



Project: Kuressaare Yacht Club Rebranding and Website Development

Description: The Kuressaare Yacht Club Rebranding and Website Development project involved a comprehensive overhaul of the club's branding and the creation of a new online presence. The primary objective was to revitalize the club's image, enhance its online visibility, and provide a seamless platform for club members and visitors to engage with various services.

As part of the rebranding effort, a new logo was designed to represent the essence and identity of the Kuressaare Yacht Club. The logo aimed to capture the spirit of sailing and convey a sense of professionalism and prestige. This refreshed visual identity set the tone for the rest of the project, establishing a strong and cohesive brand image.

The website development phase focused on creating a modern, user-friendly website that effectively showcased the club's offerings and engaged its target audience. The website featured intuitive navigation, visually appealing design elements, and seamless integration with various functionalities. Visitors to the website could explore information about the club, access a dedicated e-commerce store to purchase merchandise, and even book dock places for their yachts conveniently online.





The e-commerce store provided a convenient platform for club members and enthusiasts to purchase branded merchandise, such as apparel, accessories, and sailing equipment. Furthermore, the online booking system allowed yacht owners to reserve dock spaces, ensuring a smooth and hassle-free experience for visitors to the club.

By undertaking this rebranding and website development project, the Kuressaare Yacht Club aimed to establish a strong and professional online presence, attract a wider audience, and provide an enhanced user experience. The new logo, website, and e-commerce store collectively contributed to the club's overall success by elevating its brand identity and providing convenient services to members and visitors alike.

