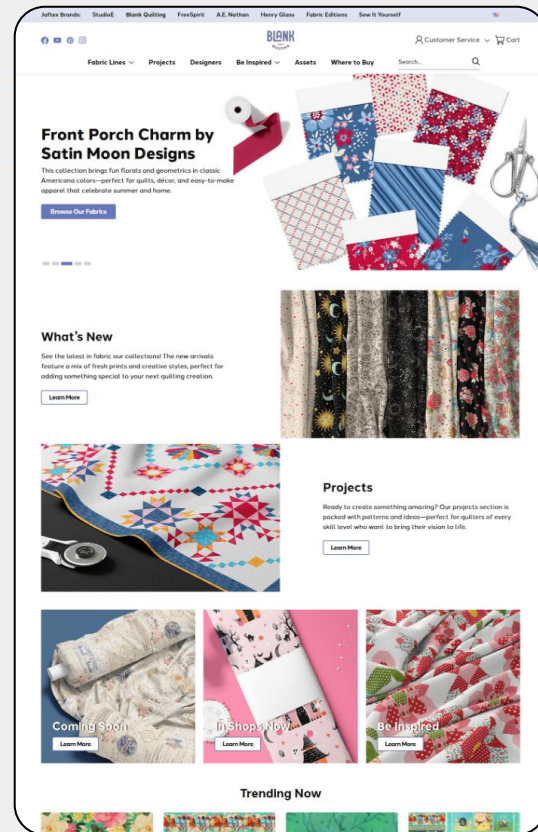
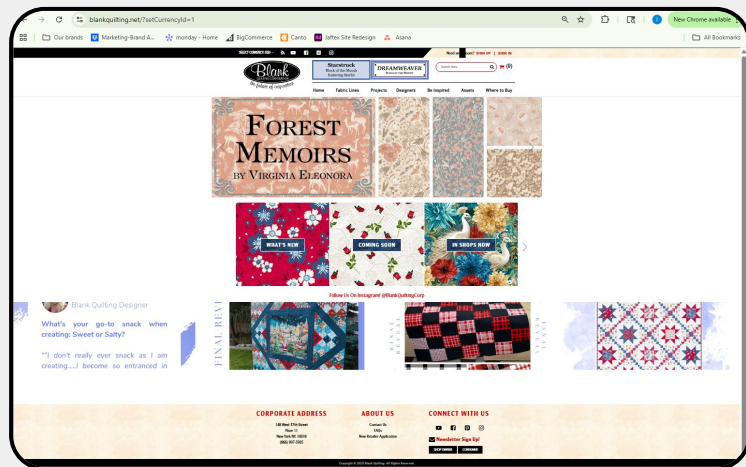
Modern,
Fresh

Henry Glass - Before and After



henryglassfabrics.net/

Blank Quilting - Before and After

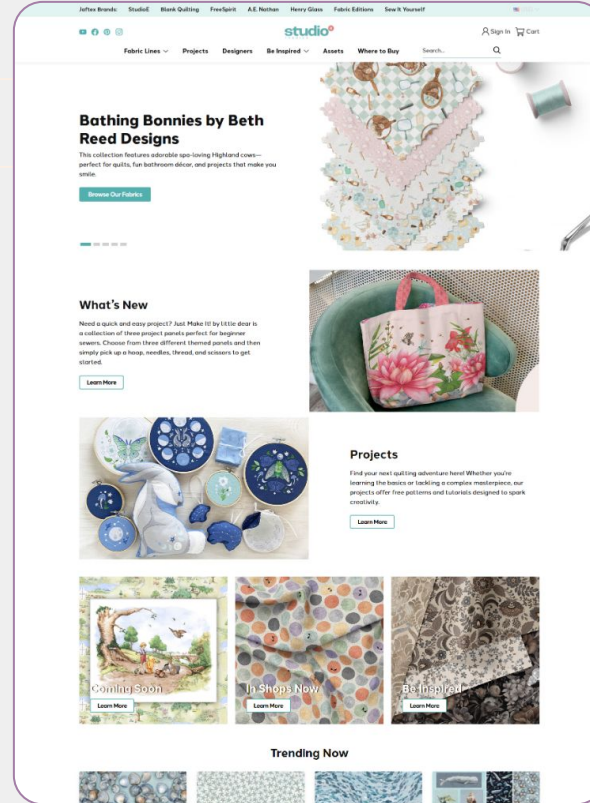
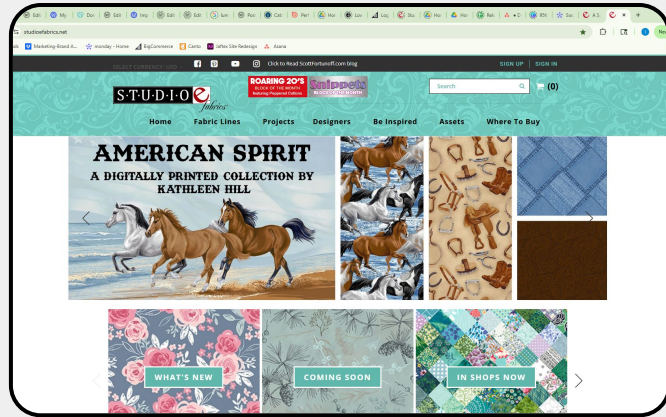


BLANK
QUILTING



<https://www.blankquilting.net/>

Studio E Before & After

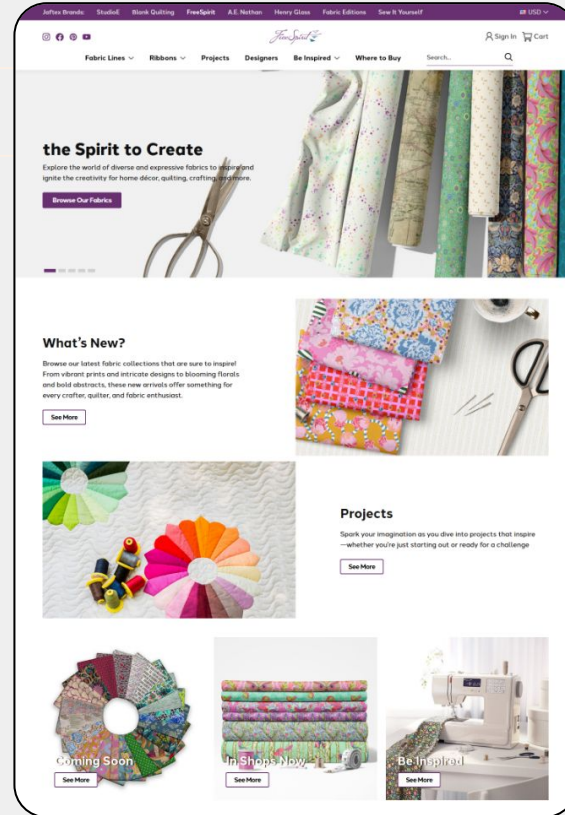
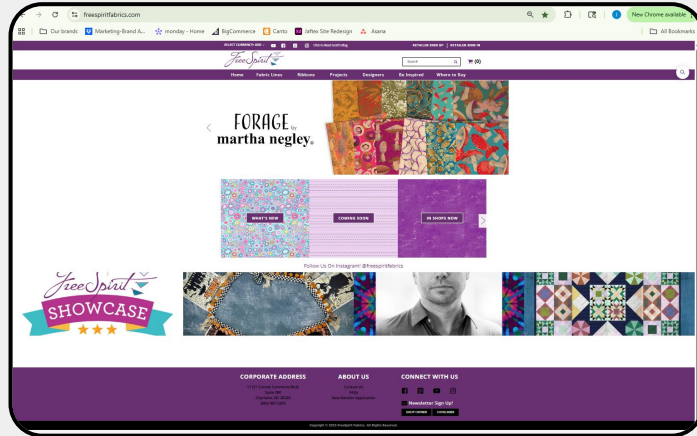


studio^e
FABRICS



<https://www.studioefabrics.net/>

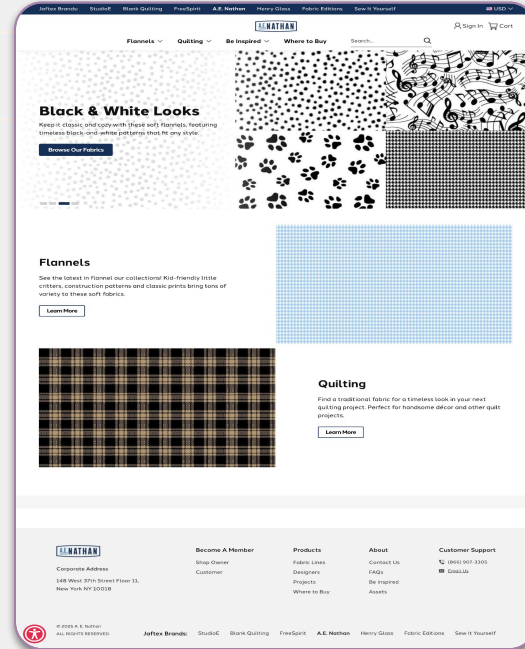
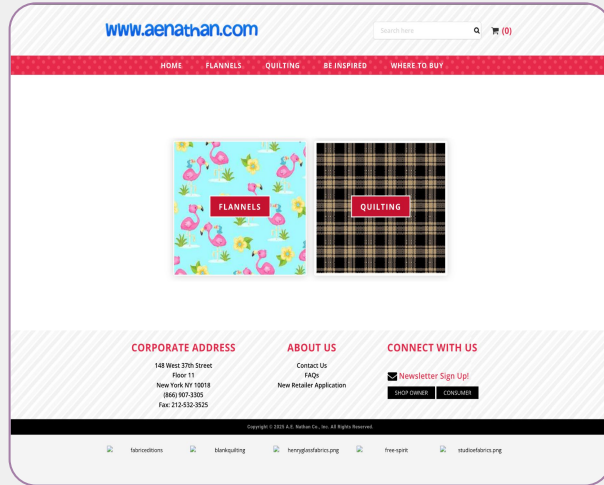
FreeSpirit Before & After



freespiritfabrics.com

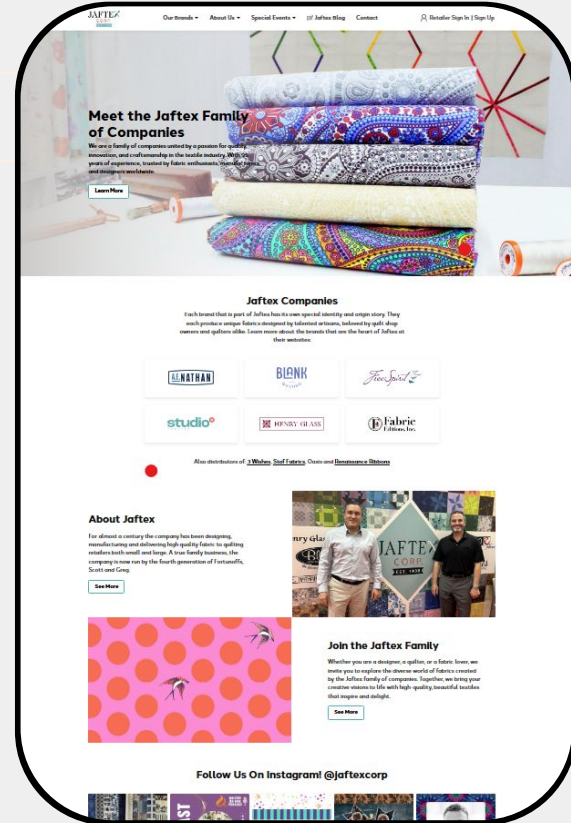
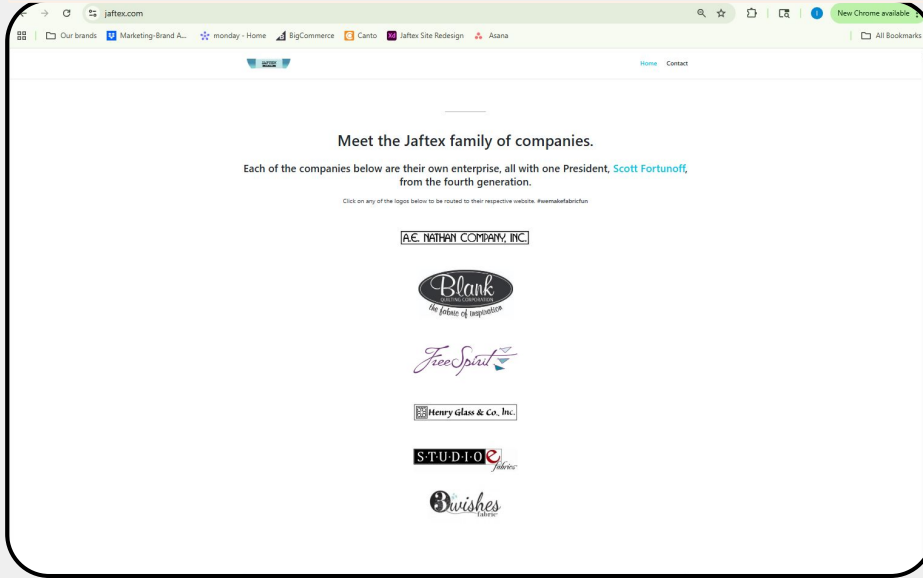
AE Nathan - Before and After

A.E. NATHAN COMPANY, INC.



aenathan.net

Corporate Site Before & After



Social Branding

