

# Evolution of a brand

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@anitsirk // WOSSAT  
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# Hypothesis 1

We need designers on a project.



# Hypothesis 2

**We want the new and contemporary.**

# In the beginning...

First commit  
Penny Leach  
27 Sep. 2006

First mention  
of a theme  
9 Oct. 2006

Evonne Cheung  
starts  
6 Nov. 2006



# The design brief

"Web 2.0 shiny and make it pop"

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**Standout Heading**

Opens Sans Extra Bold #423017

Normal Heading















Opens Sans Light #423017

**Sub heading**

Opens Sans Bold #423017

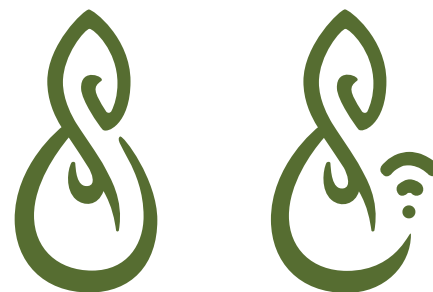
Normal text

Opens Sans Regular #333333

	#9db576	Borders and background colour
	#789050	Use for lesser importance links
	#566d31	<b>Primary colour</b> - use for links
	#2e391c	Primary dark colour - use for link hovers
	#423017	Headings
	#6e5d31	Secondary dark colour - use for link hovers
	#ba9c53	<b>Secondary colour</b> - use for links
	#919191	Borders and background colour
	#763b36	Support colour - graphics
	#411310	Support colour - text
	#622c46	Support colour - graphics
	#321220	Support colour - text
	#295934	Support colour - graphics
	#15331a	Support colour - text



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 **mahara** **hui**  
AUCKLAND, NEW ZEALAND - **APRIL 2017**

 **mahara** **hui** **DACH18**  
WIEN // 29. NOVEMBER - 1. DEZEMBER 2018





 **Thank you!**



# mahara

[www.mahara.org](http://www.mahara.org)



**1 Define who you are**

# 2 Design your project

# 3 Aesthetics change

**4 Thank a designer**





# Contact

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