# SUMMARY

**Visual identity style guide and website redesign for Redwall OÜ**

Redwall Digital is an experienced web and software studio in Tartu. Client’s wish was to have a new and complete visual identity. During briefing it was concluded that the website also needs renewing and visual identity should be integrated to the website. New web design and online based visual identity style guide was created as a result of this final thesis.

The thesis is divided into two main parts. The first part concentrates to groundwork which is analyzing website visitability and existing visual identity. It also focuses on the websites of main competitors and their visual graphics. The second part is explaining the process of creative work flow which includes web design trends in 2017 and how I developed design system and different stages of making a new website.

This work is complete solution of design for Redwall. Brand’s web design and visual identity should be appropriate for time and correspond to the actual needs. This means that changes will be done in future.

This work has developed my skills in the design project management process and rised the technical knowledge about websites.