

# Rebranding

## New Site



The new website features a clean, modern design with a blue and white color scheme. The header includes the OKS Group logo, navigation links (Home, About Us, OKS Group Solutions, News & Events), and a search bar. A large hero section with a background image of wooden letters contains the headline "You deserve to be impressed." and a sub-headline "At the forefront of publishing technology for three decades, we provide a full range of solutions for print and digital production." Below this is a "Welcome to OKS Group" section with a sub-headline "Delivering business and legal process outsourcing solutions to some of the world's largest and most demanding organizations." The main content area is divided into three columns: "Who We Are" (with a grid of employee photos), "What We Do" (with a world map), and "Why Choose OKS Group" (with a photo of runners). A footer section highlights "Global Presence" with a world map icon, "Local offices in 7 countries", "Serving clients on 4 continents", and "With 1500 associates".

## Prior Site



The prior website layout is more cluttered and uses a darker color palette. The header features the OKS Group logo, a language selection bar with flags for English, Deutsch, Français, Nederlands, Svenska, and Other languages, and a navigation bar with links for HOME, NORTH AMERICA, EUROPE, and ASIA. The main content area is divided into three columns: "SERVICES WE PROVIDE" (with a grid of 12 service icons), "CONTACT US" (with a green button), and "CUSTOMERS WE SERVE" (with a grid of 12 customer icons). A large central image shows a person working at a computer, with the text "Premedia / Graphic Arts" and "Pre-media/Graphics Arts" overlaid. Below this image is the headline "A Trusted Partner for over 25 Years". The footer includes navigation links for ABOUT US, VISION, ADVANTAGE, and LEADERSHIP, along with a footer bar containing "Legal Notice | Careers | Careers-Internship | Website Feedback | Sitemap".