

Branding → UI

Charles Warnes

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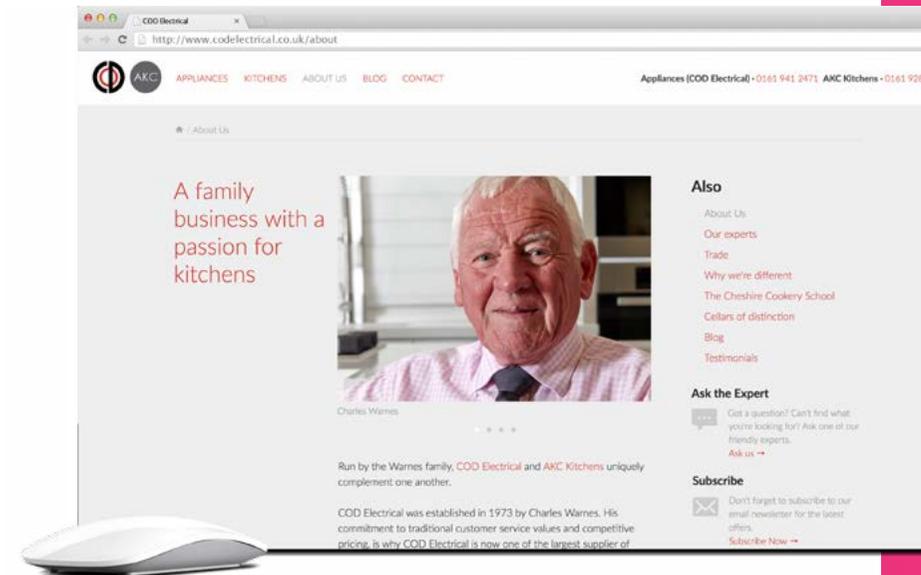
BRIEF

I was approached by search marketing agency Red Cow Media to develop a new brand and design a new responsive website for COD Electrical.

COD Electrical is a kitchen and appliance specialist founded by Charles Warnes in 1973. A well respected trade and commercial supplier, they wished to combine their separate kitchen and appliance brands and make a bigger dent in the consumer market with a rebrand. The

rebrand aimed to build on their heritage and legacy as a family business as well as the elegance and prestige of their high end products.

Challenges of the brief included a required tagline, 'By COD Electrical', ensuring the visual identity could expand to incorporate trade sub brands and could be easily adapted to consumer facing channels such as a showroom, trade shows and an eCommerce shop.



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BRAND

The development of the new brand started by accumulating as much marketing collateral as was available to gain a solid understanding of their current proposition and products. I also asked the clients to complete an online branding exercise as a face-to-face meeting wasn't possible. From this I got a better understanding of their perception of the brand and what was important to them and their customers.

From this I began to develop my interpretation of the brief, research competitors that were identified, make

a list touchpoints and create a mood board on Pinterest.

Before diving into the brand guidelines, I produced a brand proposal document with the new logo and variations, along with colours and mock ups of common touch points.

EST 1973

CHARLES WARNES

BY COD ELECTRICAL



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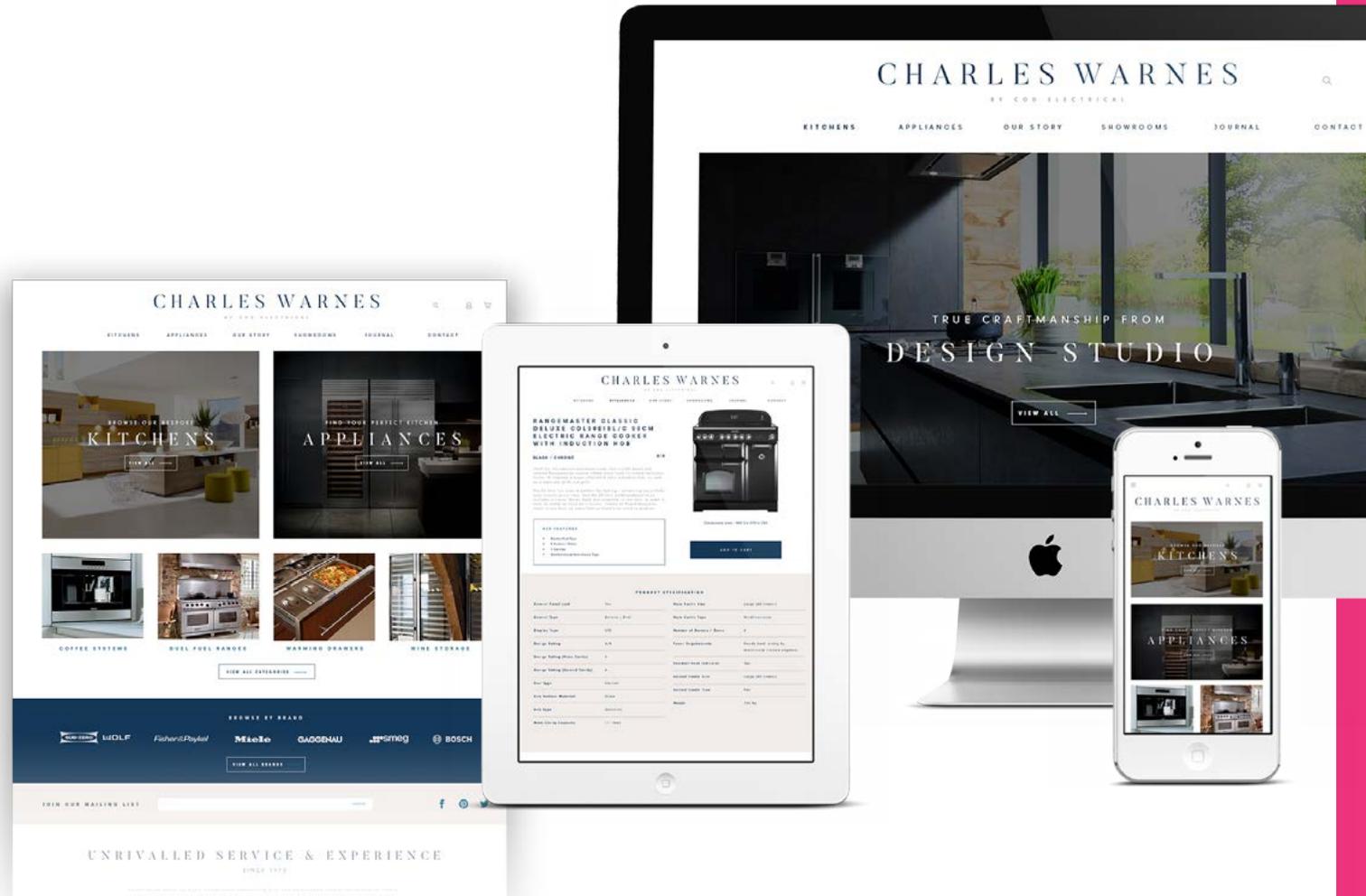
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WEBSITE DESIGN

The first requirement of the new website was that it had to sell both the kitchen service and appliances. It also needed to provide users with the option to purchase appliances online.

I felt using a tile system would be appropriate for a number of reasons. Firstly it would provide a user friendly way of scanning and identifying different categories and subcategories. Secondly, it created a flexible UI across multiple screen sizes.



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OUTCOME

The branding and web designs were met with overwhelmingly positive feedback. Signed off and paid for.

However, the client soon had cold feet about the rebrand and asked for several revisions, eventually changing the name back to COD Electrical. Which is very unfortunate.

In hindsight this is not the kind of work I want to do. While I am pleased with the visuals, it had no user involvement or stakeholder inclusion. It was design in isolation, and there's only so far that will go towards making memorable experiences.

