CA Technologies

Photo Styling

Exploration: CA Technologies Brand Photography (Round 1)

Below are three possible directions for the brand to take. Depending on where we land for brand voice/copy we can stick with the authoritative tone using UI overlays or parallax scrolling. Or if the tone takes a lighter note we can take an "older, wiser and still ahead of the game" kind of voice.

Formal Dress UI Overlay–This direction will focus on real models interacting with a device or/and product dashboard or UI. Would recommend use without any whimsical illustrations.

Bright & Casual Dress–Bright, natural daylight showing diverse teams working together. Recommend using with parallax scrolling and overlay type.

Don't Call It A Comeback–CA Technologies is trying to shed the idea that they're too old–why not acknowledge the ageism and own it? Think "Silver Disobedience" or "The Accidental Icon".

Exploration: CA Technologies Brand Photography (Round 2)
More photography stylings continuing down the road of "Bright & Casual".

Daylight & Business Casual–Big, bright office windows will keep the images consistent. More computers than whiteboard to help represent the CA Tech products.
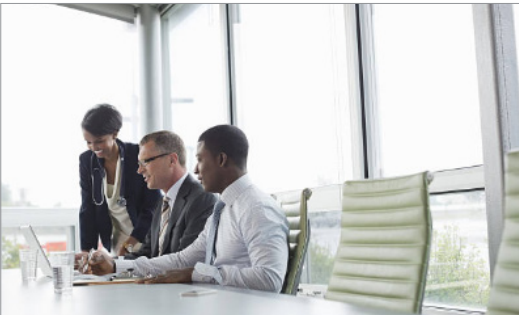
Start-up & Lighting Treatment–Start-up look can be leveraged with very casual wardrobe and environment. A subtle, consistent use of a light treatment could be a branding element.
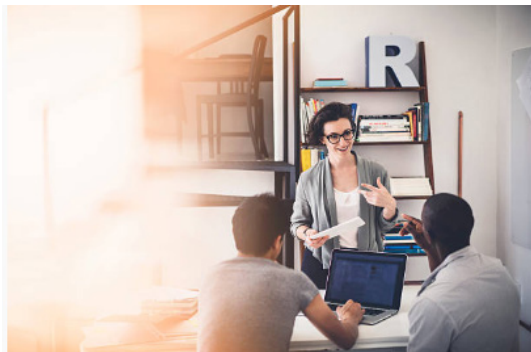
Product UI & Wardrobe Branding–Environment shots with CA Tech products superimposed on screens, while brand colors are placed in wardrobe and desk accessories.
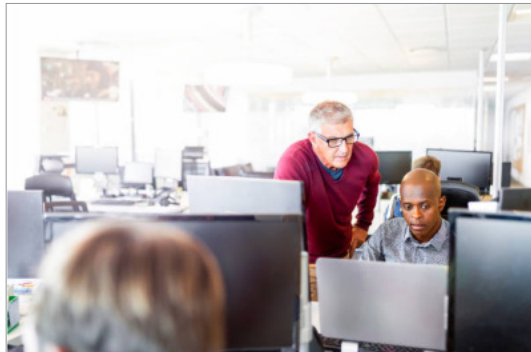
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Icons

Icons

Currently CA Technologies utilizes icons but not in a systematic way. Sometimes it's used an icon, sometimes it's used as a header background image. Sometimes the user flow starts with one icon then it changes as the user clicks through. In one case, the same icon is used for two different meanings/topics on the same page.

Inconsisten Icon Trail–The following is a sample experience of how icons are used one the site and change along the way. The "Enterprise scale at startup speed." module clicks through to landing pages that use different icons in the header image.

Plan
From a team of ten to a global workforce, we take your whole company agile.
Explore >

Build
The software you need to put APIs at the center of your development.
Explore >

Test
Stability with certainty. We'll make sure your latest release is ready to scale.
Explore >

Release
It's a 24/7 world. Automate your release efforts to keep up with customer expectations.
Explore >

Operate
Insights to know what your customers like; monitoring to ensure they love the experience.
Explore >

Secure
Solutions to check the box on safety while blowing the doors off the customer experience.
Explore >

Plan

Agile Delivery, Planning and Portfolio Management Tools

Operate

Application and Infrastructure Monitoring Tools

Release

Release Management and Automation

Test

Continuous Testing

Continuous testing gets you to continuous delivery.

Build

End-to-End Continuous Development Solutions

Secure

Identity and Access Management

Icon Style

In addition to educating and updating how icons are used, an update to the current icons may be required. Below are updates to consider once a direction in re-branding CA Tech is established.

Rounded Corners– A hint of dimension using a simple gradient could help align with illustration styles, as shown in the illustration section.

Icons vs Product Icons–One way to help define the use of icons is setting up a system differentiating between icons and product icons.

One solution is to add a bounding box around product icons with consistent ratio/dimensions.
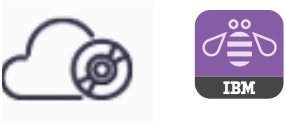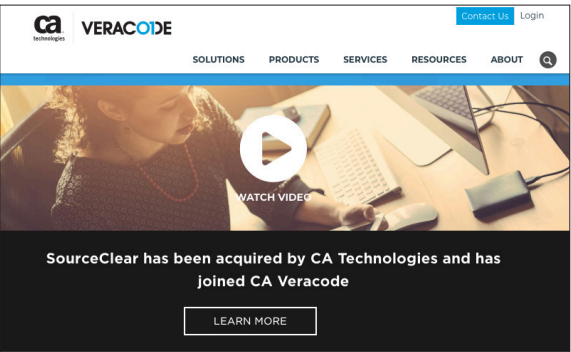
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Notes

CA Technologies Acquisitions

Acquiring other companies and their products points to some of the issues with the website structure. Teams are given access to edit the site but if it's a different product from what the editor is concerned with, there's no consideration for what the other pages are doing since it's not their product.

Co-Branding–CA Tech links to BlazeMeter without explanation or reciprocal representation of the two brands in the header. Instead you don't see it until the user scrolls down to the footer.
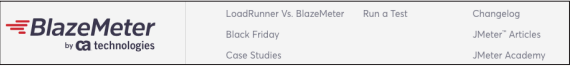
In contrast, CA Tech and Veracode's acquisition is clear and announced but with a confusing user experience. The user can click from CA Tech to Veracode's but the logo lock-up in the header suggests the user is still on ca.com.

New Products–CA Technologies may want to consider leaving each acquisition with their own website until a better system is designed and finalized. A strong argument for leaving each acquisition with their own website for now is the product listing on CA Tech's website. Within each product is a product version. If a customer purchases the wrong version it will not work.

If CA Tech lists each of these products within the company website, it could prove to be very cumbersome–potentially listing hundreds of products and however many versions for each.