

## Old website design

The old website design features a white background with a blue navigation bar at the top. The navigation bar includes the Box logo, a menu with links for Products, Solutions, Customers, Resources, Pricing, and Contact, and a phone number 1.877.729.4269. On the right side of the navigation bar are buttons for "Get started" and "Log in".

The main content area has a green and white headline: "Access your files from any the Content Cloud". Below the headline are two buttons: "Get started" and "Contact us".

The central visual is a light blue cloud containing various file icons (Word, Excel, PowerPoint, PDF) and circular profile pictures of people, all connected by a network of dotted lines.

Below the cloud is the text "Trusted by the world's leading organizations" followed by logos for BROADCOM, Morgan Stanley, AstraZeneca, and JLL. At the bottom, there is a link "Read all customer stories".

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The main content area has a blue and white headline: "Protect your sensitive data with the Content Cloud". Below the headline are two buttons: "Get started" and "Contact Us".

The central visual is a blue cloud containing a laptop screen. The laptop screen displays a file-sharing interface with icons for "File access granted", "Contract Signed", and "Enabled and shared link". Surrounding the laptop are various file icons (Word, Excel, PowerPoint, PDF) and circular profile pictures of people, all connected by a network of dotted lines.

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# New design



Products Solutions Customers Resources Pricing Contact 1.877.729.4269

Get started

Log in

Divided header into 2 lines (so highlighted line is more consistently on top on most devices)

## Protect your sensitive data with the Content Cloud

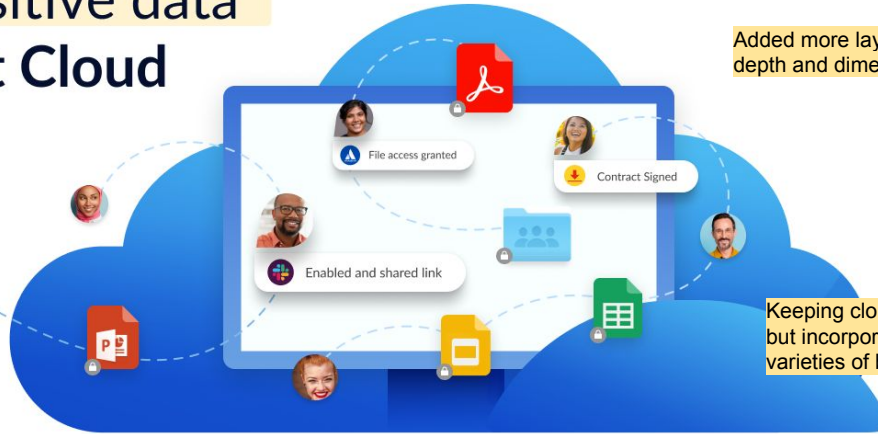
Get started

Contact Us

Added more layering for depth and dimension

Dynamic lines for movement;

(to convey connection and sharing path)



Keeping cloud imagery but incorporating more varieties of blue

Making all logos gray creates more unity among them and allows them to take more of a backseat to the hero image (main focus)

Trusted by the world's leading organizations



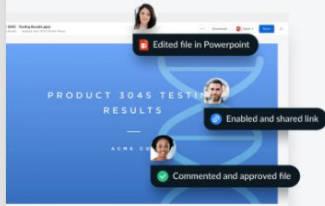
^and using bottom edge of cloud to strongly define the hero from the logos section

## Old design

### Frictionless security

Protecting your sensitive files in the cloud is a top priority. That's why we developed advanced security controls, intelligent threat detection, and complete information governance. But we know your needs don't stop there. Strict data privacy? Check. Data residency? Check. Industry compliance? Check.

[Learn more](#) [Watch webinar](#)



### Seamless collaboration

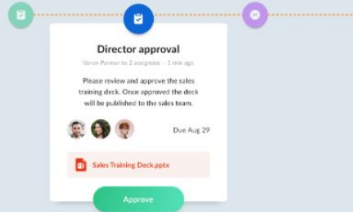
Your business depends on collaboration between lots of people, from teammates to customers to partners and vendors. Get everyone on the same page with one place to work together easily on your most important content. After all, you should be sharing files, not frustration. And you should have the peace of mind that it's all secure.

[Learn more](#) [Watch webinar](#)

### Simplified workflow

Working on manual, cumbersome processes wastes hours each day. So we let anyone automate the repeatable workflows that are key to your business, like HR onboarding and contract and digital-asset management. Workflows start to move faster. You have more time to do what matters most. It's a win-win situation.

[Learn more](#) [Watch webinar](#)

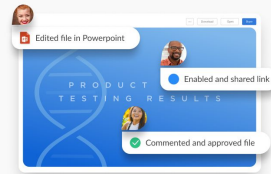


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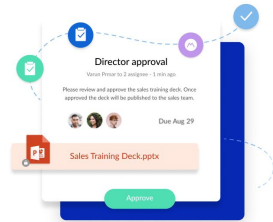
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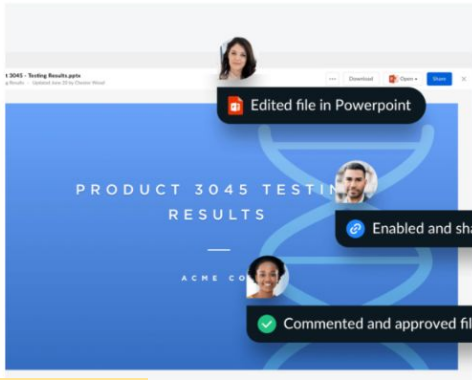
[Learn more](#)

[Watch webinar](#)

Buttons and CTA text is fairly small and the current blue color doesn't seem very accessible or easy to read



< There's not enough contrast between the light blue and the light gray color here to create a clear distinction between the top and bottom sections of the site; they seem to accidentally bleed into one another



^ Graphic gets suddenly cut off and does not expand dynamically

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## New design

Buttons are enlarged and use slightly deeper shade of blue to increase legibility and accessibility

I kept (lighter) gray container to help delineate sections

Extended edge of image and gray container (infinite)

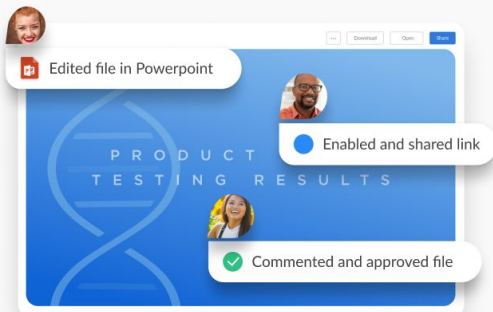
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Image that strongly supports the concept of "frictionless security" where security is strongly emphasized



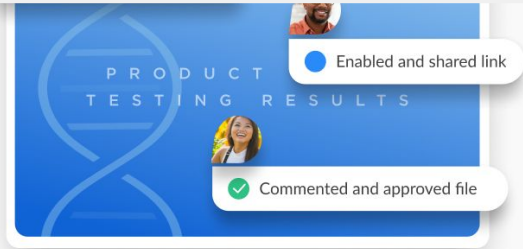
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Simplified "Watch webinar" icon

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Build from white (alternating between white and light gray to show sections and add depth)

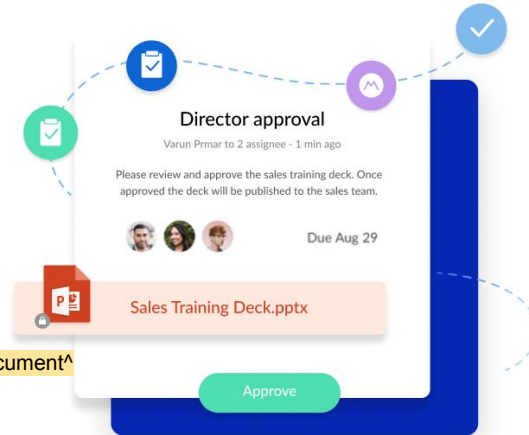
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Brought out the document for emphasis



Kept concept but re-used the dynamic dotted lines to show movement and progression and illustrates "workflow"

# Old design

## Best-of-breed app integrations

A best-of-breed tech stack gets even better with Box as the secure content layer. We have integrations with more than 1,500 of your favorite apps — that's over 1,500 ways to transform how work gets done.

[Learn more](#) [Watch webinar](#)



**FICO**

At FICO, we want to maximize on our global talent and provide them with the tools to do their jobs better together. Box is helping us connect the dots from region to region and from device to device.

Tony McGinnis, CIO

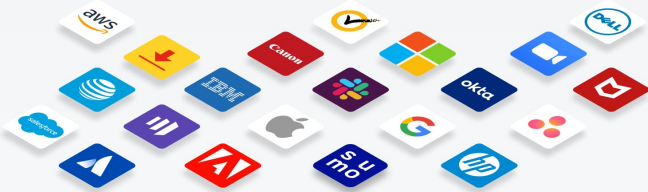
[Read customer story](#) [More customer stories](#)

# New design

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**AstraZeneca**

“Box has become the industry standard in this space and we've chosen it to continue our drive toward efficiency and simplicity for all our employees.”

— David Smoley, CIO

[Read customer story](#) [More customer stories](#)



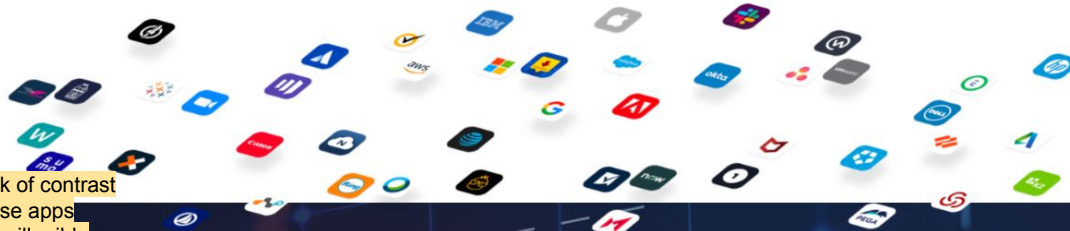
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Apps appear to be scattered haphazardly and this section looks weak because it lacks what an intentional structure

These apps have inconsistent shadows on them that make the 3D effect feel unrealistic

The size and lack of contrast with some of these apps makes them fairly illegible

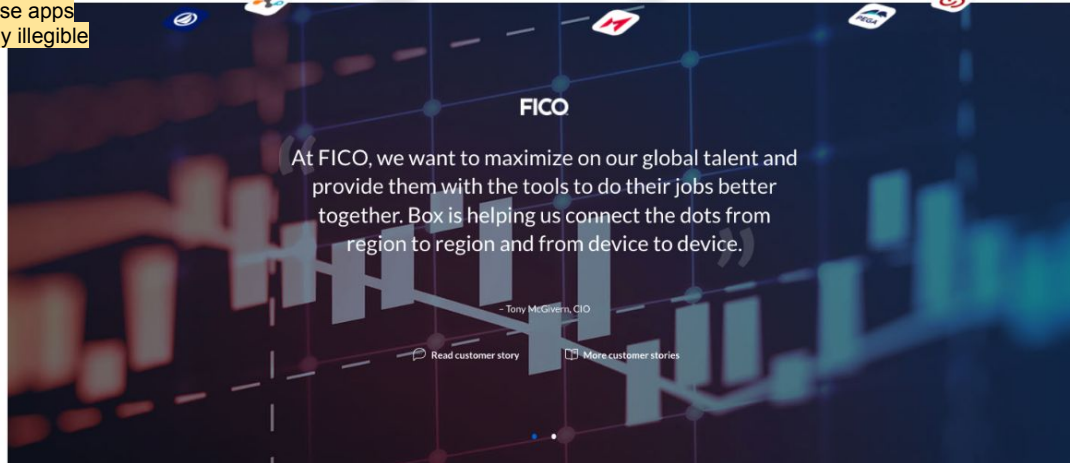
FICO

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[Read customer story](#)

[More customer stories](#)



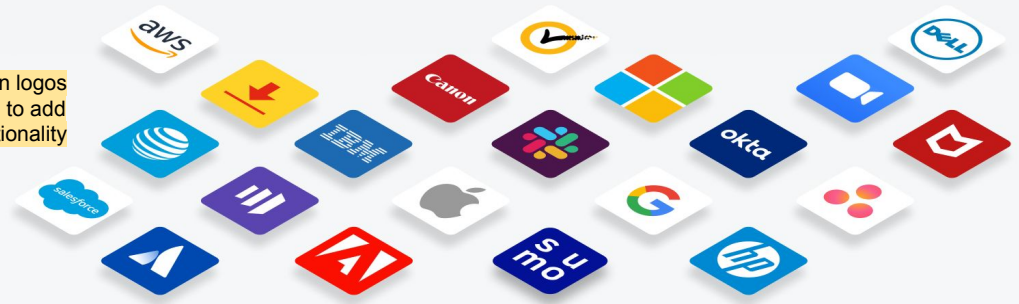


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Placed integration logos on more of a grid to add structure & intentionality

Condensed paragraph for easier reading

Enlarged logos here to make them easier to read and made shadows more realistic



“Box has become the industry standard in this space and we've chosen it to continue our drive toward efficiency and simplicity for all our employees.”

- David Smoley, CIO

[Read customer story](#) [More customer stories](#)

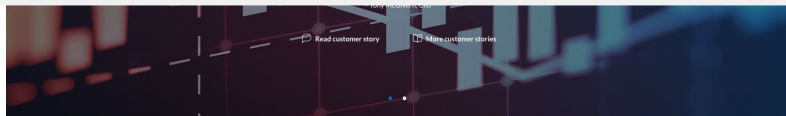
Condensed and streamlined the quote box by eliminating unused space on the side and competing background elements

Note: would be animated and also interactive/clickable



## Old design

The dark colors and photography style here seem out of character with the rest of the brand and website



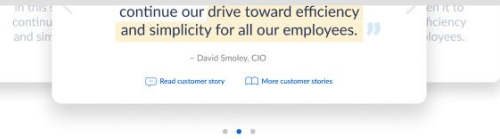
Ready to simplify how you work?

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Company	Use Cases	Service & Support	Resources	International sites		
About Us Leadership ESG Brand Bio Blog Investor Relations Bio.org Careers Legal	Collaboration Cloud Storage Mobility Security Bio for ECM Send Large Files Fast Cloud Content Management	Remote Work File Sharing Document Management Project Management FTP Alternative File Transfer Cloud Backup	Customer Success GDPR Compliance GxP Validation Training Demos Downloads Contact Us Resource center 1.877.728.4289	United Kingdom (English) India (English) Netherlands (English) Sweden (English) Australia (English) Canada (English) France (Français) Deutschland (Deutsch) Italia (Italiano) 日本 (日本語) 한국 (한국어) 台湾 (繁體) América Latina (Español)		
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Black footer background sits in a container and makes it feel strangely cut off on certain screen sizes

## New design



Ready to simplify how you work?

[Get started](#) [Contact Us](#)

Used darker shade of blue for button to increase legibility

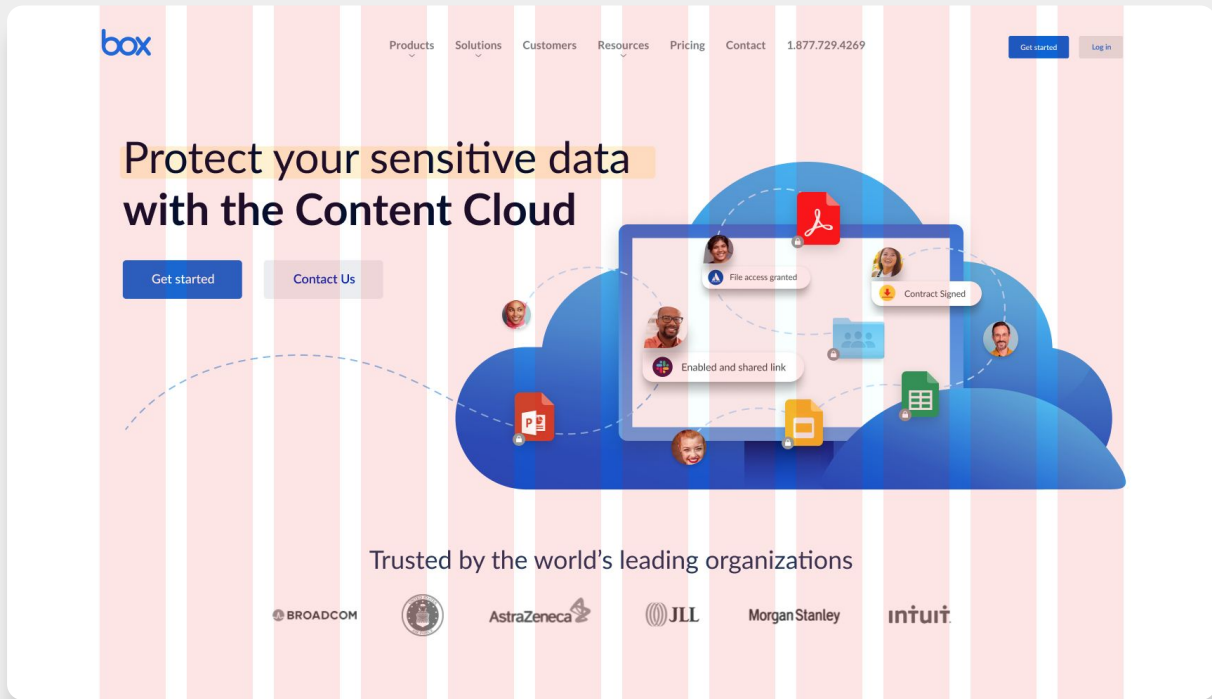
Kept foundation of white background; allow more negative space for CTA to breathe

Company	Use Cases	Service & Support	Resources	International sites		
About Us Leadership ESG Brand Bio Blog Investor Relations Bio.org Careers Partners Legal	Collaboration Cloud Storage Mobility Security Bio for ECM Send Large Files Fast Cloud Content Management	Remote Work File Sharing Document Management Project Management FTP Alternative File Transfer Cloud Backup	Customer Success Product Support Training Community Contact Us 1.877.728.4289	GDPR Compliance GxP Validation Downloads Resource Center	United Kingdom India Netherlands Sweden Australia Canada France Deutschland Italian América Latina	
©2022 Bio	Home	Subscriptions	Terms of Service	Privacy Policy	Cookie Notification	English (US)

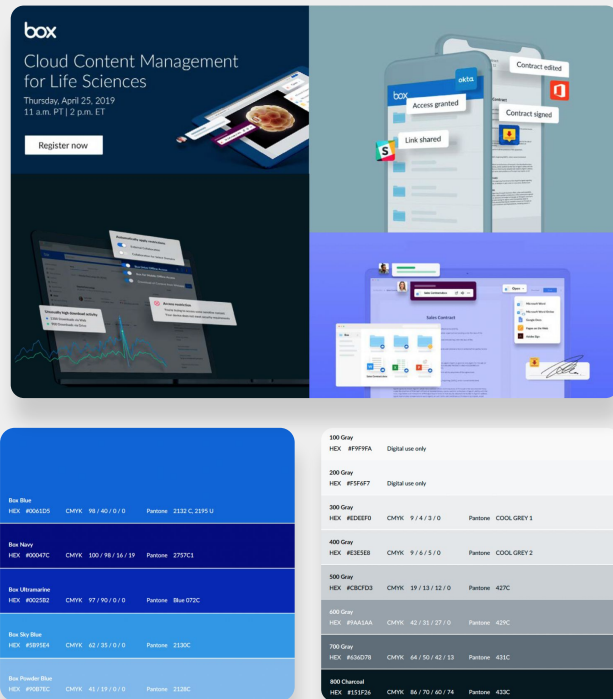
Traded black for light gray to de-emphasize footer

Extended background color so the background looks more consistent and responsive

# MY PROCESS



1440px wide: 12-columns, 94px wide, 30px gutter, 135px margin  
1728px wide



Existing brand elements



Simplify how you work?

box

# Protect your sensitive data with the Content Cloud

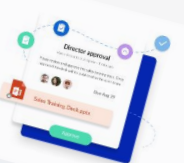


Trusted by the world's leading organizations

## Frictionless security



## Seamless collaboration



## Simplified workflow



## Best-of-breed app integrations



Box has become the industry standard...

Ready to simplify how you work?

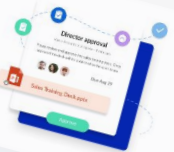
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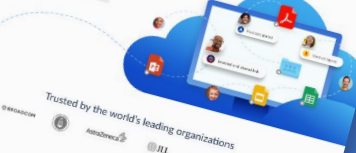
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box

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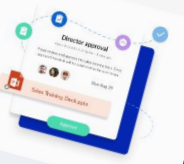


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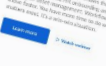
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