

CELO - Rebrand 2022 - Proposal



Proposal - To simplify CE Learning Online to CE Learning.



CELO - Current Header - Animated with links: Email & FAQ

CELO - Header - Re-design, the aim with the new design is to utilise the **CE colours** and move away from the linear bitmapped style currently used.



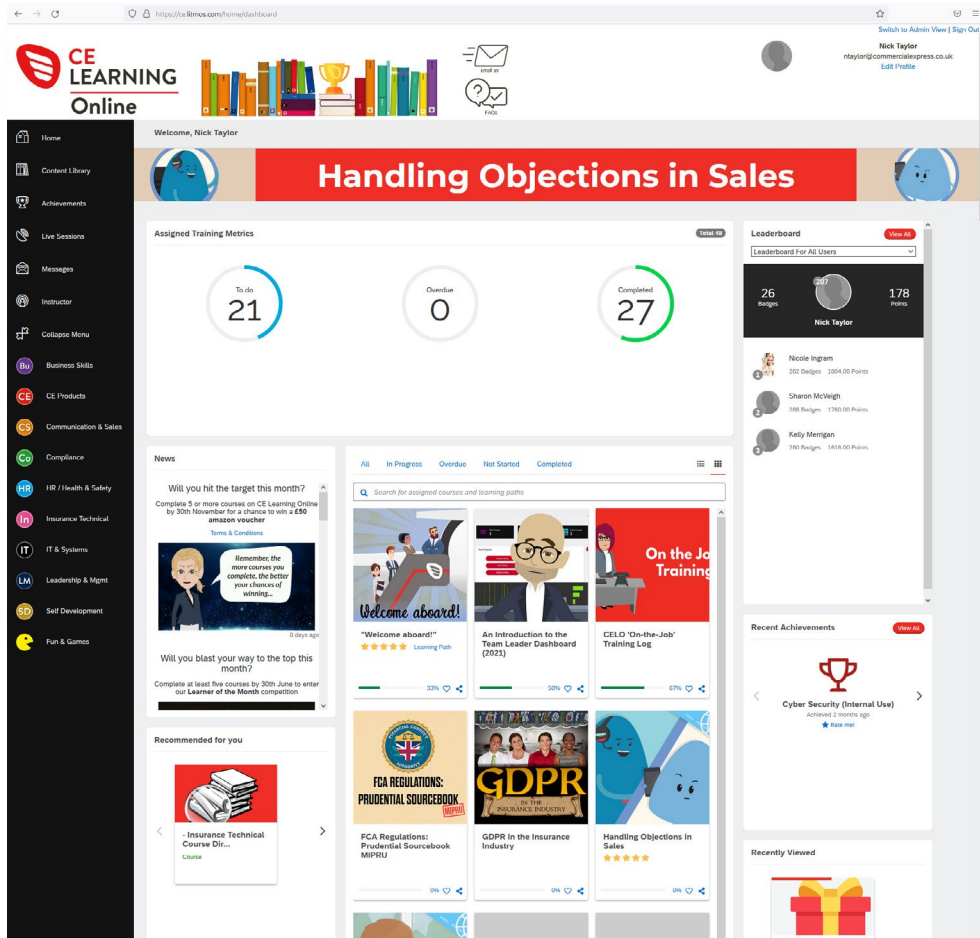
CELO - New Header built in HTML5 - incorporates new logo and screens with interchangeable messages.

The new header style would keep the CE Learning logo to the left but you could **change the other messages** or graphics periodically, e.g **The Value Added MGA**.

[Click to view live HTML5 animation](#)

CELO - Rebrand 2022 - Build phase

CELO - Main UI (User Interface)



CELO - Main UI - Current



CELO - Re-brand for 2022 built in test environment

The new User Interface utilises the CE red and aims for a **brighter** look and feel for CELO.

CELO - Rebrand 2022 - Build phase

CELO - Main UI (Navigation)



CELO - Header - Re-design for clickable links: Email & FAQ, this area is highlighted in yellow. These have been **moved to the menu panel** on the left hand side of the user interface.



Current style



Proposed style

Redesign the menu buttons on the left hand side, transitioning from a typographic style of button to an **infographic** style. This new style will give an 'at a glance' view and make it easier to navigate, these designs can be amended.

New designs for buttons

Business Skills	Bu		IT & Systems	IT	
CE Products	CE		Leadership & Mgmt	LM	
Communication & Sales	CS		Self Development	SD	
Compliance	Co		Fun & Games		
HR / Health & Safety	HR		FAQs		
Insurance Technical	In		Email us		

Screenshot of menu (below)

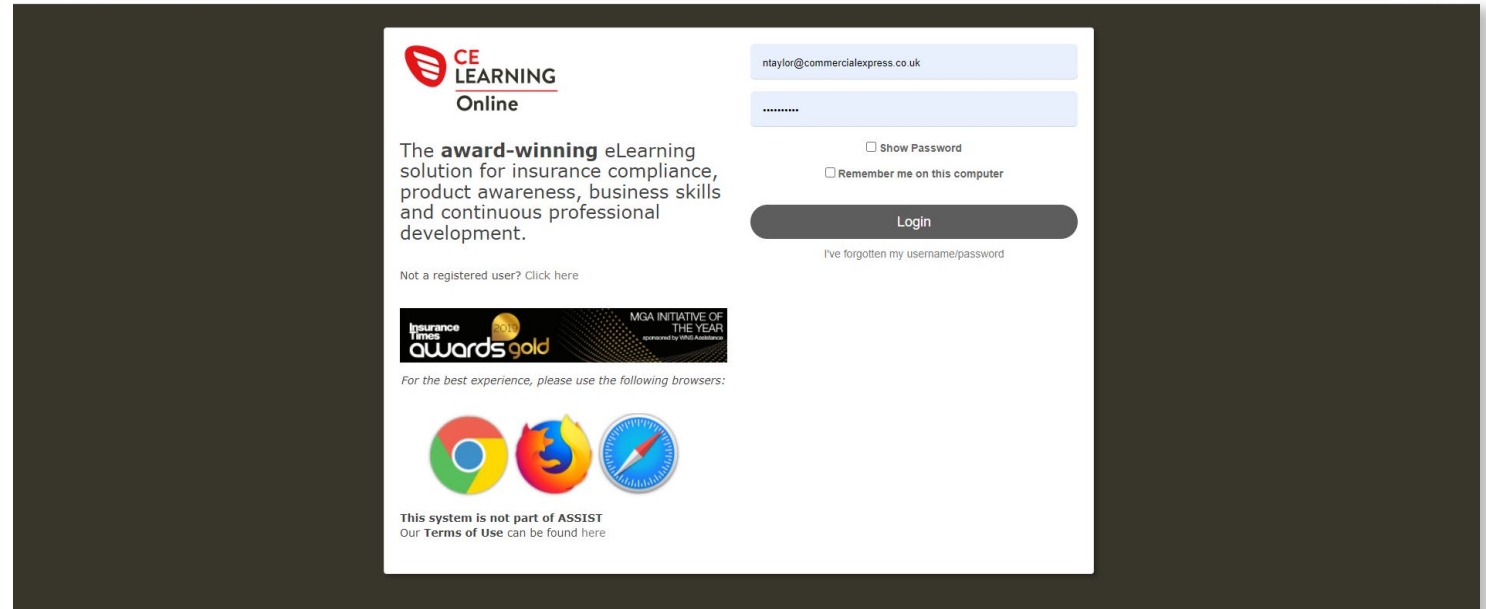
CELO - Rebrand 2022 - Build phase

CELO - Login page

CELO - Current Login page

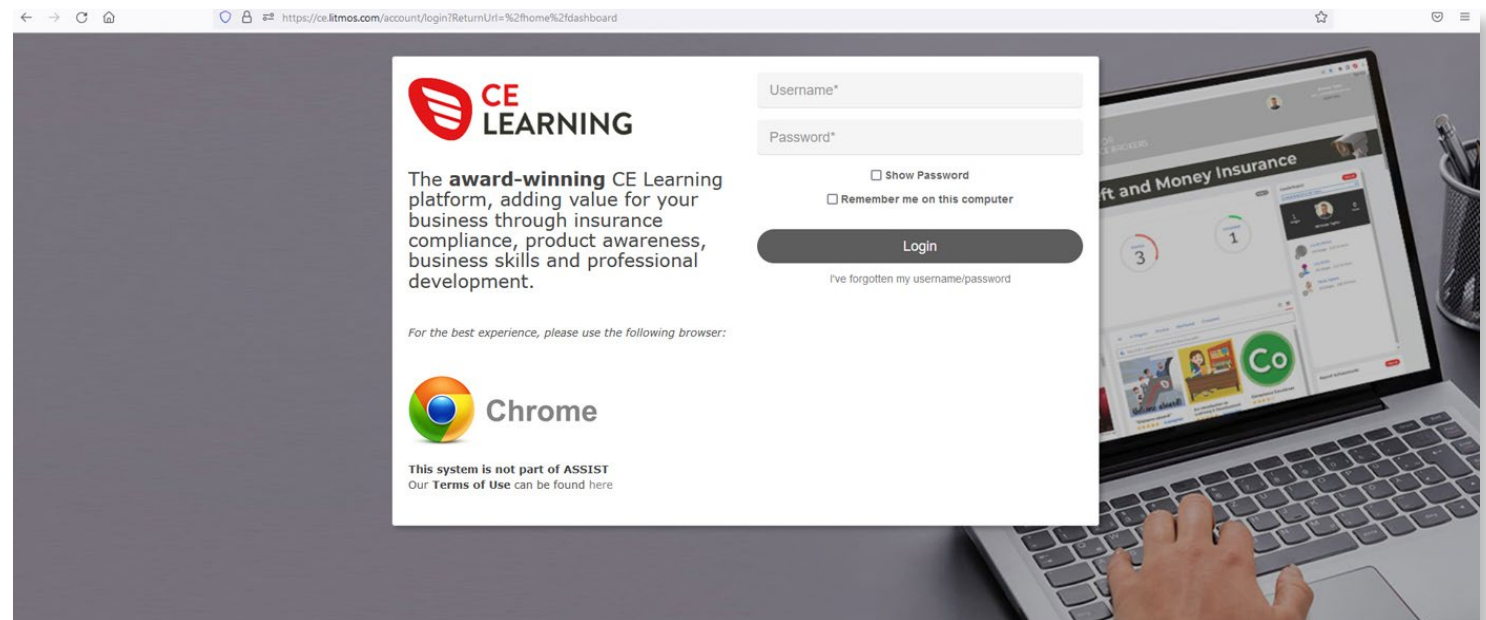
** NT Note: CELO - Login page, **change background colour to CE red** & change header graphic, the column to the left can also be changed, so for example the text, “Award winning...etc”, also the Awards Gold graphic and Browser icons but not the right hand login section.

Once the animation on the main header is agreed upon, then the graphic can follow on the login page * **NT Note - I can only amend the live login page as this is outside of the CELO test environment that i've set up.**



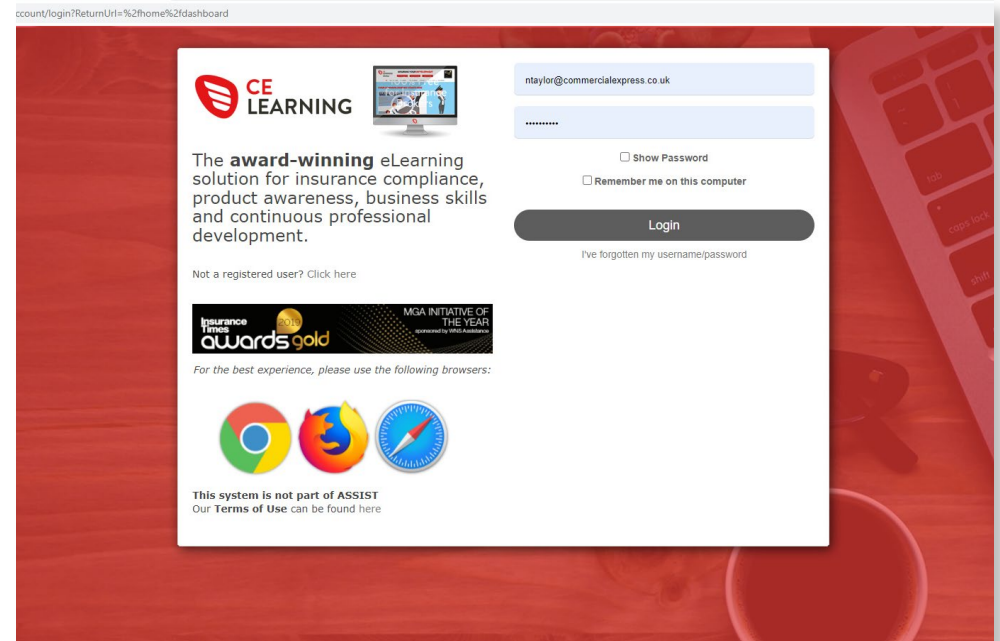
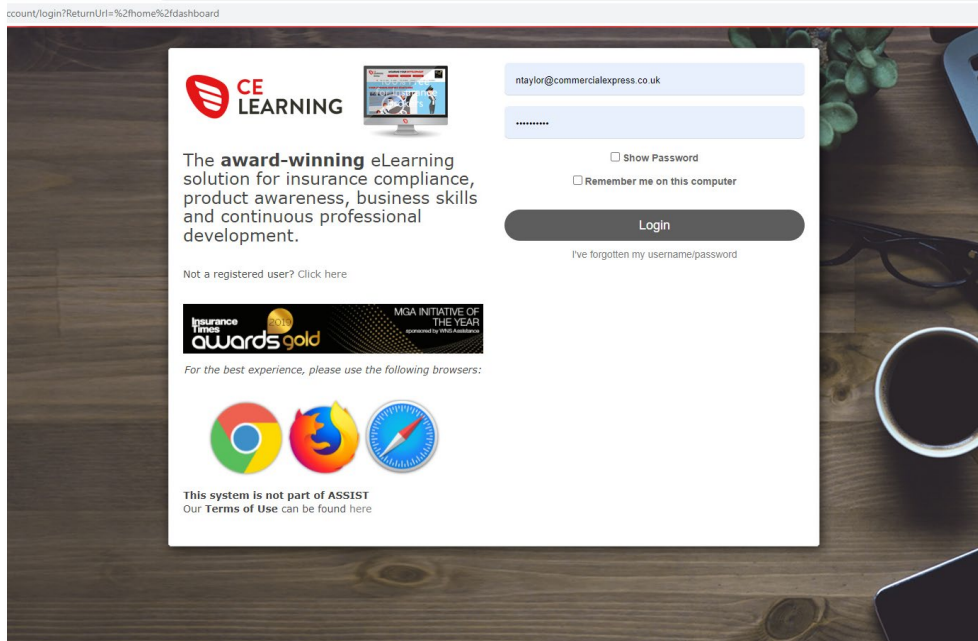
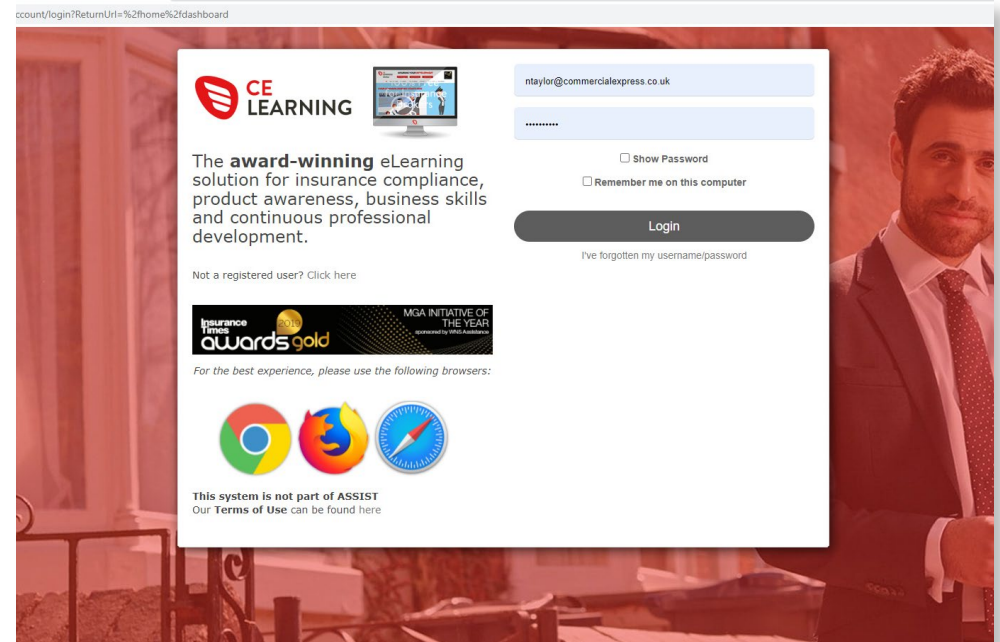
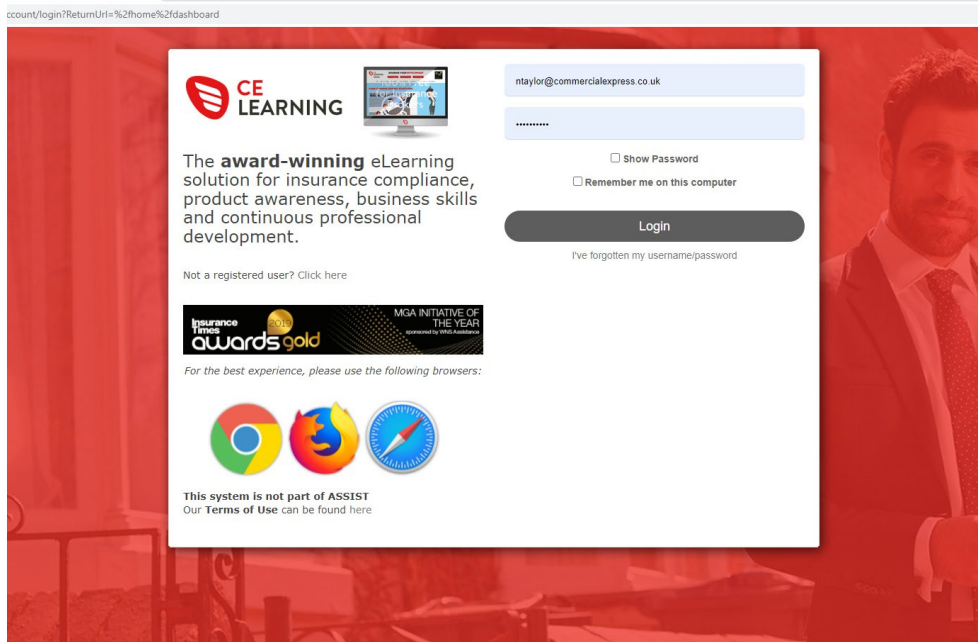
CELO - Proposed Login page

The proposal is to bring the login page closer to the company website, so that the user journey from **www.commercialexpress.co.uk** to CE Learning is more consistent.



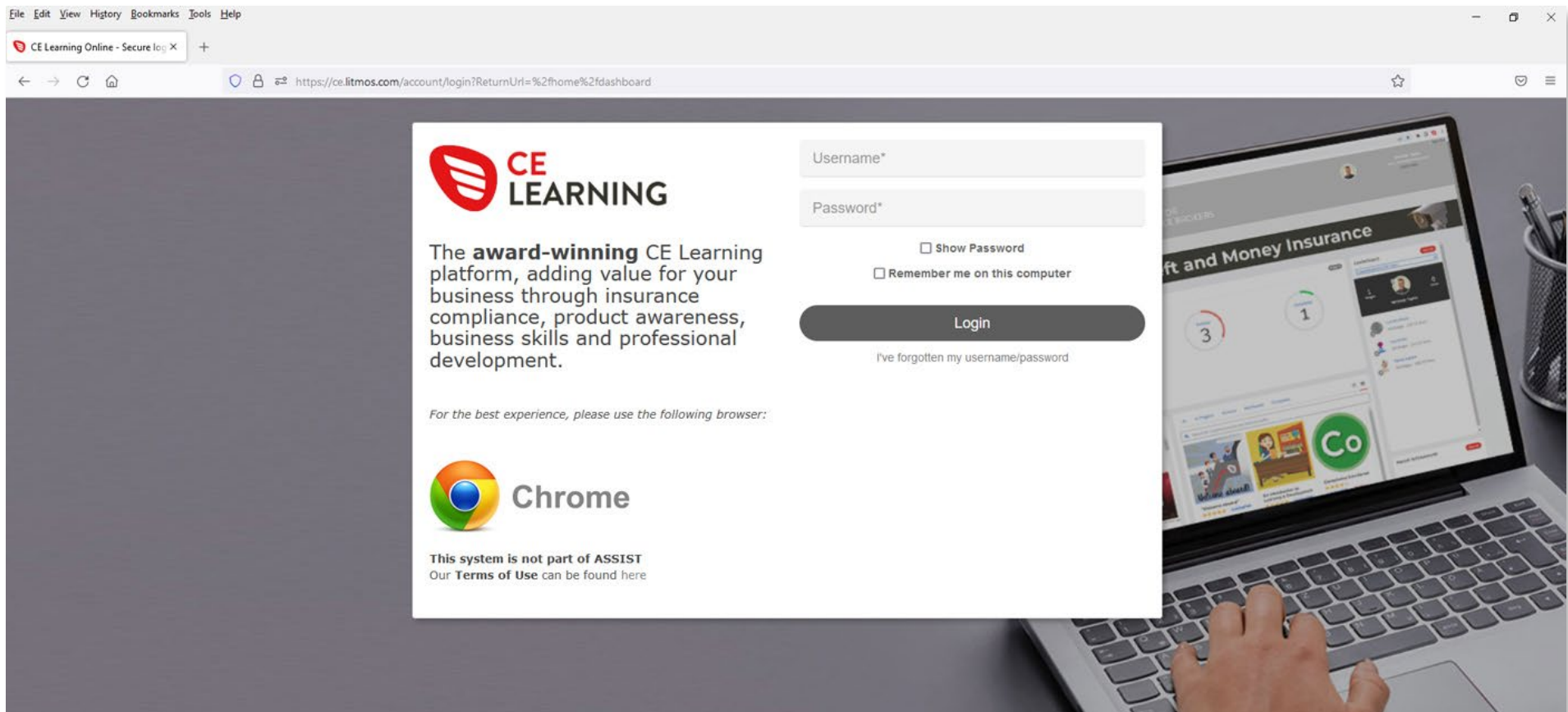
CELO - Rebrand 2022 - Build phase

CELO - Login pages with **background images** - this can also be changed to suit a new product and also provides a **blended transition from the main CE website to CELO**.



CELO - Rebrand 2022 - Build phase

CELO - Login page - proposed new look



I've written some new code to allow the login page to display a background image, (see right). What you can see are just examples, if you felt that a different image was needed, we could definitely incorporate that.

```
.loginBg {  
  background: none;  
  background-color: #ed2d26 !important;  
  background-image: url(https://ce-hosted-image.png);  
  background-repeat: no-repeat;  
  background-size: 200%;  
  background-position: top;  
}
```