



New website design for the Bundian Way

We recently launched a beautiful new website for the Bundian Way. Working in close collaboration with Anthony Osbourne who oversaw the design and development of the new Bundian Way brand development, we continued the design language into a full-fledged website update.

Our lead designer Darryl Butler developed a creative direction to incorporate many of the traditional Aboriginal design elements into the site. The focus of this new site is the incredible heritage that this trail holds and in harmony with this, there are several key areas that highlight the updated photography and written content so that they may tell this story.

On the back end of the website, we created a completely custom WordPress theme so that key design elements could be secured without being modified or removed in unpredictable ways. We develop custom themes for all of our designs as a way to make the update and maintenance of our website easy. Brand colours, logos, copy placement and design elements are locked down so that the keepers of the site only need to care about content updates.

This approach is increasingly beneficial when there are volunteers involved in the site maintenance and they may not be fully aware of the brand requirements.

As we do with all of our sites, we incorporated strong mobile responsiveness ensuring a consistent and useful mobile experience.

The end result is one we at 2pi Software are proud to be part of.

If you are looking to develop a new website or wish to update an ageing one, give us a call today and see how we can improve the usefulness of your website and give you an improved design that will last for years to come.