# NICHE LOGOS

Each niche category will have a coloured accent to correspond with the appropriate segment in the roundel. These accents will appear in the logo, primary CTAs and any colour highlights as appropriate.

The forward slash before the niche name corresponds with the niche URL (spidersnet.co.uk/**marine** etc)

# DEFAULT HOMEPAGE

On the first visit, the user will get the neutrally-branded homepage with the standard logo and homepage sliders with an automotive bias.

Sliders will be different websites on different devices to emphasise that we do web design - the current sliders (particularly the finance integration one) are too ambiguous.

Users can navigate to niche pages using a drop-down on the top right. A 'get started' CTA conveys urgency and should link to the new self-service process. This should appear on all pages.

The navigation, layout and number of pages is bloated and needs simplifying
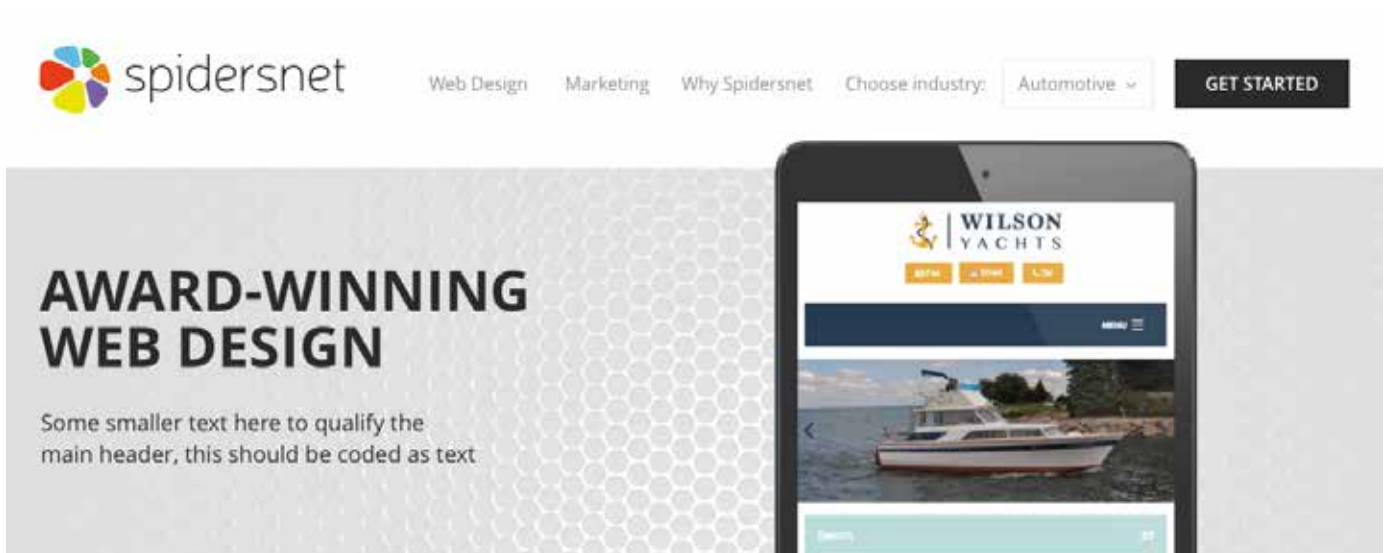
# NICHE HOMEPAGES

On switching to a different niche, the homepage layout should remain largely the same, but use visual clues and language to emphasise that niche.

The brand colour highlights should be used consistently, the subtle background image on the hero emphasises the niche without detracting from the screenshots in the devices.

Personalisation should be used so that when that user returns to the Spidersnet homepage, they should be taken (without prompt) to the last version they visited. The dropdown in the top corner will make it easy for them to switch back to the default version if required (unlikely).