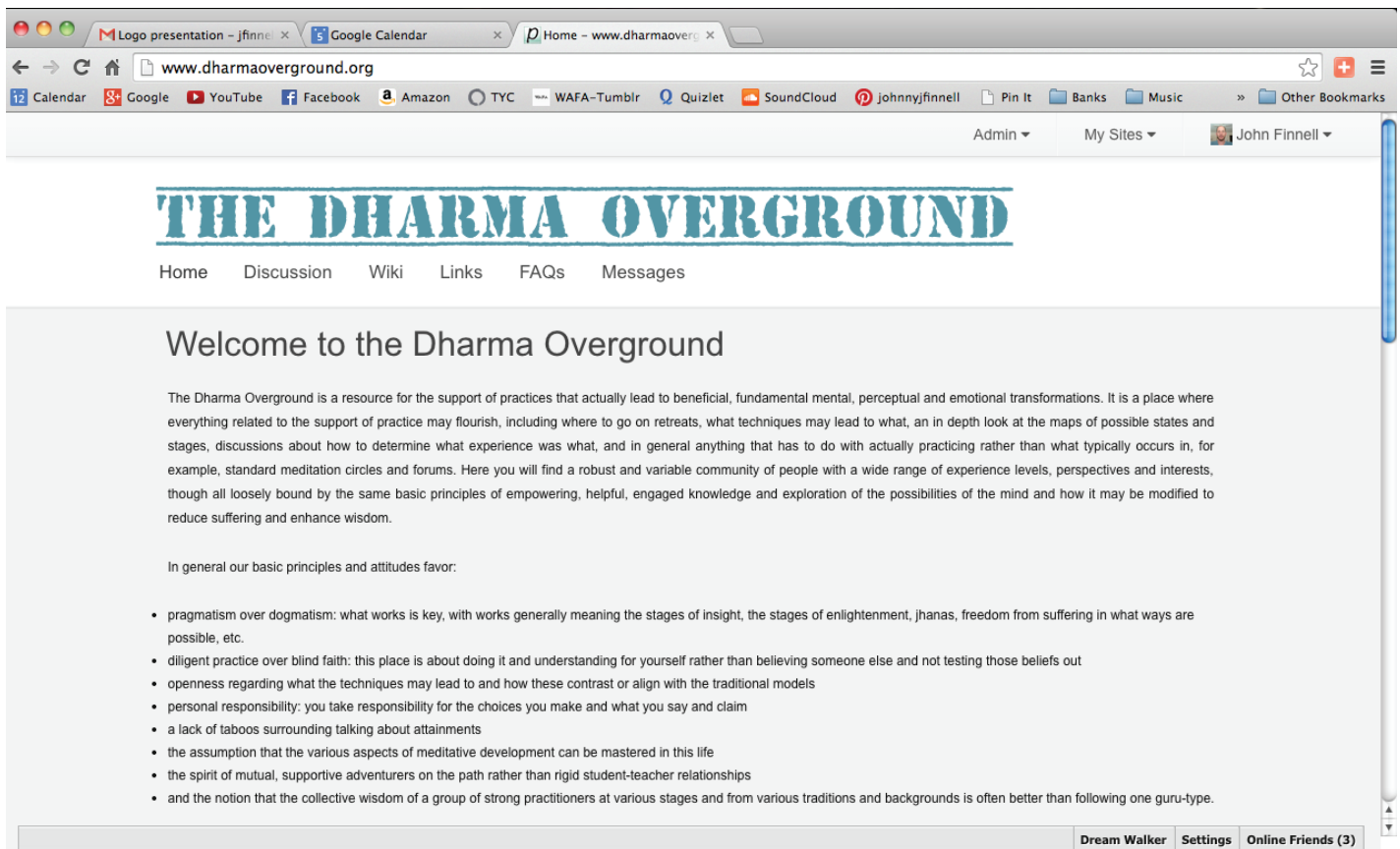


# **Dharma Overground Logo & Home Page Redesign**

Presented by  
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## Current problem:

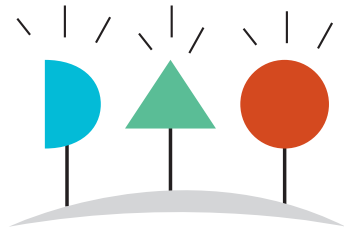
The logo is too masculine and has an army like feel to it. The home page has too much verbiage all at once which can easily be overwhelming. This should be a secondary page within the website as the user digs deeper.

## Big picture solution:

**1. Logo:** We would like to encompass a broader crowd with the new logo. Something that can have some neutrality, but also bring a freshness and aliveness to the website, as well as a clarity and simplicity. We hope for it to capture the spirit of DhO as well as the spirit, practicality, and accessibility of the Dharma. We want DhO to be more easily accessible and inviting to all ages and backgrounds.

**2. Website Home Page:** Let's take the home page to the next level visually and organizationally. In this way we will easily improve the whole look and feel of the site, giving it a refresh without having to do massive amounts of work on the back end. This new design should make navigating the website easier and more clear from first view. Making it more welcoming for people to come in browse around and participate. We want it to be clear that DhO is a quality source of helpful and practical Dharma.

We hope and believe that the work we've done in the coming pages serves to accomplish this task.

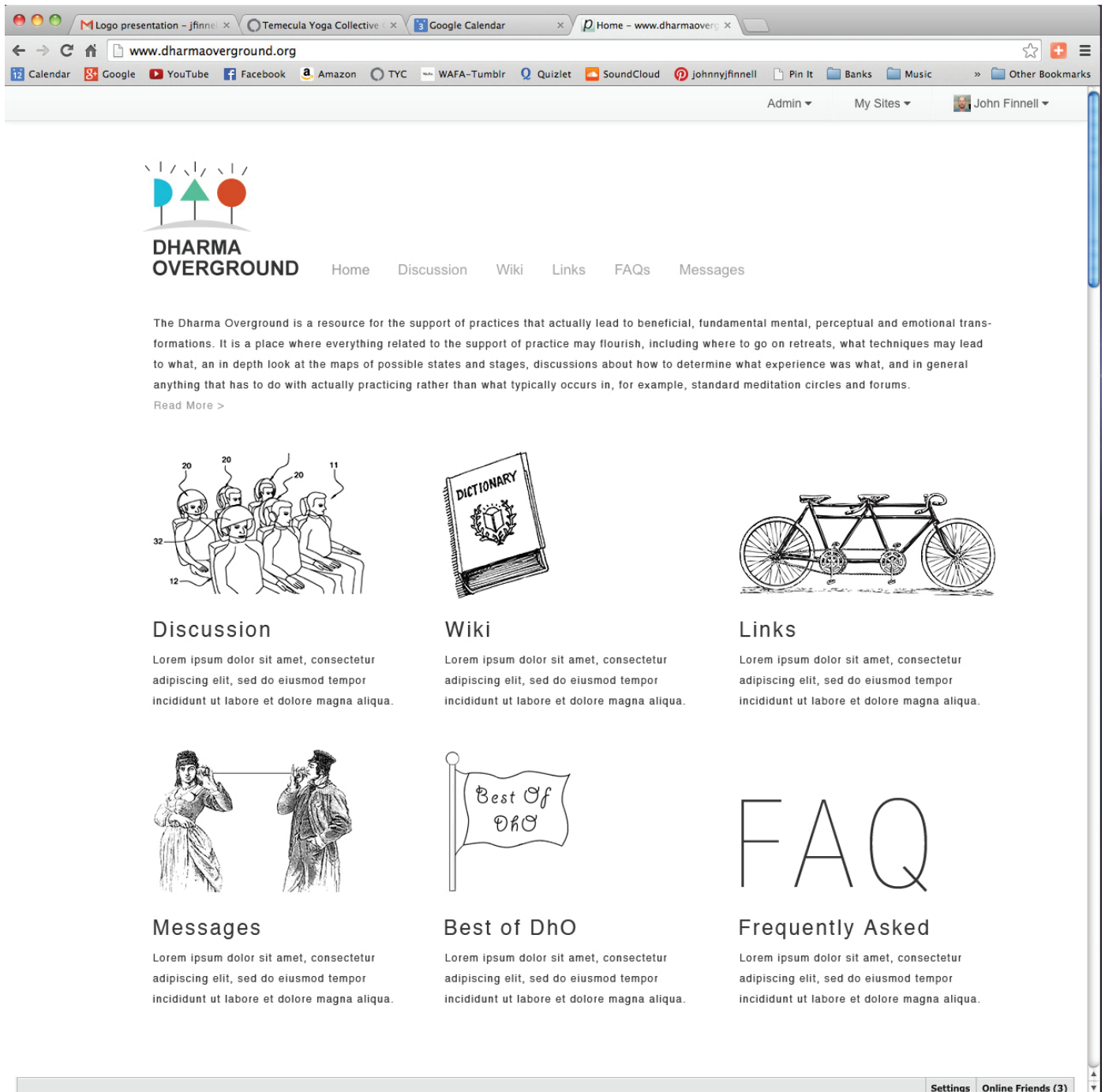


# DHARMA OVERGROUND

## Logo Variation 1

This logo symbolizes community, discussion, and communication, while paying homage to the 3 characteristics. The three symbols on these “trees” are communicating with each other. They are also made up of a D and O to represent **D**harma **O**verground. This logo has a lot of vibrancy and color, while being inviting and a bit playful.

\*There are two other variations of this logo which you can see at the end of this presentation.



## Logo Variation 1 on Redesigned Home Page.

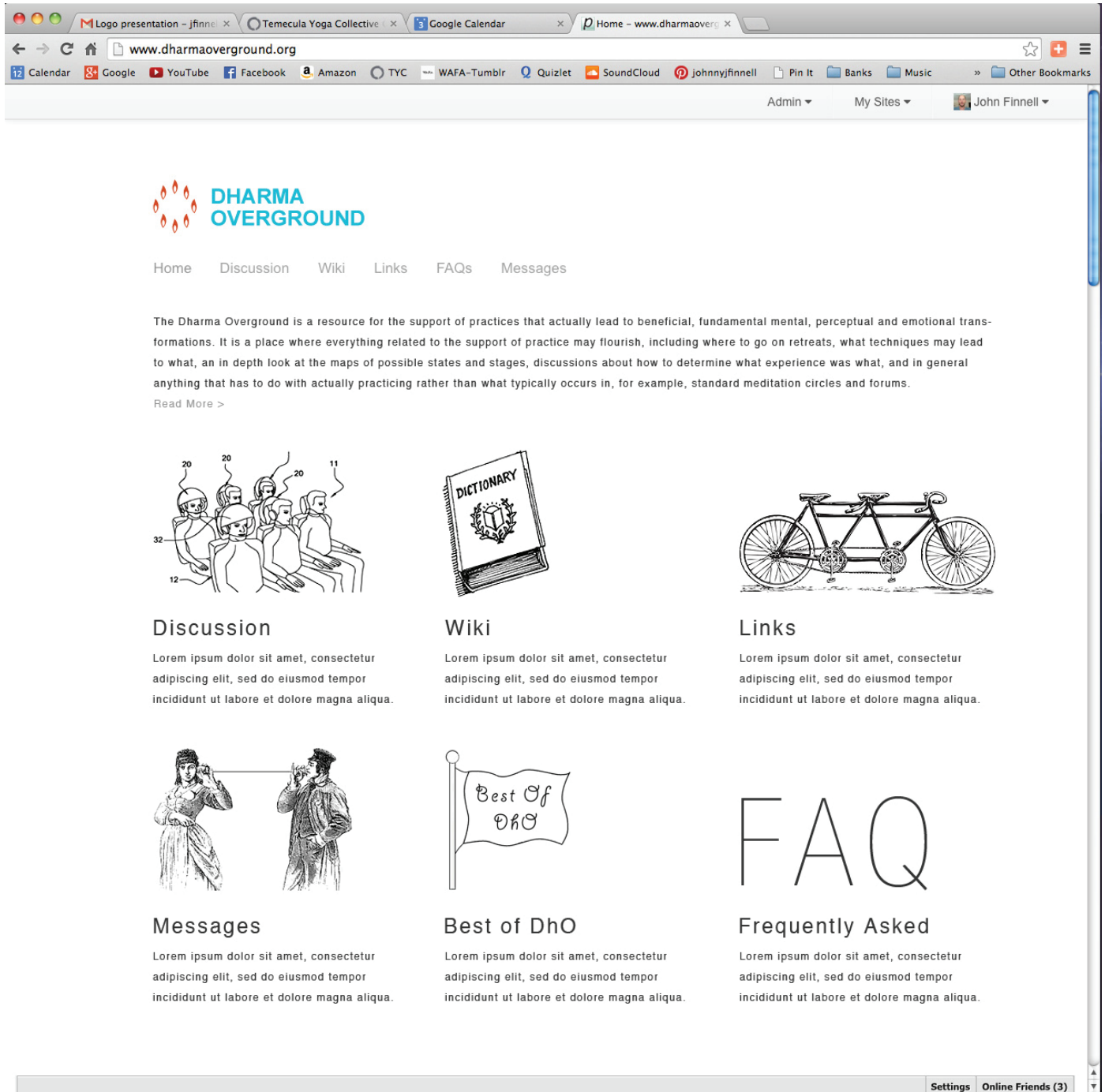
Here's the new home page! This is more welcoming and warm, but also simple, clear and to the point. There are clear destinations to choose from without too much wording all at once, which can be overwhelming at first glance. The page is asking people to dig deeper and find out more, while not being too confusing. The user, who is new or returning, can easily jump to the content of most interest.

This design is also very modular, making it easy to add or subtract categories. We added the section "Best of DhO" on the home page, because it's a great way to filter and bring some of the most quality content to the surface. As it might take time and be overwhelming to sift through conversations and topics to find really useful information. We think this kind of organization will be a benefit to practitioners looking for quality content and guidance.

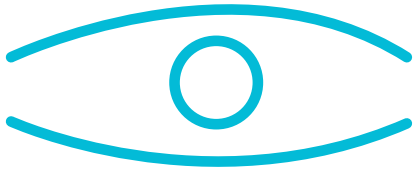


## Logo Variation 2

This logo symbolizes the 8 fold path while also playing on the idea of community. The flames represent a circle of people communicating about the Dharma. This circle or wheel of flames forms a union by coming together to share information. The circle or wheel is also a universal and classic symbol of the Dharma.



Logo Variation 2 on Redesigned Home Page.

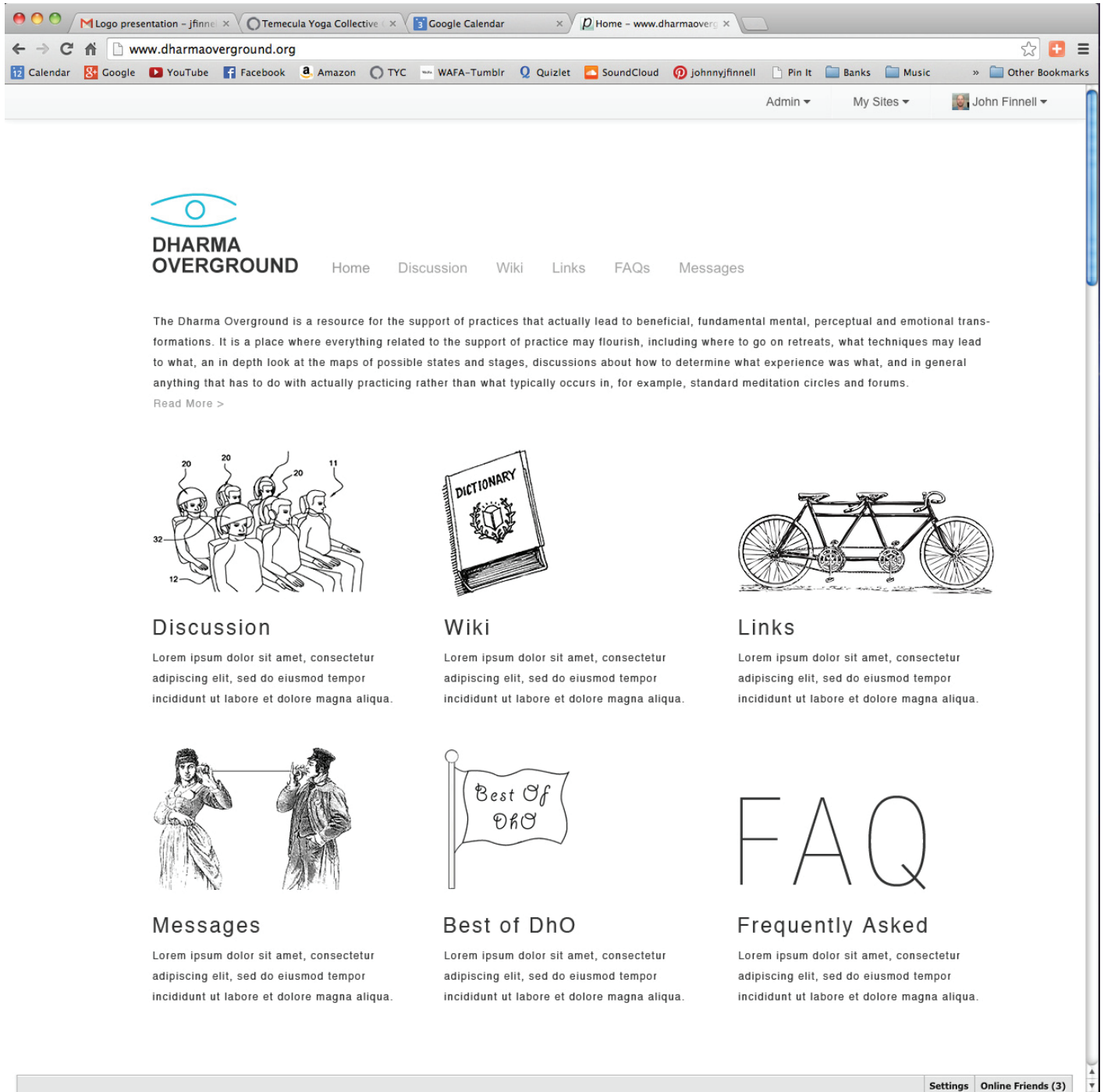


# DHARMA OVERGROUND

## Logo Variation 3

The symbol of the eye powerfully evokes the idea or understanding of insight. It is all seeing and knowing, opened and awakened. The eye could also be seen as a source of news. It is about vision and insight, seeing clearly and getting the information to take us there. If you notice, this eye is made of 3 components, giving a nod to the 3 characteristics.

There is one more variation of this logo at the end of this presentation.



Logo Variation 3 on Redesigned Home Page.





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More Logo Variations

# Thank You

**Post your comments on the message board!**

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