

Northern Heart case study

New Media and identities: Northern Heart Gallery

Hetherington Veal were briefed to create the identity and website for an on-line art gallery based in the North East of England. The requirements were that the design of the identity should be confident and uncompromising, to reflect the pride the people of the North East feel for their home (an area all too often overlooked).

Hetherington Veal cleverly combined an artist's palette with a heart to create this powerful and distinctive logo, leaning towards the north east.

As well as designing and producing all the stationery, Hetherington Veal applied the new identity across posters, press packs and folders.

Banners were also produced for the launch of the new company at Durham Castle in February 2002.

When applying the identity to the web, Hetherington Veal ensured that the strength and simplicity of the brand values was maintained throughout the site.

The judicious use of small Flash movie sequences gives an added animation dimension, without adversely affecting download time.

Some of the special features include database retrieval, by genre, by price, and by artist.

The artworks download initially in thumbnail format.

Each artwork can be viewed at high resolution in a pop-up window

The artwork can be viewed on a virtual wall. It is automatically resized to its correct dimensions relative to the roomset in order to most effectively judge the proportions.

The artwork can be purchased safely on-line with secure, easy to use, step by step e-commerce.

You can also send e-cards of your favourite artworks.

The Northern Heart Gallery website has won five design awards since being launched in February 2002.

