



Website Design: Trinity Mirror plc



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A digital vision for a National Newspaper Group, Trinity Mirror

The website design had to establish Mirror Online as a world-class news and entertainment channel for a digital generation.

Trinity Mirror appointed Chris Ellis as Managing Director of Digital to spearhead a new vision across the group. Part of his vision is to supply its millions of users, new and old, a Mirror Online that is truly relevant to the digital generation. Matt Kelly, publisher of Mirror Group Digital, said: "World-class news and entertainment targeted directly at people's passions has long been our publishing vision."

The website design needed to work on a number of levels to re-launch Mirror.co.uk as Mirror Online. Capturing the heritage and straightforward approach to journalism and brilliant contributors. Building an online identity that positioned Mirror Online as a premium online news channel. Bring Mirror Football and 3am under the umbrella of MirrorOnline. Develop a design methodology and style guide that allowed for continual improvements whilst staying on brand.

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&&& CREATIVE DIRECTOR, SIMON BROWN SAYS

“The Mirror brand is so big that you can’t help but have a nod to it design-wise. We’ve taken hints from its heritage and brought them online. You’ll see, for example, that the logotype has been redrawn so that it sits pixel-perfect on the site alongside a modern squared M used across digital platforms”

PRESS SUMMARY

[Design Week](#), [Press Gazette](#), [Gigaom](#)

“They had the ability to translate the personality of a business and a tone into the design in a way that a lot of agencies sort of miss. At the end of the day they’re good people to work with and get along with”.

Chris Ellis, Managing Director Digital, Trinity Mirror Group

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