

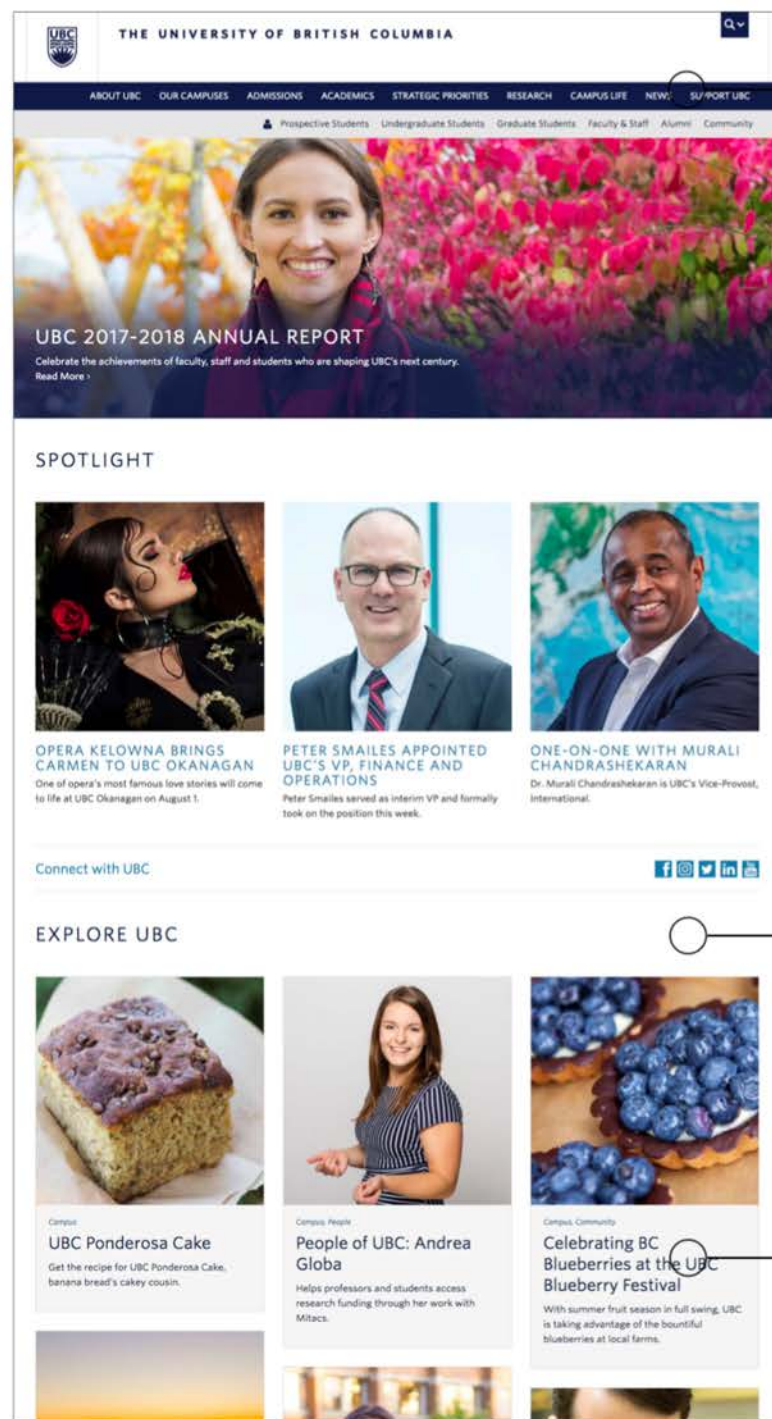
- + Contemporary, friendly, inviting visual language
- + Very accessible and user-friendly menu format
- + Looks great on mobile

+ Impactful main feature with clear call to action that can be used to appeal to different audiences

- + Program finder tool front-and-center
- Strange proportions and lack of visual balance



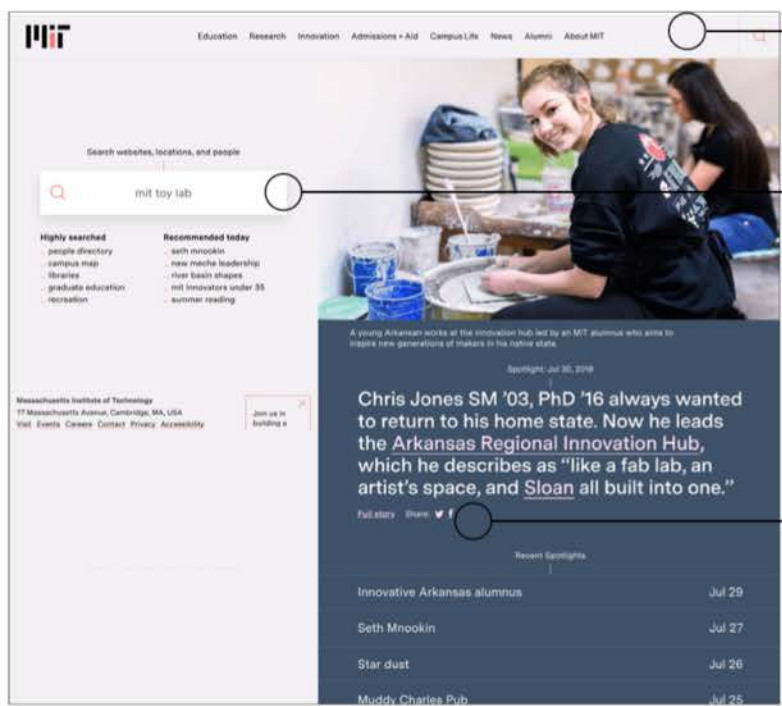
- + Expandable menu of "quicklinks" by audience type in footer
- Contrast is too high, making footer feel harsh and hard to read



- Primary navigation and content mix closely reflect institutional (rather than user) priorities
- Branding feels cold and corporate, not representative or us or of Montreal
- + Clear focus on their brand (design vocabulary and photography)
- + People-oriented approach

+ Detail-oriented, pixel-perfect execution

+ Art direction encompasses all features



+ Fresh, modern, human feel

+ Search feature that encourages use by teaching you how to succeed with it

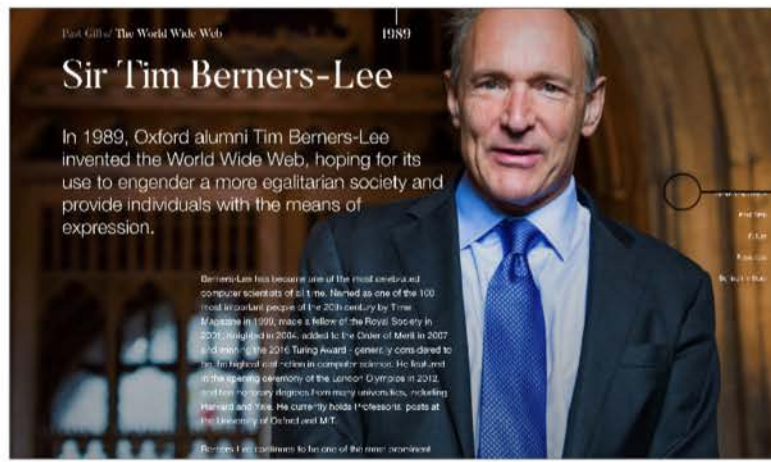
+ Suggestions for popular content (in lowercase, the way you'd type them!)

+ Impactful quote with room for some nuance and detail (not just a title)

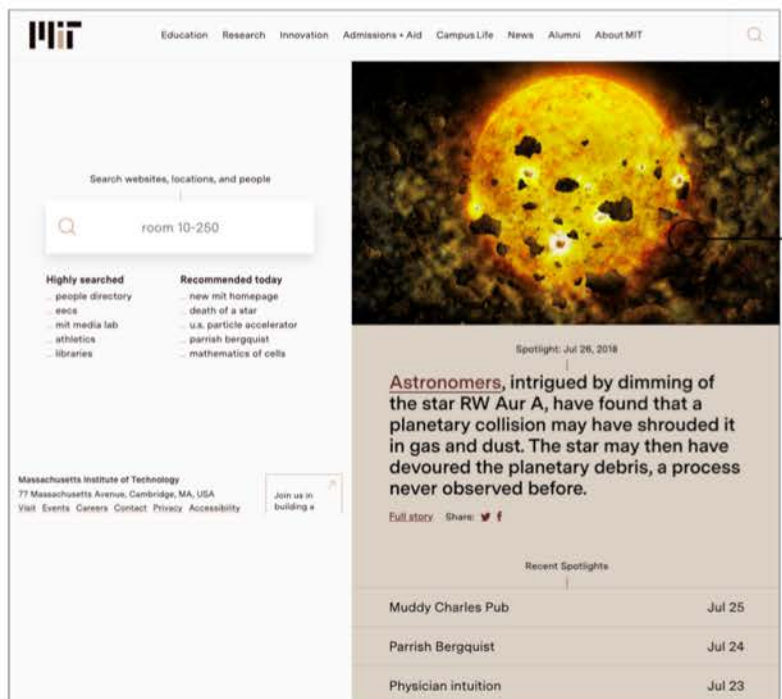
+ Easy sharing feature



+ Fantastic use of typography to communicate brand values in a modern way



+ Story structure is impactful and facilitates scanning and reading



+ Neutral design vocabulary that responds to feature's color profile — the things happening at MIT literally define the MIT brand.



+ Indication of where to go to next
- Legibility issues



<http://orsolina28.it/eng/>

A mesmerizing venue, nestled in the heart of Monferrato, region acknowledged in the Unesco World Heritage. A brand new international centre dedicated to the Dance. A gathering place for dancers and choreographers. A school. A place where getting connected to earth and nature, while expressing themselves totally. Orsolina28 is all that.

+ Impactful presentation of identity

+ Design vocabulary that feels fresh and innovative but also classic

- We have much more content than this!

Open innovation that makes sense

→ Discover what we do

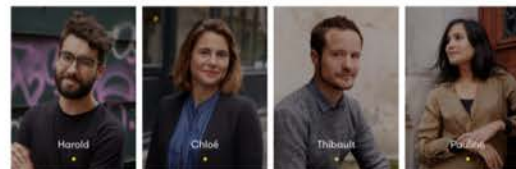
Hey! Our team is proud of our new appointment on behalf of the French Tech Mission.

+ Feels fresh and innovative without seeming childish

A new breed of innovation consultancy

With one foot in the world of large organizations and the other straddling the startup universe, Five by Five builds and empowers 21st century teams needed for innovation that transforms, scales, and - most importantly - makes sense.

+ Design combines modern and traditional elements to give a sense of quality



Meet the whole team

→ SEE MORE

+ Structured and easy to scan

What people say about us

"Five by Five acts as a convener of interesting people on the edge of their craft."

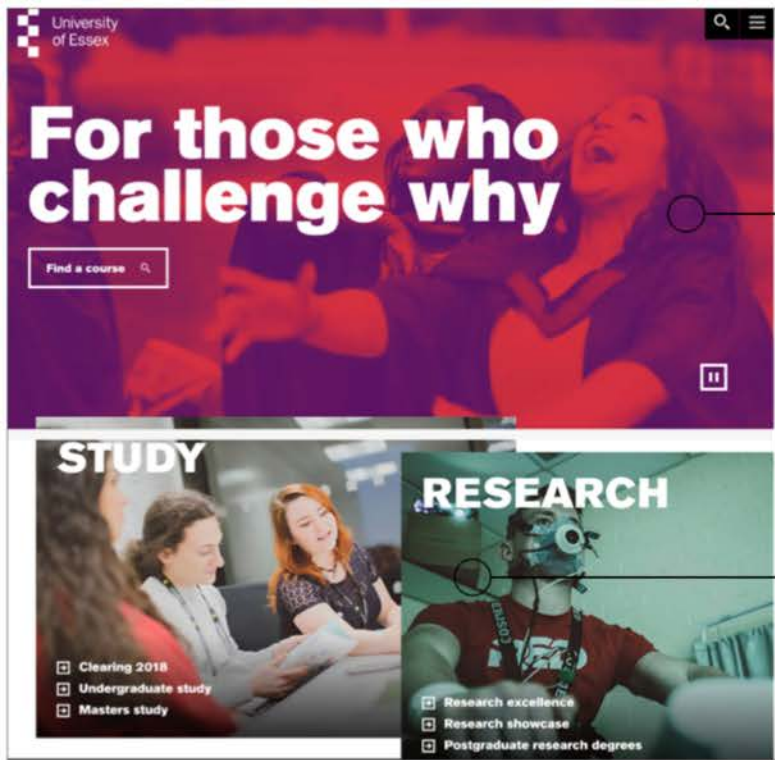
Chris Messina
Creator of the *hashtag*

Where we can help

Partner with growth-stage startups

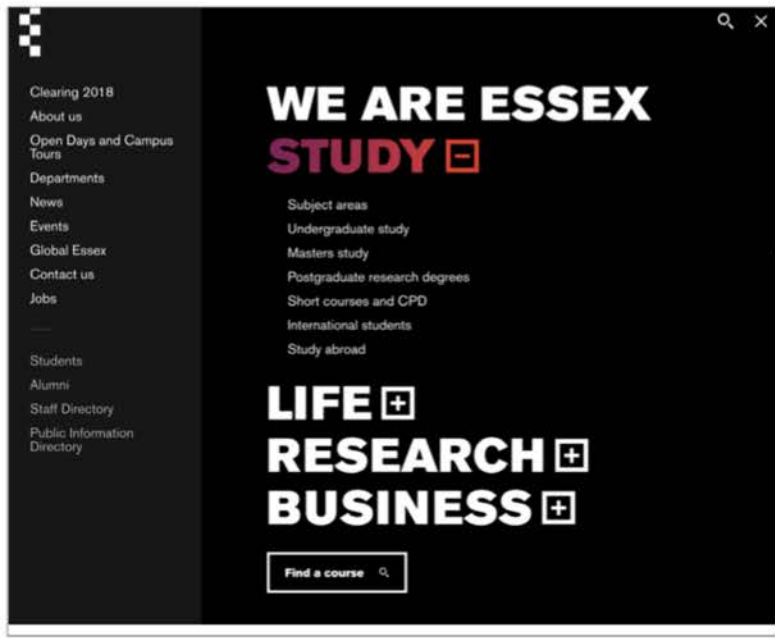
If you're asking yourself, how might we:

- Work with startups and go from proof of concept to market-ready product in a matter of weeks instead of years?
- Fast-track and adapt internal processes—scouting, procurement, IP, etc.—to help us partner efficiently with growth-stage startups at scale?

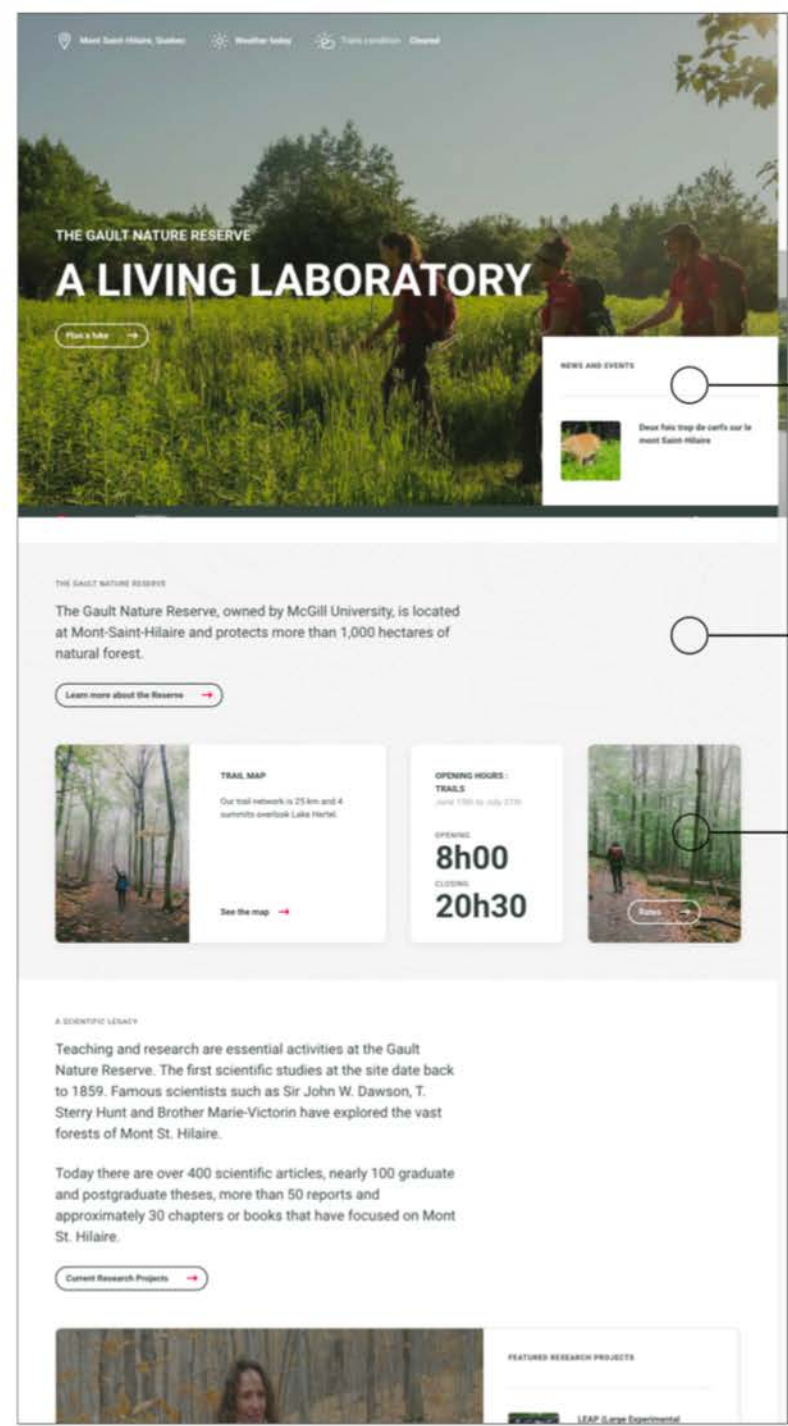


- + Impactful presentation of identity. (Although their aesthetic isn't relevant for us.)
- + Course finder tool as primary call-to-action on the page

+ Two clear main themes and ways to pursue them



+ Interesting approach to minimizing distractions (and maximizing efficiency) in menu



- + Immersive and impactful main feature with clear call to action
- McGill branding and navigation options aren't where users expect them

- Distracting and news feature

+ Definition of mission

+ Practical response to user needs