



OCTOPUS
CREATIVE

BRAND ANALYSIS

Developed for: County of St. Paul

LOGO ANALYSIS

Logo

Strengths

- A. The logo portrays relevant elements of the county of St. Paul
- B. The shield represents a city/county/province well due to other significant emblems, like the Alberta shield

Weaknesses

- A. The logo appears slightly distorted on the website
- B. When scaled down, it is hard to depict the graphics in the logo
- C. The usage of various colours within the logo takes away from the aesthetic and readability of the logo



consider fewer elements, or more simplistic icons

consider limiting the colour usage

Competitor Analysis



Example 1: This logo also includes a graphical element that represents the community; however, it is more simplistic and basic. More simplistic icons remain legible even when scaled down.



Example 2: This logo also incorporates iconography that describe the community - by combining two key elements of the county into a logo icon. Additionally, the logo only contains two colours, making it very legible.



WEB ANALYSIS

Colour Choice

Strengths

- A. The site maintains colour consistency, as it only uses a few colours
- B. There is a good level of contrast between colours and fonts

Weaknesses

- A. Could use more colour blocking to break up the chunks of information on each page

Photography

Strengths

- A. The current photography is very relevant to the content and uses high quality imagery
- B. Photography seems to have a consistent theme across the website

Weaknesses

- A. Image headers could be slightly expanded on pages (other than homepage) to show more of the image and make a stronger impact



OVERALL MESSAGE

The overall aesthetic of the website is moderate; however, the quality and overall brand consistency could be greatly enhanced if colours were used more prominently to create differentiation in the content and if photo usage was expanded to create more visual webpages.

The logo itself, communicates the message; however, could be improved if colour usage was limited and complimentary, and graphical elements and icons were simplified.

TARGET AUDIENCE

The target audience would be addressed within the website, based on the current design. However, the website could be even more beneficial for users if information was condensed using aesthetic elements to do so, like colour chunking, icons, etc.



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