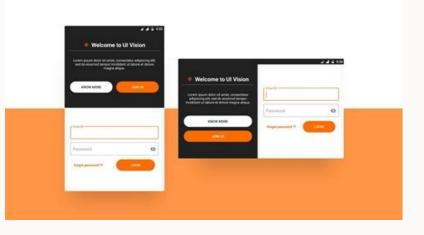
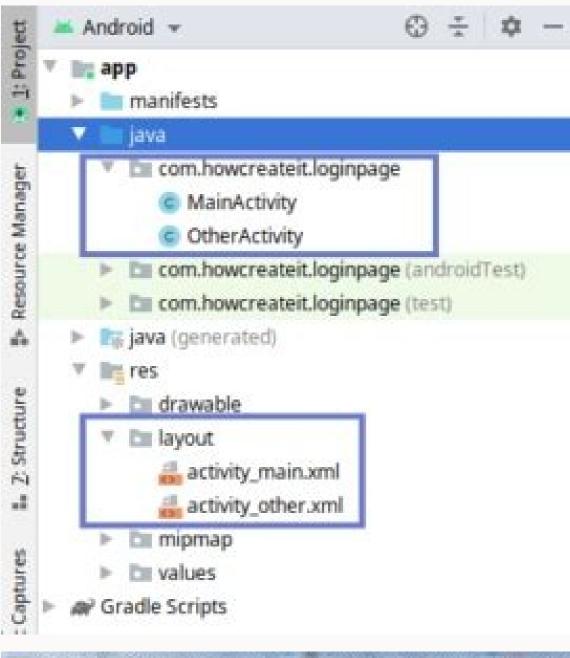
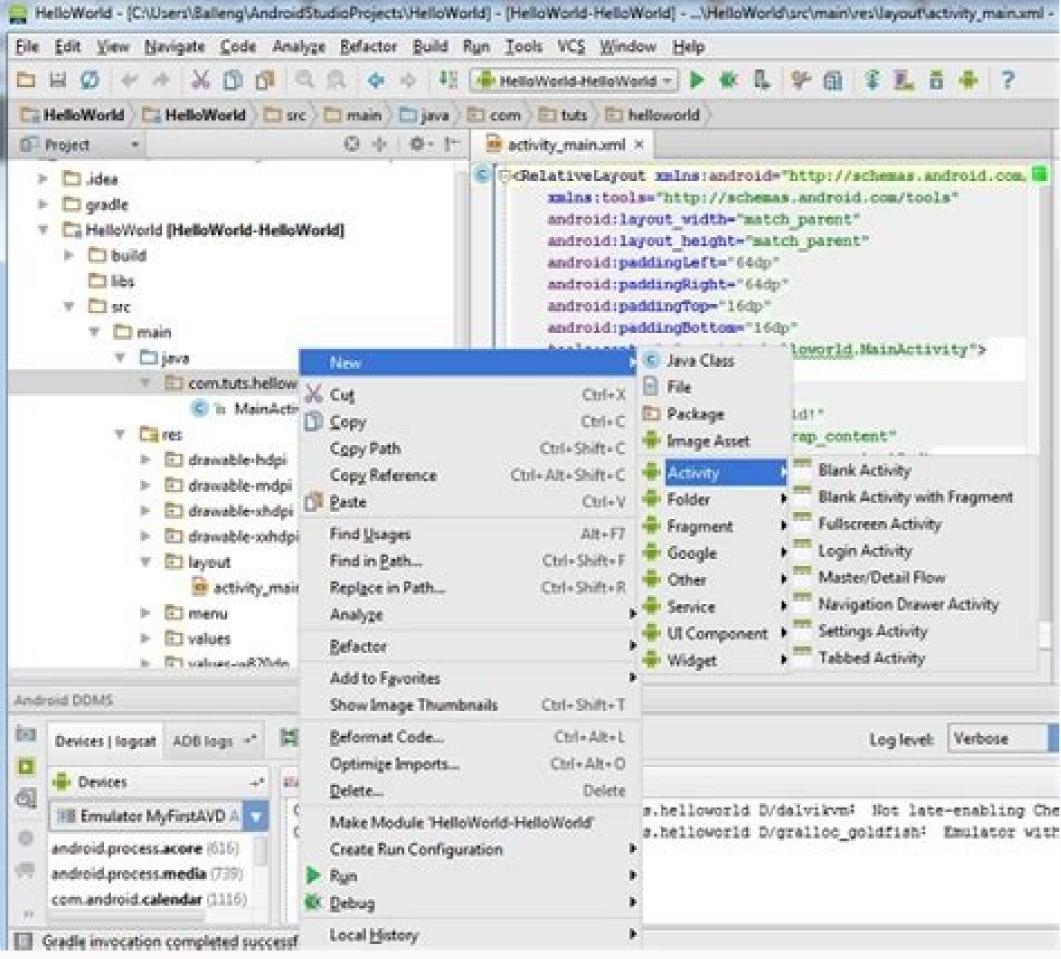
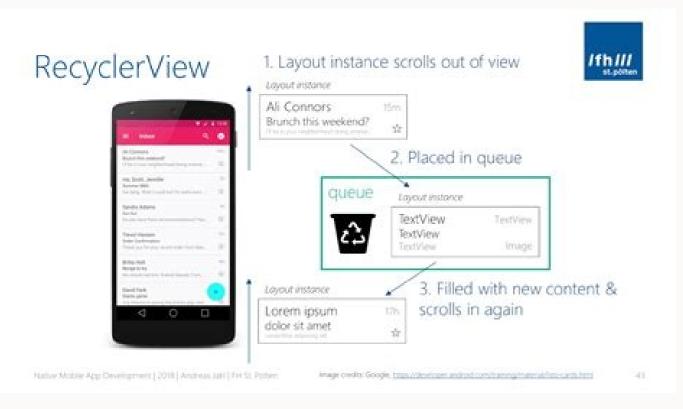
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The right landing page design can make or break a website - as this is the first thing your visitors will see. If you get it wrong, most people won't hang about. Landing page designs should clearly convey the unique selling point (USP) for the product or service, and focus on one call to action (CTA), such as getting the visitor to register their details or to make a purchase. Whatever the goal, it's up to the design of the page to channel the user towards it, whether through use of white space, contrasting colours or more explicit directional cues. (And having the best web design tools (opens in new tab) to hand will help you achieve this.) Clear, succinct headers and sub-headers and punchy, easily scanned bullet points are the order of the day. The landing page should be prominently branded, often incorporate a hero image to communicate the product or service at a glance, and cut straight to the point to avoid users' attention drifting. With all of that in mind, we've pulled together some particularly effective examples of landing page design from across the web.Looking for more design inspiration? Have a look at our pick of the best 404 error pages (opens in new tab), and these perfect font pairings. (Image credit: Angle2) Angle2 (opens in new tab) is a Ukrainian digital design agency, with a team that believes wholeheartedly in the power of brand. Apparently nothing excites them more than crafting unique, bespoke experiences that "exude your brand's DNA" while pushing the UI envelope. This new online home for its services certainly backs the claim, introducing not only some stellar work but also two awesome effects. Opening onto some massive Montserrat fonts drenched in #2AF8EB - or turquoise to humans - we get a typographic workout worth savouring. The trick becomes a feature throughout and conveys the 'angular' sentiment with a superb slanted text illusion. This essentially uses left and right elements to form a 50/50 split down the middle of the viewport. From here a series of tilted text lines wrapped in tags have translate3d CSS functions applied and animated with TweenMax on hover. By applying contrasting colours to each side, it achieves a 45-degree folded aesthetic that defines the overall design. Injecting the vivid blue accent colour into a largely black and white palette shows tasteful execution too, with further fun reserved for 'The Team' section of smiley people portraits. Here, while transitioning between each photograph, you'll spot a fabulous fragmented filter that works a treat.02. MADCLEMClément Chenebault's site is fun and fluid Since the web's inception, developers and designers have pushed and shoved at the outer edges of what's possible, seeking to do something new or interesting and pushing back on expectations for what a website is and how it works. This free-spirited experimentation is a hallmark of the weird, wild web.Clément Chenebault's portfolio site, MADCLEM (opens in new tab), follows in that storied tradition of pushing boundaries, turning a simple grid of colourful squares into a fluid, malleable mass of liquid blobbery. The whole site bends and bulges with every movement you make, expanding and contracting to show little glimpses of portfolio pieces as you find your way through the gelatinous mass. The site is a fun, wavy island among an often monotonous sea of same-y looking designer and developer portfolios. 03. IBM PlexThe single-pager for IBM's Plex is designed to show the new font off to best effect IBM recently released its own custom font, IBM Plex (opens in new tab); this is the first refresh of its corporate typeface since 1956 so it's a big deal. To help introduce the typeface to the world, IBM asked studio XXIX to design and build a website to show it off. The thinking behind the design was to use images, animation and photography to tell Plex's story while showcasing the font in exciting ways. What's great is that a lot of the site serves as a way to test out the font and explore the multiple styles available to use. So you can really see it in context before you decide to start using it in projects. The site is definitely one for graphic designers and is somewhat reminiscent of a portfolio page. Especially because, despite the dense information displayed, you can continuously scroll through the different sections, as you are greeted by some inventive scroll-triggered animation.04. CowboyRide 'em! Cowboy's site keeps your attention on what matters: the bikes Cowboy (opens in new tab) is a new generation of electric bikes, targeted at city dwellers in the US. As a result, its website had to be slick in order to communicate the value of a product that is looking to revolutionise a market known for churning out unattractive, clunky bikes. Created by Ueno, the site uses bold typography, strong colours, great photography and is built really well, offering a first class experience to users. The bike itself takes centre stage and immediately draws the eyes of the user. The transitions and magnification of bike features, as the user scrolls down, are kept subtle so the bike remains central. The focus on content and not over-engineering the experience also means the site loads quickly across all devices and is very responsive. The app for the bike has its own page and parallax within the boundaries of the device beautifully.05. Interface Lovers landing page keeps things uncomplicated and clean Designing a landing page for a site dedicated to 'interface lovers (opens in new tab)' is no mean feat, but Timothy Achumba - a designer for Facebook - has nailed it here. The site aims to inspire people, provide practical advice on the craft of UI design (opens in new tab), and uses a balanced layout (opens in new tab) inspired by Achumba's first love: print. "The design for Interface Lovers, based on a simple three-column grid taken from a newspaper layout, is uncomplicated and clean," he says. Beautiful portrait photography draws visitors in and emphasises the site's interest in individual stories. To build the site, developer Iheanyi Ekechukwu took advantage of Tachyons, a functional CSS framework that allows for granular control over the design, without any fuss Originally launched in 2010, Google fonts are now viewed on the web over 15 billion times a day, in over 135 languages worldwide. The Google Fonts (opens in new tab) site is clean and fully responsive, using Material Design (opens in new tab) for its grid and styling. In her blog post (opens in new tab) about the project, designer Yuin Chien explains that "by building in the ability to play with scale, colour and font pairings, we invite everyone to discover and seamlessly use typefaces in their projects." And she's right; the interface is inviting and beautiful. It's also intuitive and fun to explore. Crucially it doesn't force you to jump through hoops to get to the fonts; they're right there at the top of the landing page, ready for you to play with. You can type straight into the page's text fields to test them out. And if you're overwhelmed by choice, Google makes it easy to narrow things down with tick boxes for fund their way to reel in those page views with fancy tricks, it's a relief to find a site that keeps things nice and simple. MIT's Technology Review (opens in new tab), first published at the end of the 18th century, has a long and proud heritage, and its site has been tailored to showcase excellent art and be a delight to read. The landing page is a joy to behold, starting you off with a bold cover story, three secondary stories, and a roundup list of the day's top stories called 'The Download'. This enables visitors to quickly get to what matters in a no-nonsense way. A large red Subscribe CTA in the top-right also immediately draws your eye, channelling visitors to the paid website options without impeding their enjoyment of the free content available.08. ResnThe mysterious 'drop' breaks most of the rules of conventional landing page design, yet succeeds anyway. Never one to fall in line and use a standard UI pattern, design agency Resn (opens in new tab) has built a landing page centred around 'The Drop', an enigmatic, shimmering teardrop-shaped polygon that acts as a portal into the Resn psyche. Click and hold your mouse and you get to be, variously, a greyscale, apple-themed kaleidoscope; a bat with a ouija board that uses its x-ray laser beams to strip the flesh from people in old paintings; a fun tube; a psychedelic Yakult that dispenses



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