

ZONE *BEFORE* *REBRANDING* →

SITUATION

Zone, Estonia's leading web hosting and domain provider, recognised the need to evolve. Their existing brand no longer reflected the energy, ambition, and creativity of their growing audience — young entrepreneurs, creators, and digital businesses. To stay relevant and competitive, Zone needed to shift from being seen as a technical service provider to a modern brand that empowers people to bring their ideas to life online.

STRATEGY

We began with a full brand audit, internal workshops, and a deep dive into digital touchpoints. The insight was clear: the brand had to feel as fast, confident, and dynamic as the services it provides. The new positioning put focus on empowerment and simplicity — making Zone not just a tool for building websites, but a partner for building businesses.

CREATIVE SOLUTION

The rebrand introduced a bold and visually dynamic identity — bright red, expressive typography, and constant sense of motion throughout the design language. The new look captures the brand's energy and speed, while its clear yet humorous tone of voice speaks directly to a new generation of entrepreneurs. Together, these elements turned Zone into what it truly is: a brand that helps you start, grow, and outpace the competition.

zone

**DOMEEN
TEEB SIND
KUULDAVAKS**

Haara .EU domeen 1 euroga!

REGISTREERI

zone

.EU DOMEEN 1€

Sinu äri salarelv.

zone

**DOMEEN
TEEB SIND
NÄHTAVAKS**

Võta .EU domeen 1 euroga!

REGISTREERI

zone

zone

**KLIENTI EDULUGU:
MABRIK.EE**

zone

**NO SEE ON KÜLL
KOMM!**

.EE ainult 4€ ja .ONLINE tasuta kaasa.

zone

STARDIPAKETT

Tasuta .EE domeen kolmeks aastaks
-50% soodsam veebimajutus
esimeseks aastaks

**.LT DOMEEN
4€**

* Esimese aasta hind, millele lisandub käibemaks

zone

Iga sekund loeb!
võta .EU domeen
täna 1€!

zone

**ARVAD, ET SILMAD
PETAVAD SIND?**

.EE 4€ ja .ONLINE tasuta!?

zone

Lükka hoog
sisse!

**.EU domeen
ainult 1 €**

Postkast jälle täis?

Loe edasi

Zone uues e-postilahenduses saad ühe klõpsuga tellida lisaruumi juurde just sellele e-posti kontole, mis seda vajab.

Domeeni registreerimine

Sisesta soovitud domeen

.ee

UNISTA SUURELT!

Kodulehe tegemine pole raketiteadus.

Alusta »

Zone blogi: uudised ja nipid

Mis on MariaDB (ja MySQL) nähtamatud veerud...

29.04.2024 Mis on nähtamatu veerg
Veebikontuuri valiknõus on animatsioon



Postkast jälle täis?

Loe edasi