Vodafone Group Services email and newsletter brief 10 August 2017 Budapest Hub



Brief

To design and build an HTML email and newsletter template.

The purpose of this communication is to drive traffic to the design.vodafone.com website, to start a dialogue with the people and markets who require Group's assets.

Our aim is to elevate and celebrate our portfolio of work spanning across our design principles to concise guidelines. To create better communication with our global markets, driving consistancy and coherancy so we can design as a unified team to deliver one Vodafone digital identity.

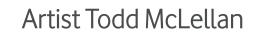
Principles

Celebrate the work
Concise clear messaging
Always put the work in context of end result
Simple, minimal design (less is more)
Be leaders not followers (show others how it should be done)

Draw inspiration from the work and design with the theme of 'grids and knolling'

(Knolling is the process of arranging related objects in parallel or 90-degree angles as a method of organization) **Have fun** (it will show in the work)

Moodboards









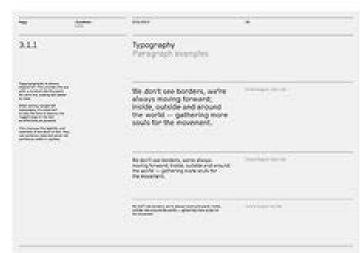












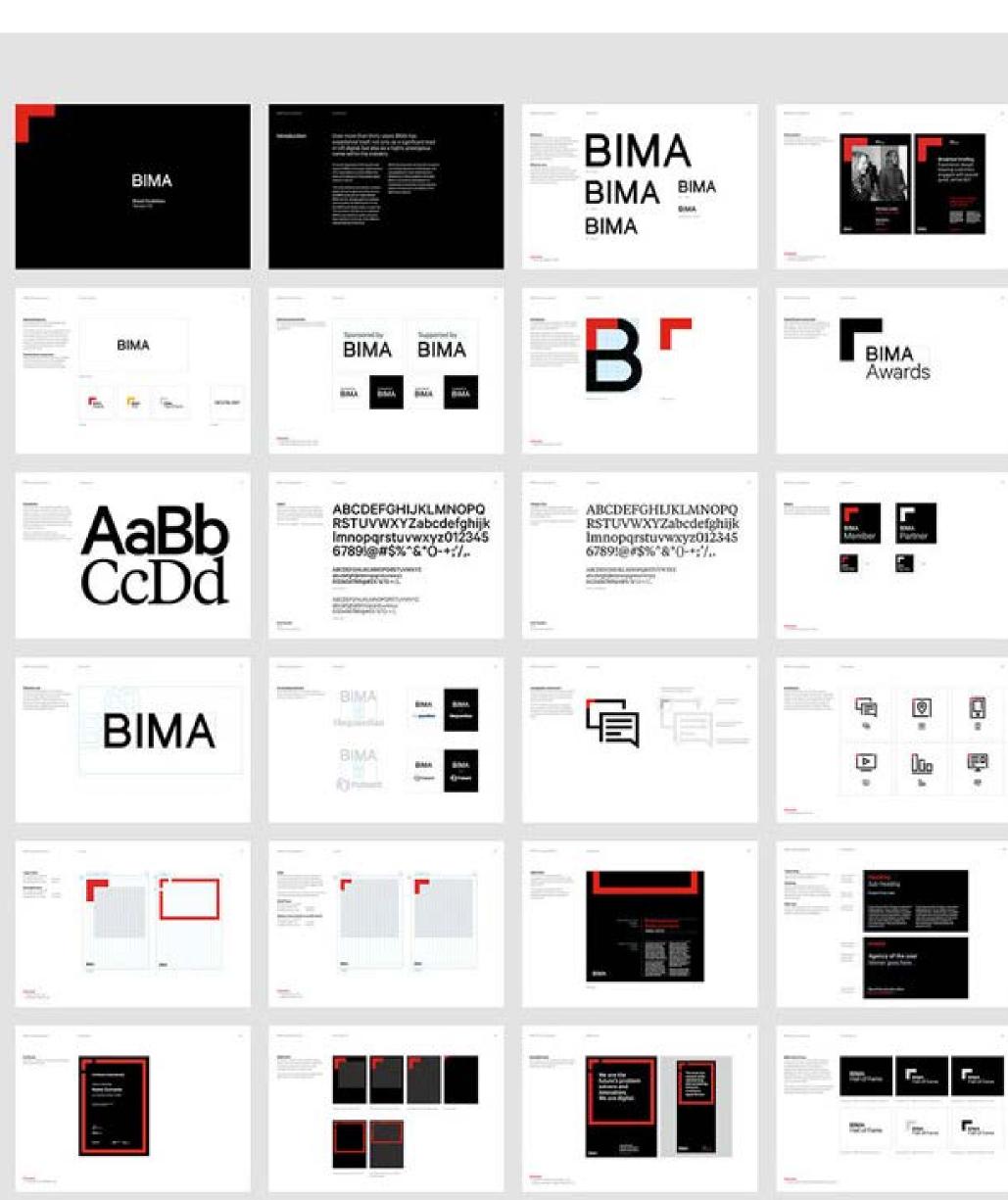








Celebrating the guidelines



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160 Simple Line Icons

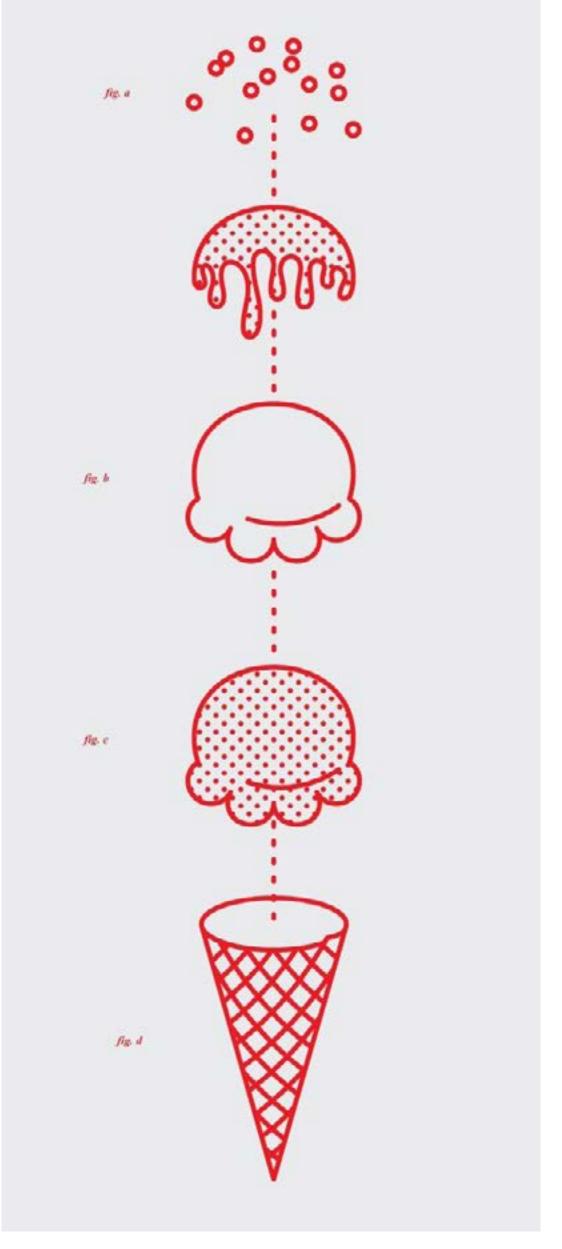
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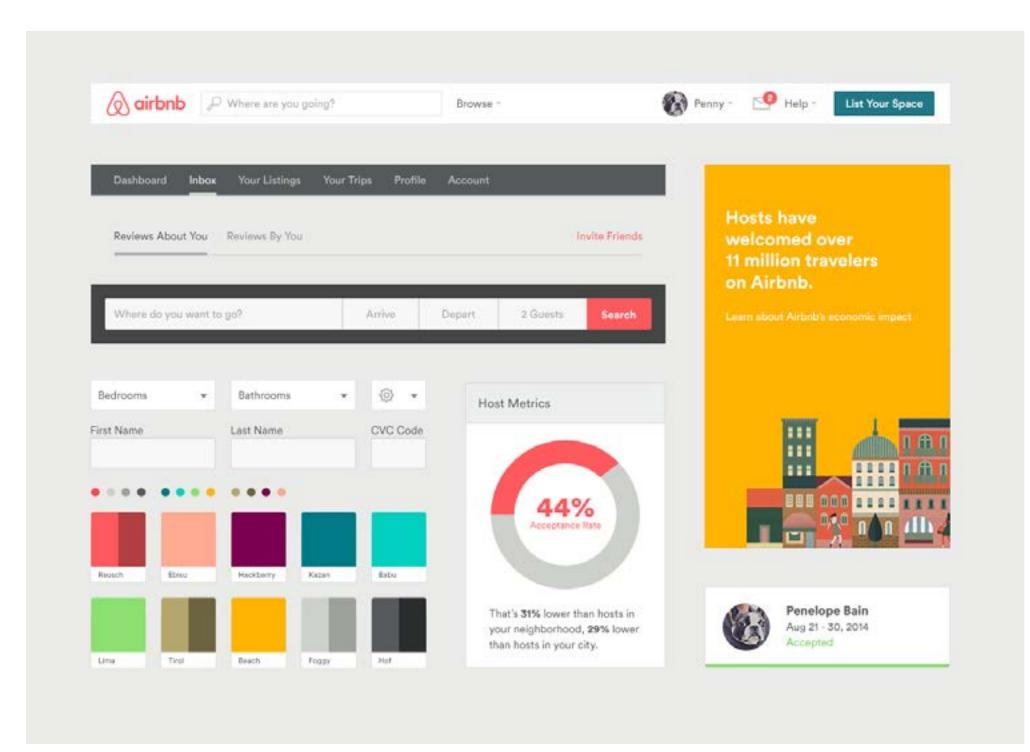
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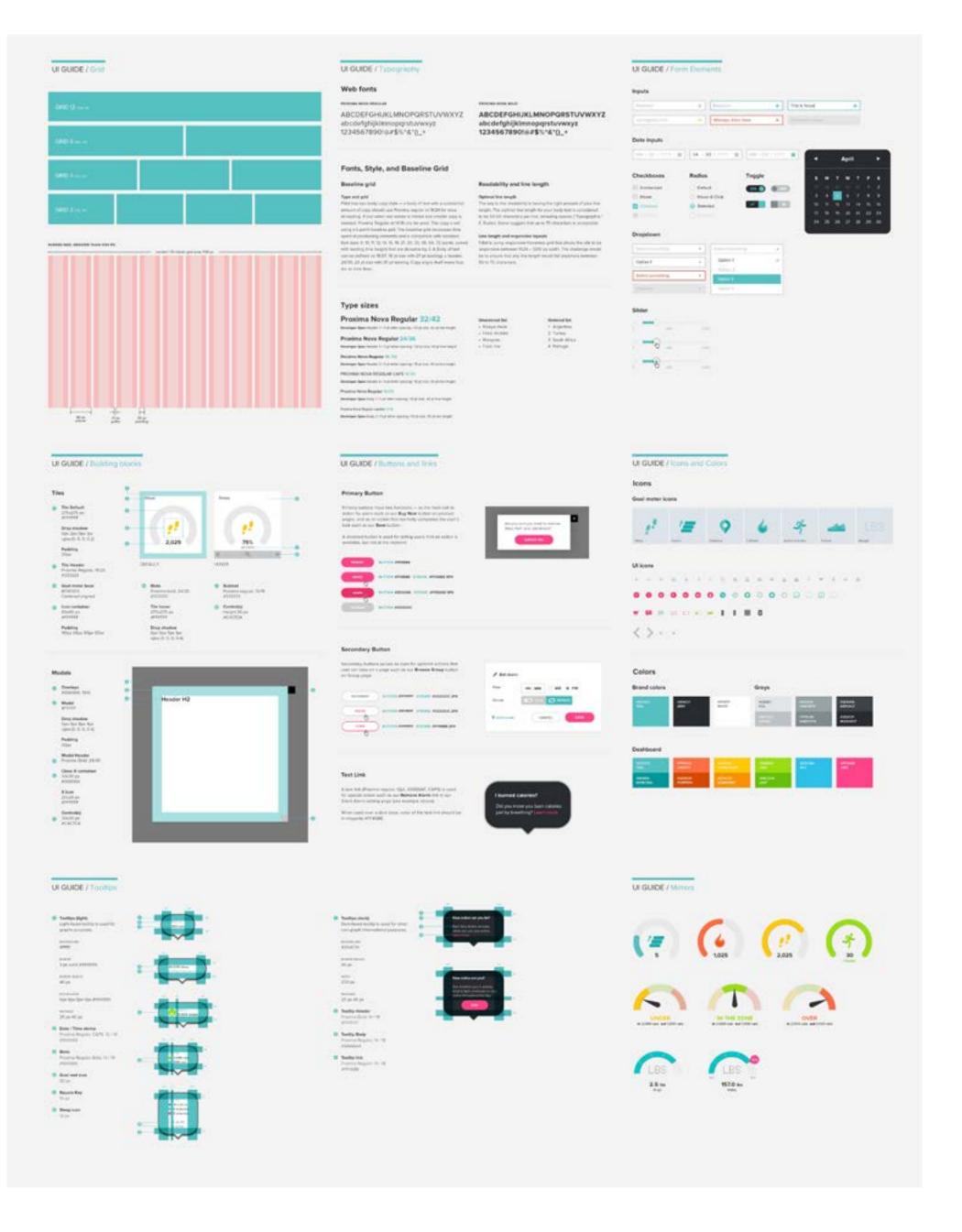


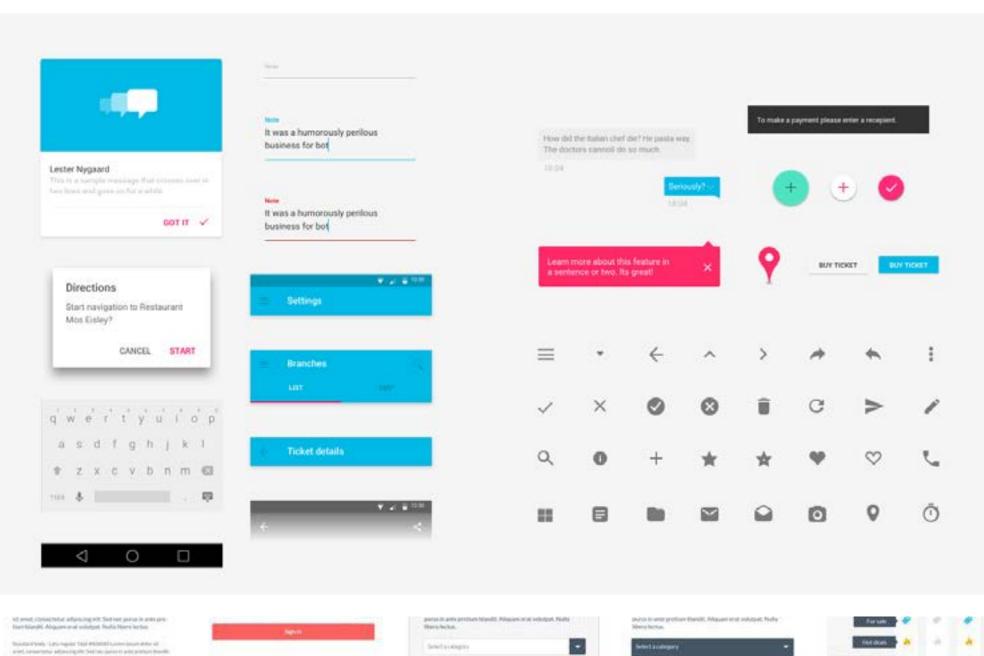


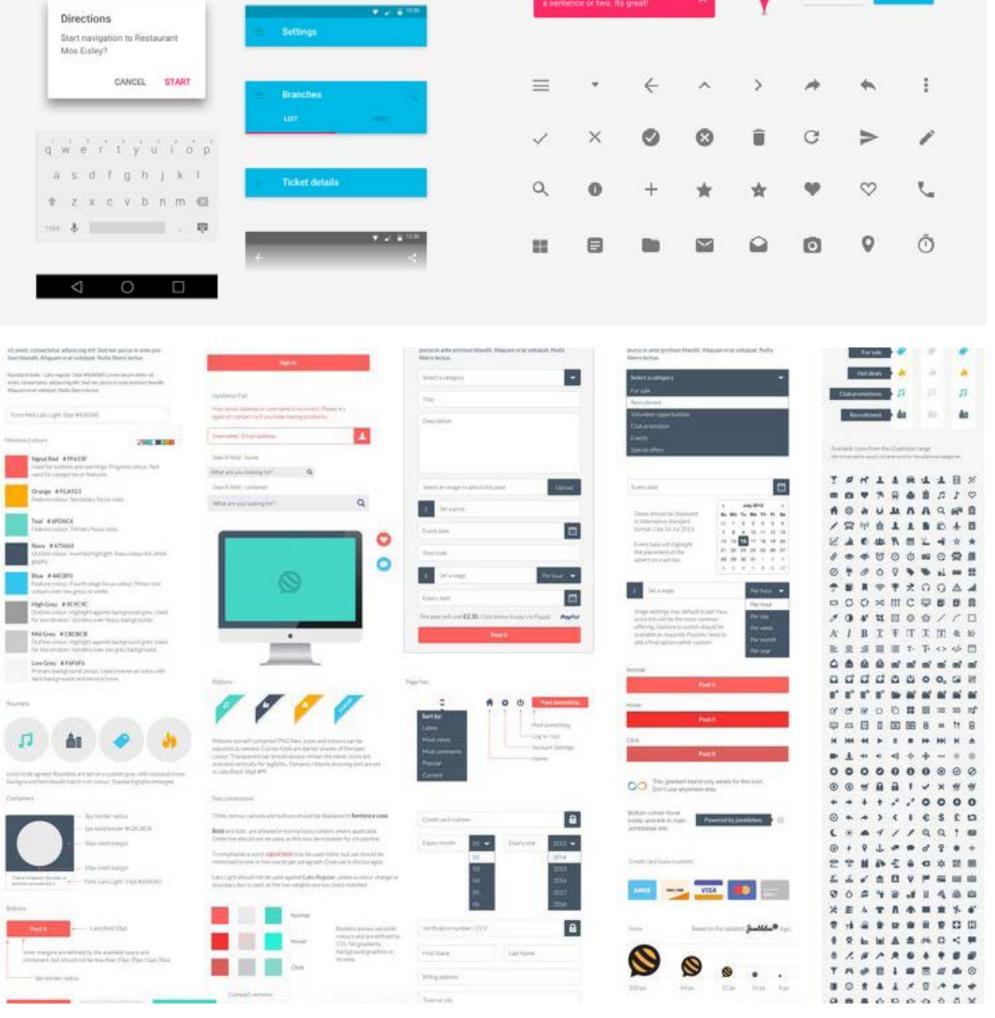


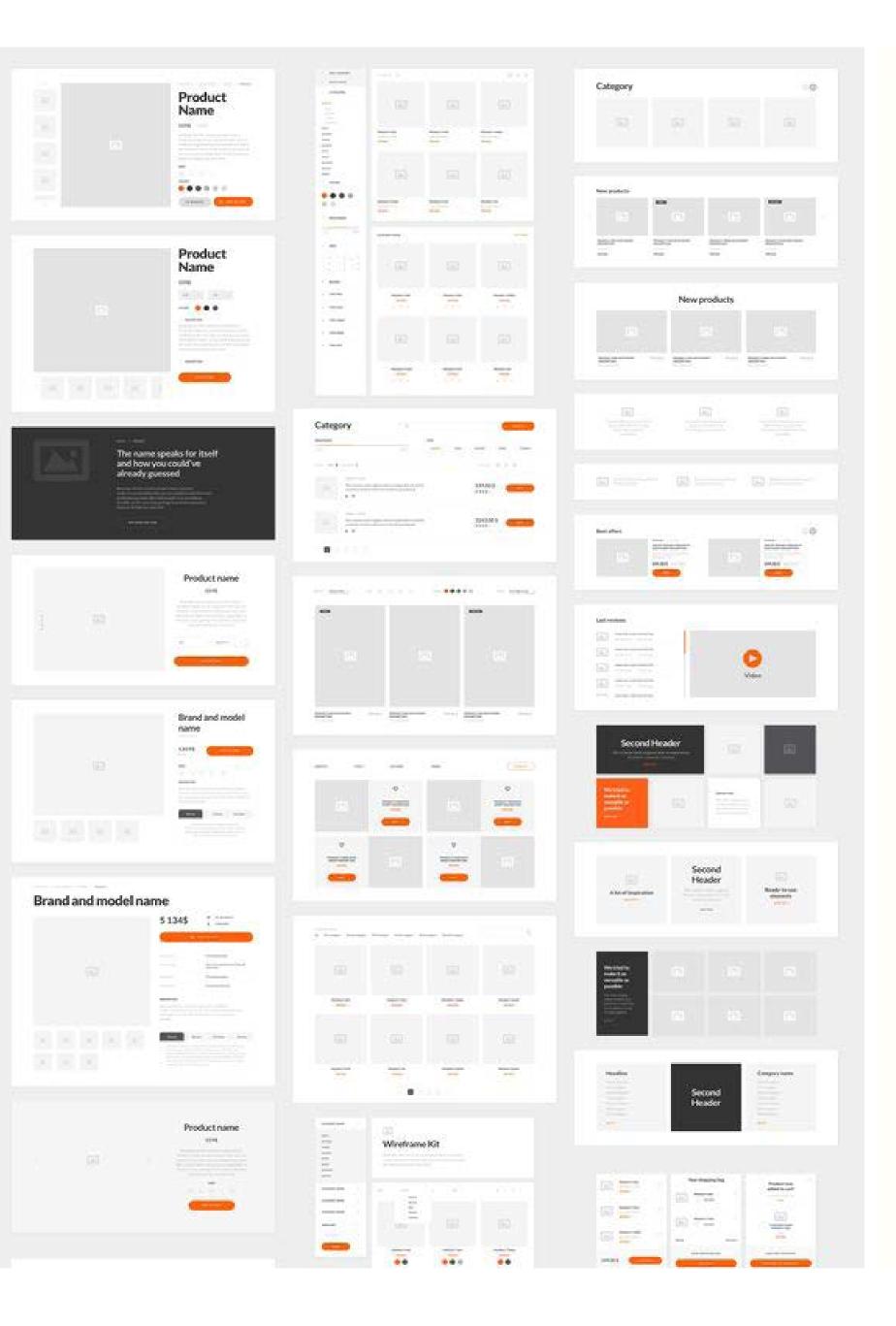


Collections











Clear messaging



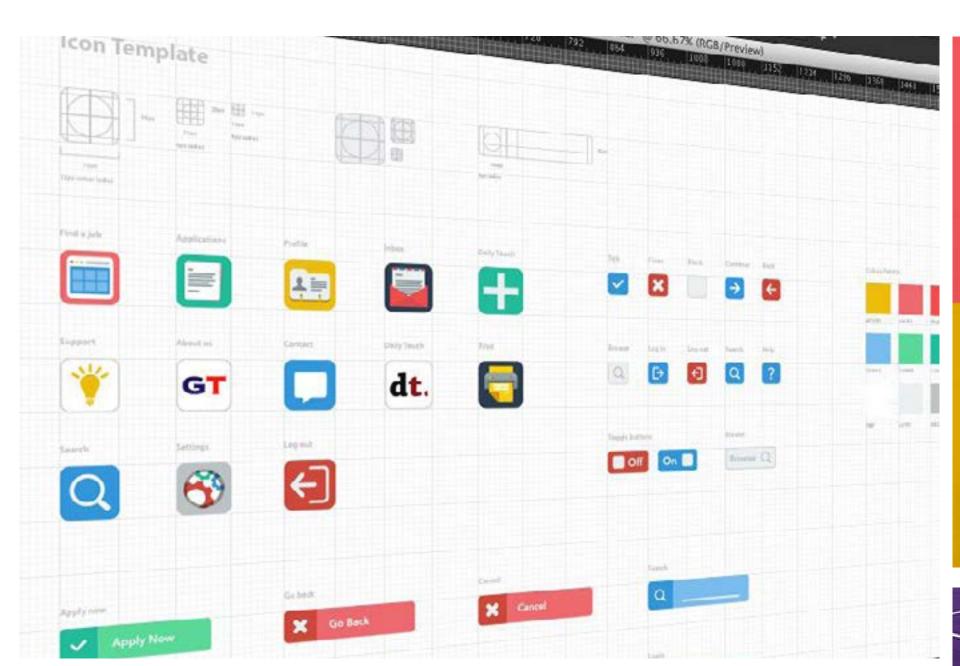
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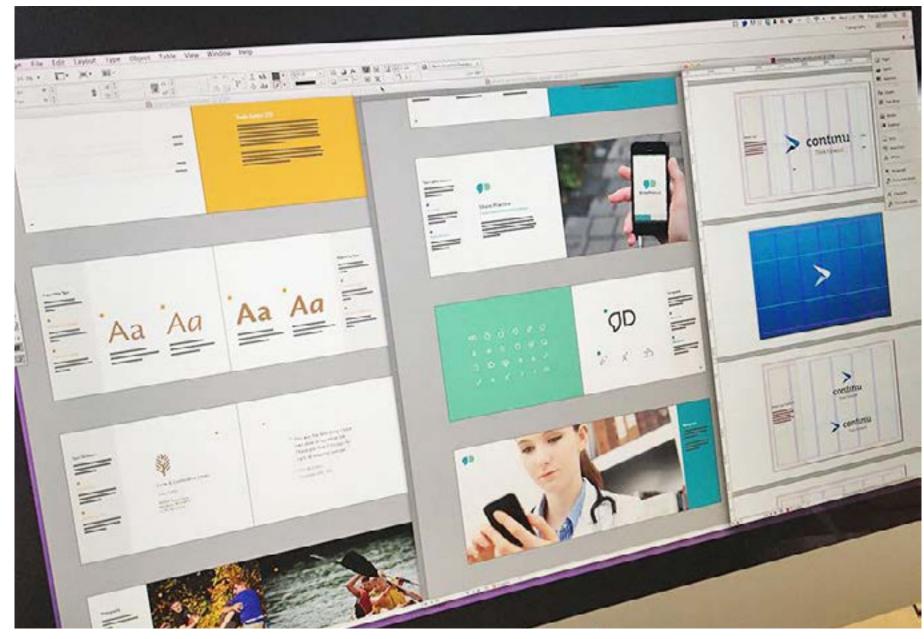
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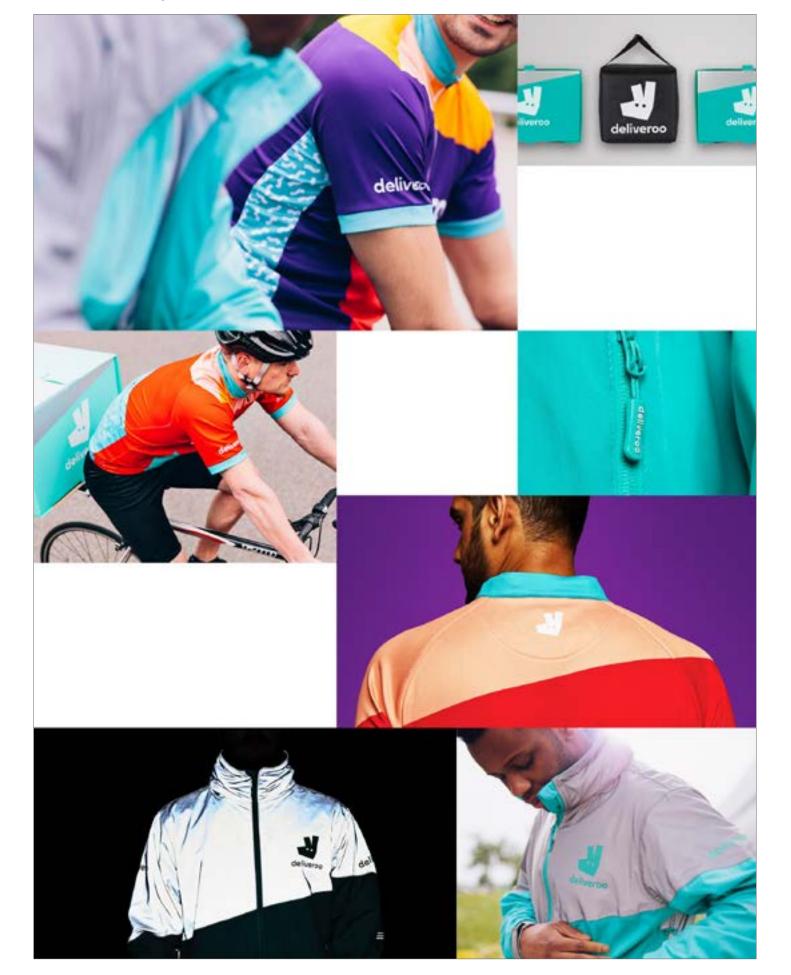


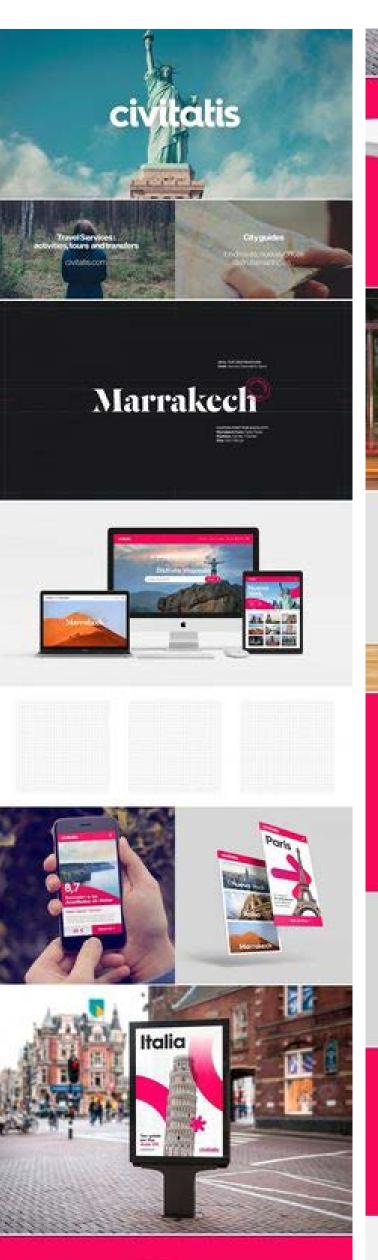




Contextualize the work

Tell the story

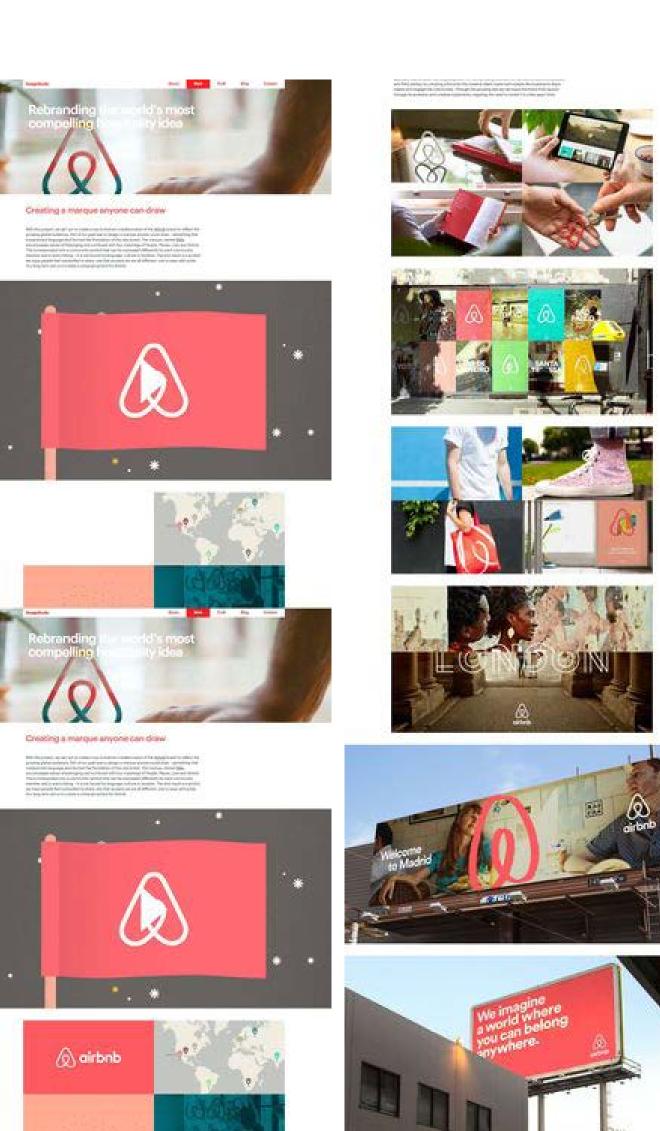








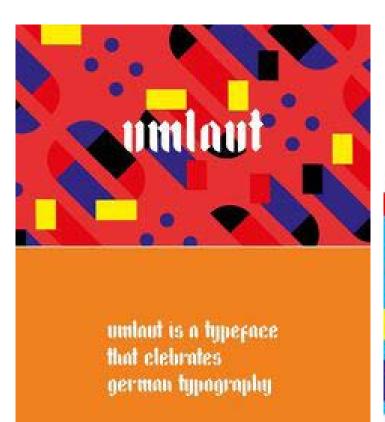


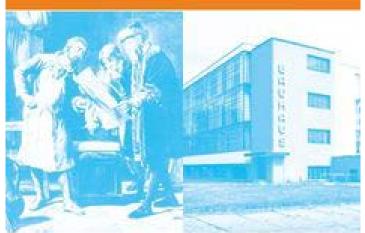






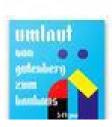






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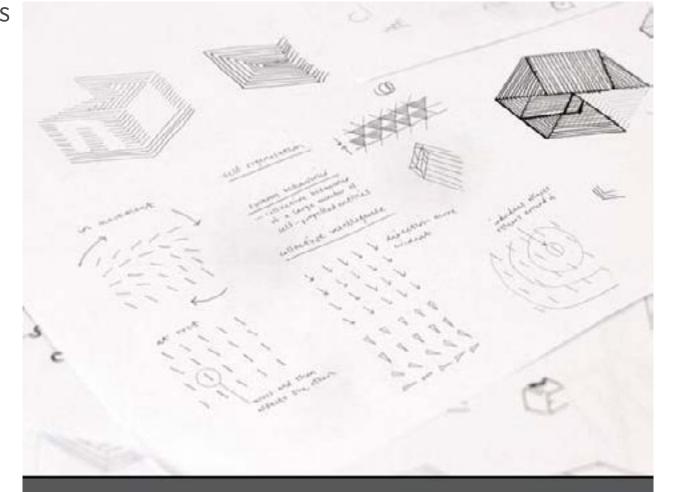


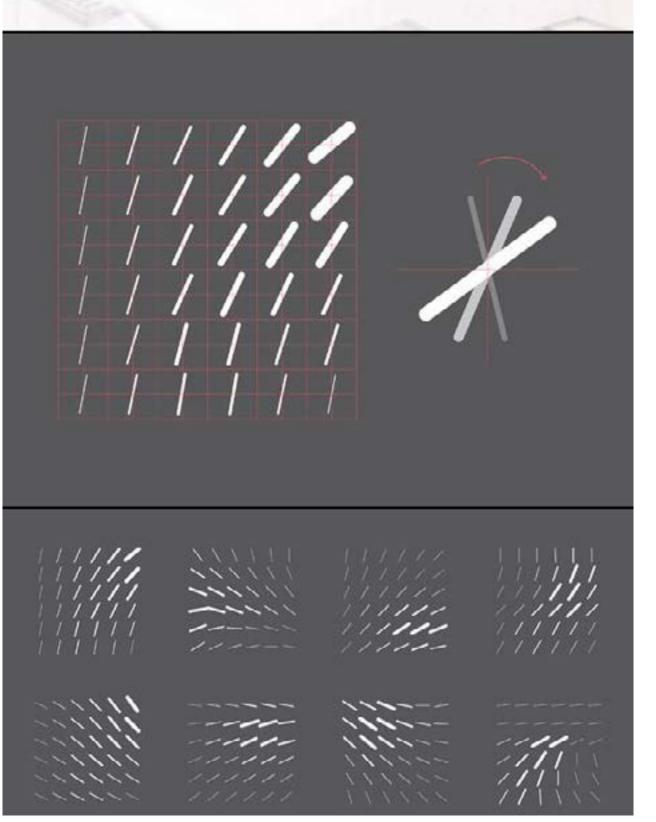


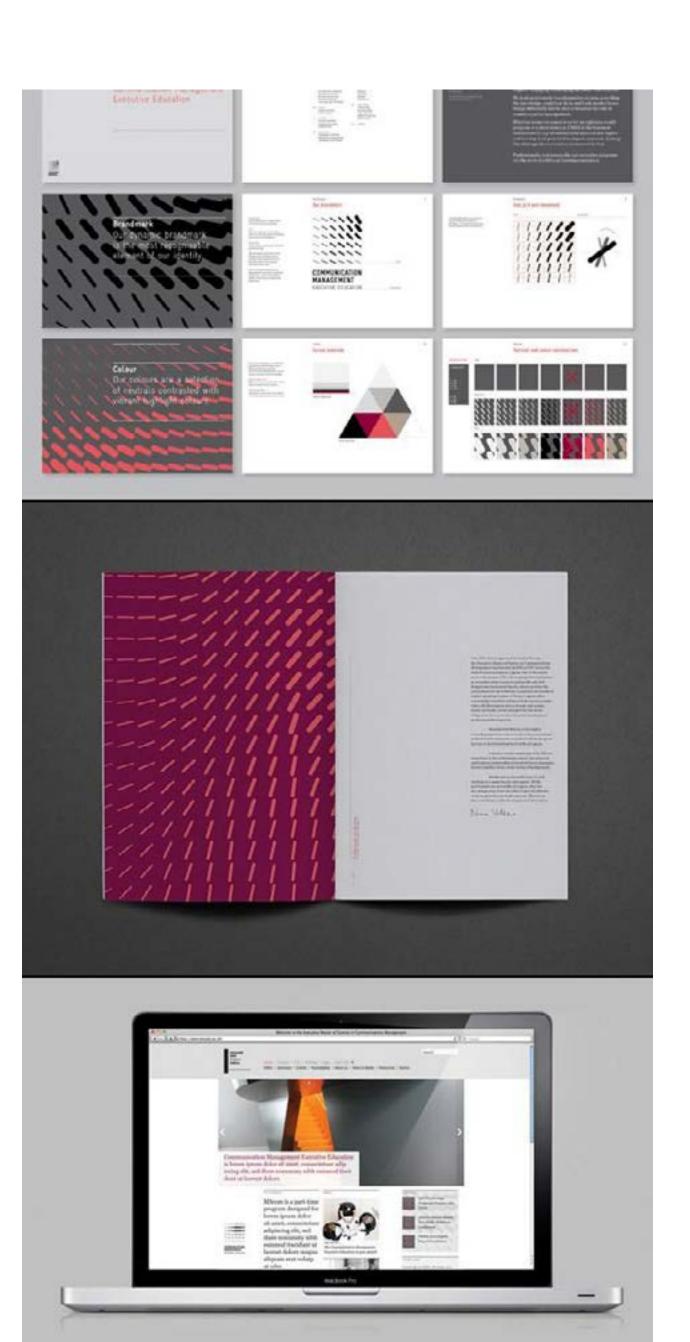
Simplicity and confident use of colour



Capture the process









Design language

Brand repositioning overview

On 6 October 2017, Vodafone will launch a new brand repositioning with a new visual identity.

We have a new creative strategy: Open connection.

Open for everyone: whoever you are and whatever pace you prefer. Opening up new technology to new audiences.

Connecting people to each other and the things they love.





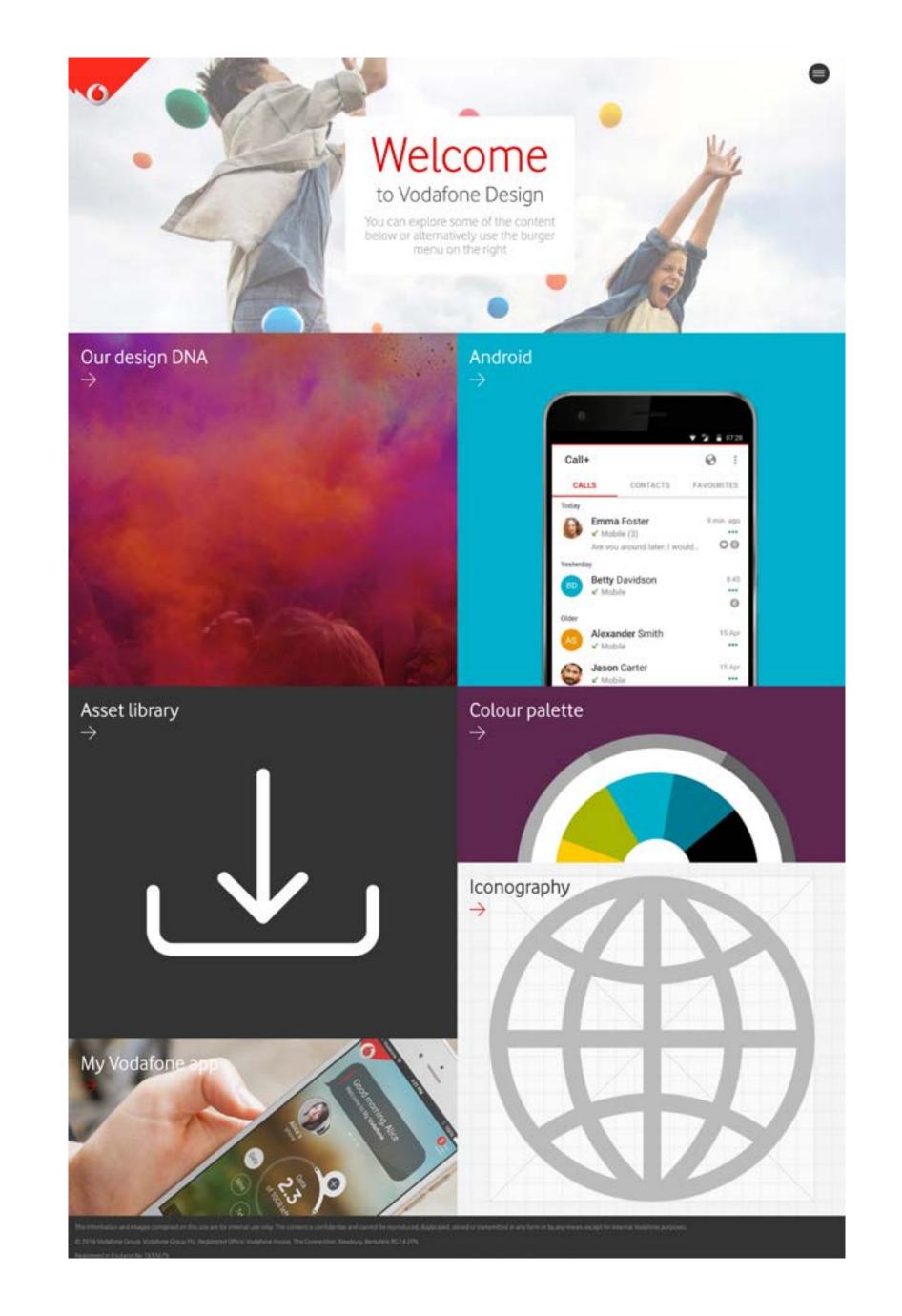


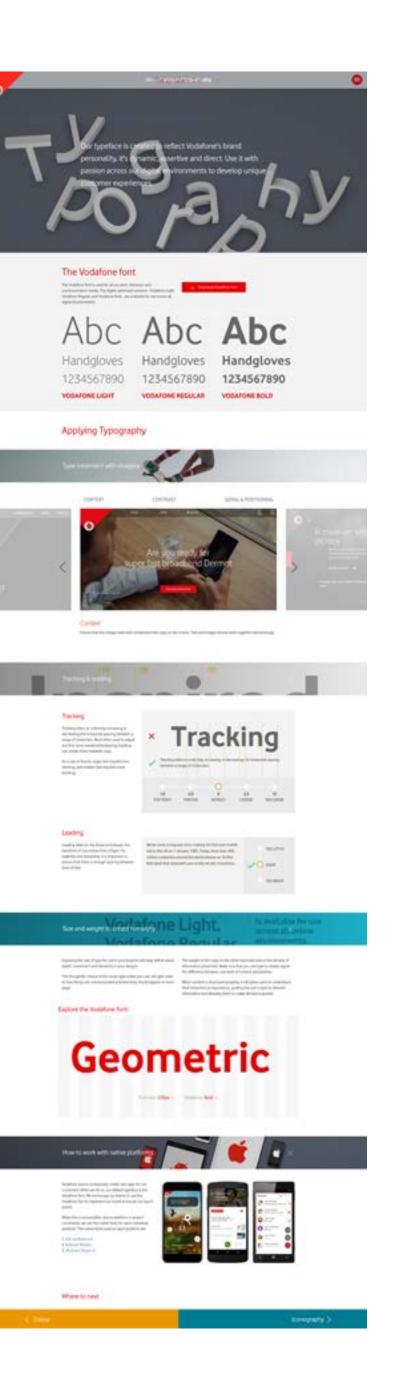


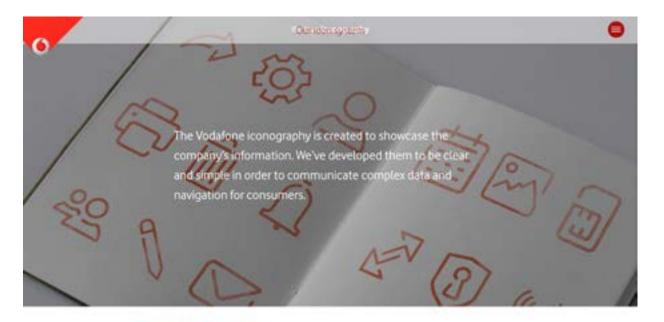


design.vodafone.com

Draw visual cues from this design language to ensure consistency.







Our Icon System

SYSTEM ICONS

all Demonstratement and

Applying our icons

Todeltone digital izons are used to support communication and.

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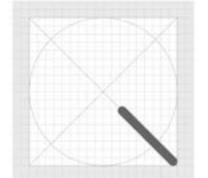
SERVICE ICONS

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Improving for the rounded common and male, as well as the angles of the loans have been salen from the Violatine brand.



Service icons



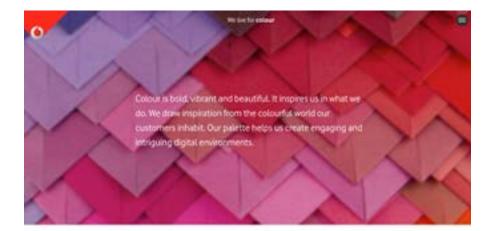
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When designing new corns, use details to make the icon interesting but accel runing the sum purity complicated by congrout many details or making elements too orail.



Where to next





Our colours





Applying our colours













Why we need

UX design principles demonstrating has such principle can be applied in practice.









Business context



Customer needs Bifort we cover a signal product, we start by consistency the fourneys. Our larged continues audience recent is to development up the colors of the continues of the colors of the colo



Graphic assets

The appropriate and thoughful use of graphs seats helps to provide the unique percentally of helptone it consists of the fibertics kings (plant Goografia Hagge) and sentation A nation.



Content structure



Page structure

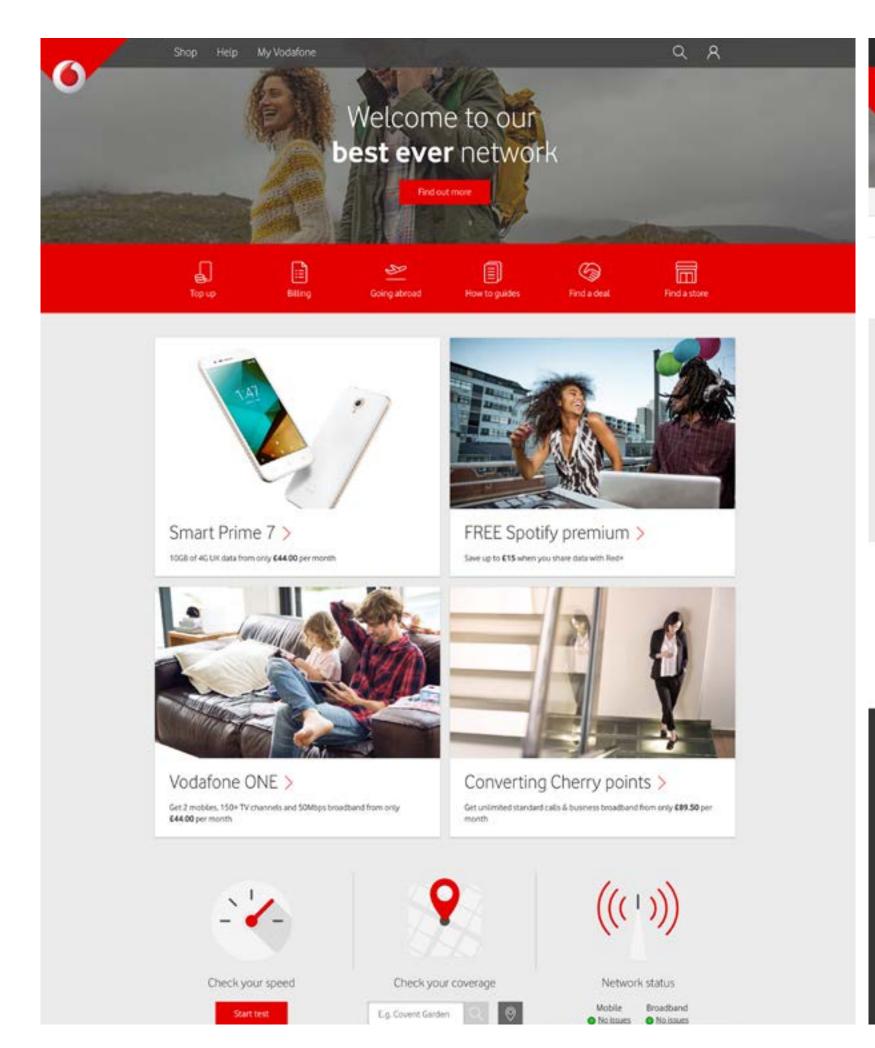


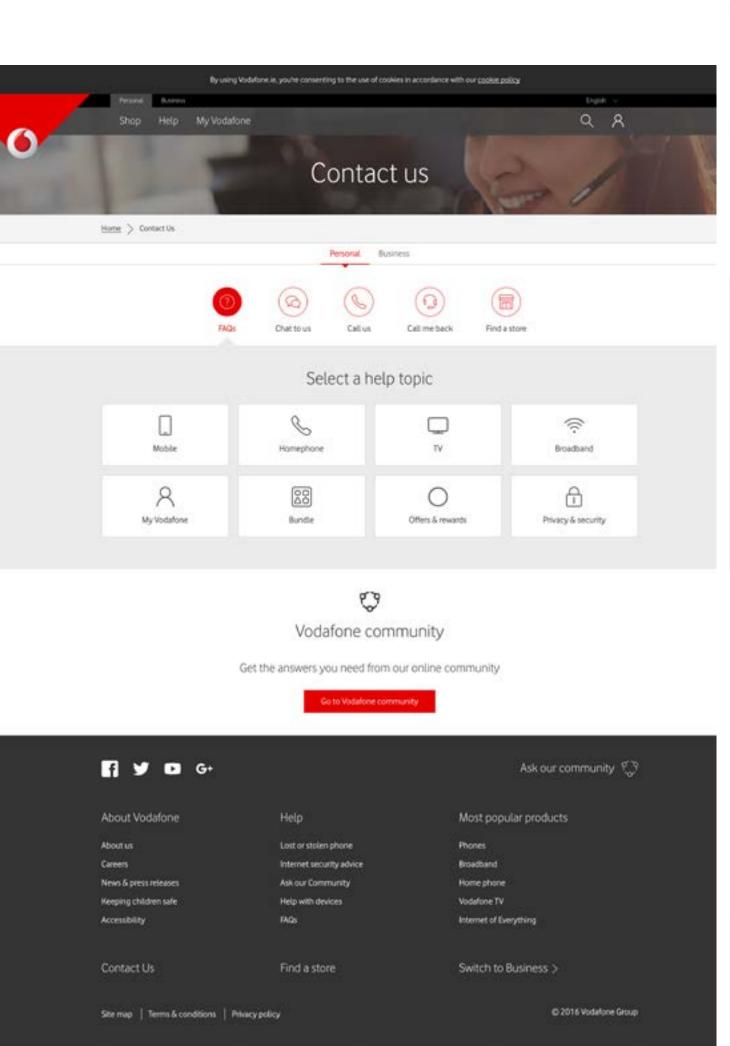


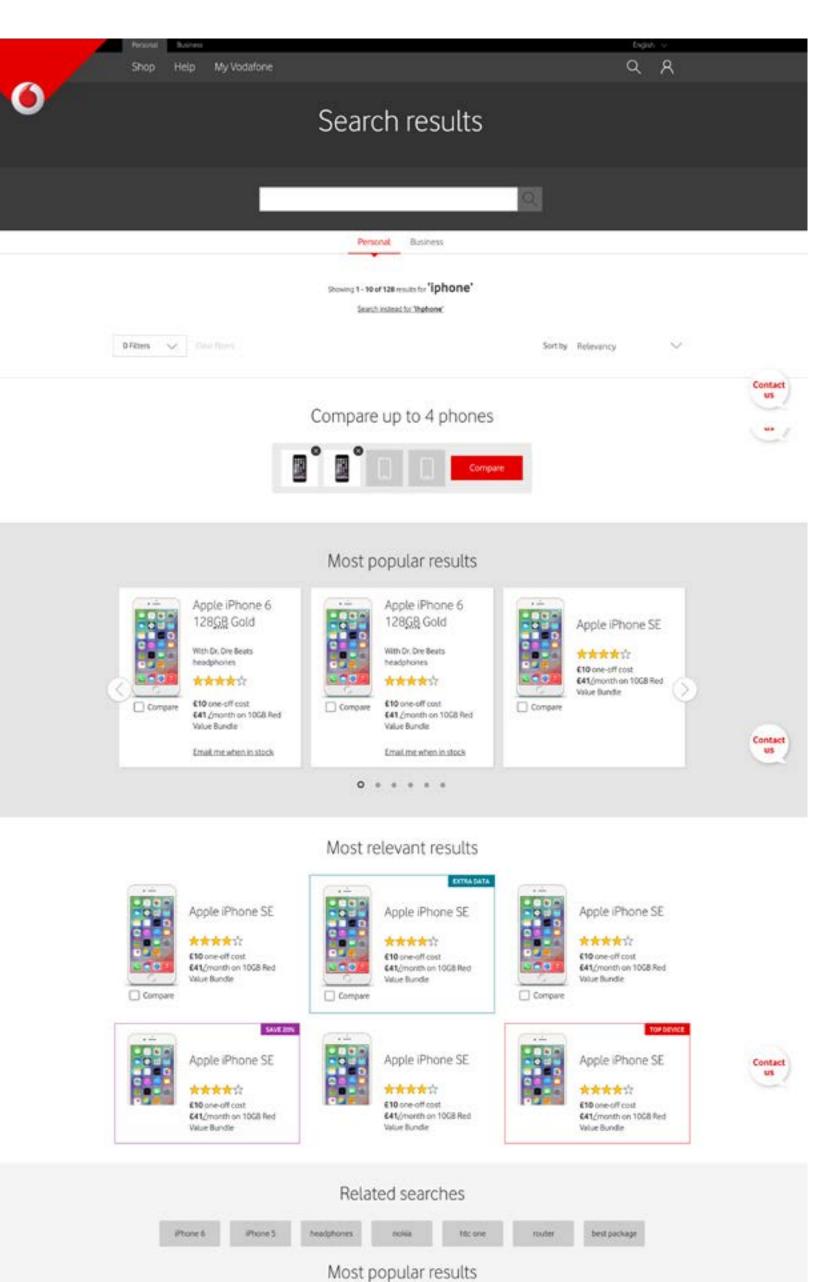
Where to next

WS2 look and feel

Draw visual cues from WS2 branding (but keep it lighter)





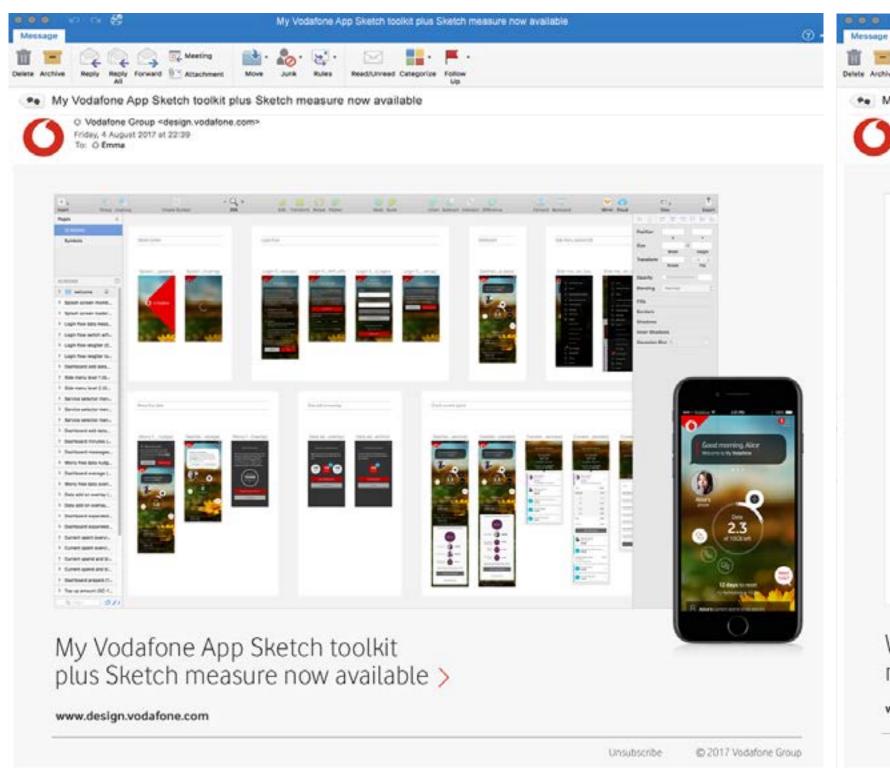


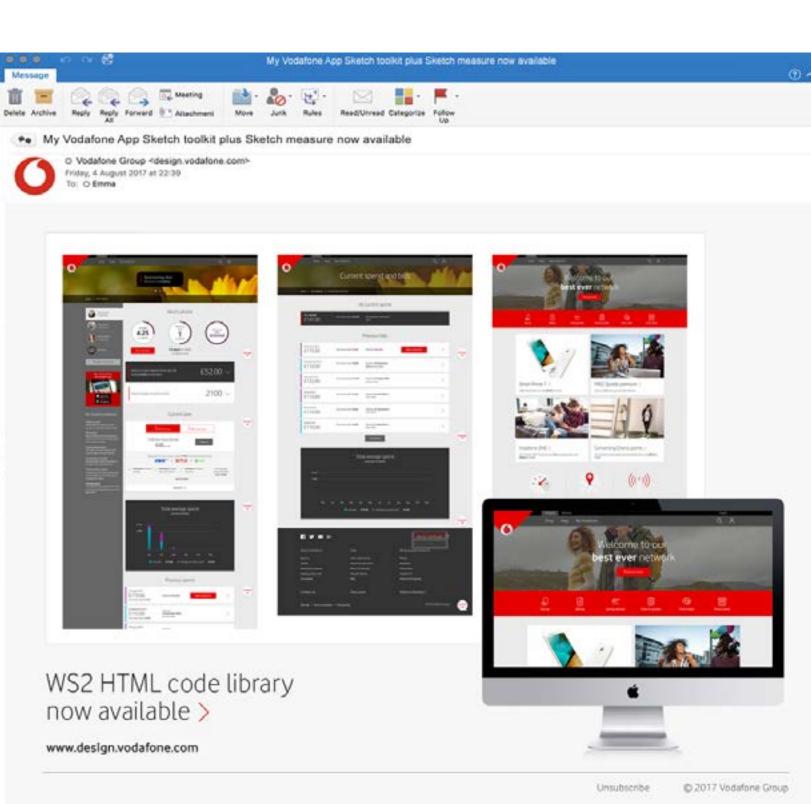
Initial concepts

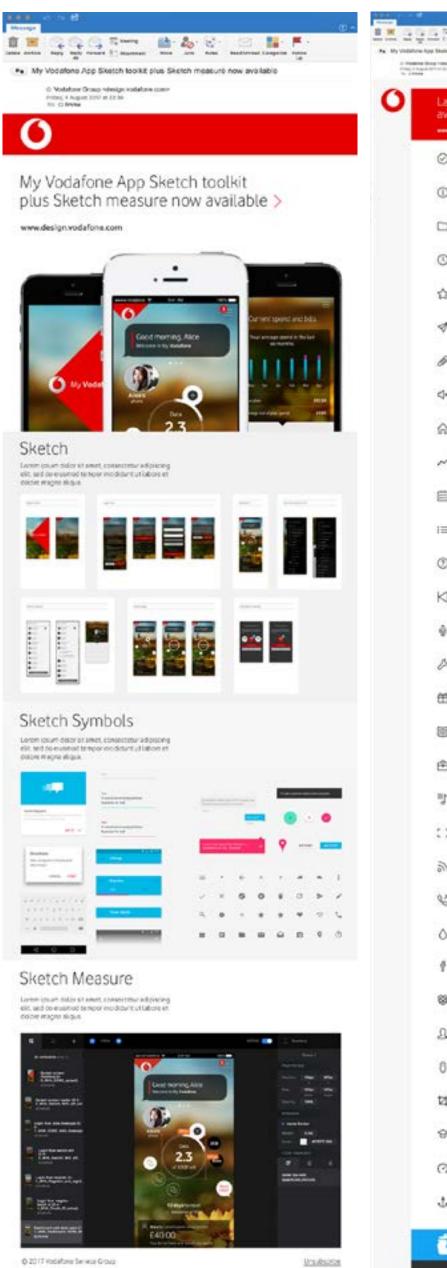
Working sketches

Mock up ideas with these themes to help formulate the template and principles.

- 1. Sketch files for My Vodafone App
- 2. Icon update and available in IconJar
- 3. WS2 code available







Latest Vodafone System Icons available for download > 0 0 0 0 0 0 0 0 0 D B Q Q Q 0 0 B 8 B 4 0 0 0 P 4 10 0 0 5 4 4 4 6 6 A < 9 0 9 ~ 0 ml fl fl i≡ 88 ⊠ 30 X HI E I KI KI ⊕ □ × □ ✓ 0 0 0 0 # 0 8 图44日日 金 △ △ ☆ ♥ :: 🖽 # 0 n 9 0 8 A B 8 8 8 B B 00099 # 17 @ 8 @ ⊕ එ □ 8 0 8 8 8 8 8 8 0 0 0 ¤ □ ⊙ U * B 60 P

Key milestones (tbc)

11th August

All up to date files to be delivered to Adgistics with instructions

18th August

Adgistics to have delivered the asset update

21st - 6th October

Design and build email/newsletter in HTML

Send out 2 emails driving traffic to old site

6th October

Vodafone rebranding launch day design.vodafone.com in core platform completed 3rd email sent out to new site