Objective

To locate and analyze the visual design of a corporate identity on the web.

Documentation

Here is a screen shot of Entrust main page: http://www.entrust.com

Design Analysis

- **Elegance and Simplicity:**
  
  Does the design demonstrate Approachability, Recognizability, Immediacy, and Usability? Yes, the Web design demonstrates recognizability with its consistent placement of the logo. It ensures brand recognition and cohesive looks across the site.

  Immediacy is achieved with the correct management of a consistent brand presence. The PDF file that provides the “Logo Usage Guidelines” can be found at the following site: [http://www.entrust.net/siteseal/usageguide.pdf](http://www.entrust.net/siteseal/usageguide.pdf)
The Web design also addresses **usability**. The site is easy to learn and easy to use.

Have the designers used techniques of Reduction, Regularization, and Leveraging?

**Reduction** techniques have been used. Each of the pages shows primarily text, links and very few graphics (mostly logos). The only thing that I can think that can be further reduced is on the use of thumbnails as links. The text along next to the thumbnails can do the trick.

**Regularization** is been used in the following places:

a) The same text type, color (washed blue) and size have been used to reinforce and or to clarify the tab’s title. This is true for all of the tabs except for the “Partners” tab; the titles are right aligned under the top navigation bar.

b) Same amount of space between the elements in the top navigation panel.

c) All the links throughout the site are blue. All of the smaller text links are underlined.

d) Topic bars and section links have the same size, color, shape in each subsection.

Use of **Leverage** is found in the Web design, for example:

a) The use of a light yellow bar with an arrow pointing down and black text is used as a divider and as a link itself.
b) The company’s logo is used throughout the site with a double function. Not only is it a visual signature but also it allows the user to go back to the home page.

c) Thumbnails in some instances are used to illustrate a topic and as links.

- **Scale, Contrast, and Proportion:**
  What techniques have the designers used to accentuate the visual impact of the site?

  **Contrast:** blue along with its hues and white are used in the design. Contrast between a white background and the blue links and black text are very strong. The logo, title bars, and underlined links are designed to be visually appealing and stand out from the rest of the information. Use of colors in the background are pleasing for the eye, it is very easy to distinguish text from the background.

  **Similarity:** similar elements for example title bars, Search, Site’s appear together. Links on the navigation panel have the same type- face, type size, and color. Navigation on the top panel has the same type- face, type, and color as well.

  **Continuity:** this principle can be seen when the sections are aligned vertically creating the impression of columns.
Do you see evidence of Bertin’s Visual Variables? The web site consciously uses many of Bertin’s Variables. Size, hue, shape, orientation are used consistently from page to page contributing to elegant and simple design.

Presentation Analysis
Describe the methods that the designers used to achieve consistency and localization:

Consistency: the Entrust logo is displayed on each page (always in the same place, on the left hand side in the top). Colors, font types and sizes are other consistently used elements.

Localization: The question, “Where am I?” is clearly answered with the site’s logo. Site identification is achieved by showing the site’s logo that tells the user where he or she is. The question “What’s here?” is also answered. Users are always aware of what content is on a given page. The page layout and structure is very effective. Finally, the question “Where can I go?” is easily answered. Users can determine what else is available to them by scanning the navigation and the visible links.

Conclusion:
In summary, the site does not present any usability problems. The navigation is presented in a consistent form from page to page and is easy to learn. The interface is also very consistent throughout the site. For the most part it makes obvious what’s clickable and what is not. The site presents a good use of conventions and the visual hierarchy. The site shows its elegance by successfully achieving the look and feel of unity. Simplicity is determined by the site’s approachability, recognizability and usability.