

CRAIGSLIST RESEARCH

The basic design of Craigslist's website is a huge part of its overall identity and branding.

-Craigslist is simple, streamlined, and purposeful, which makes its brand and purple peace sign symbol instantly recognizable and oddly iconic.

-Despite evolving design trends, Craigslist stayed true to its plain roots.

-A redesign makes perfect sense when the purpose of the site changes, new products take priority, or the company rebrands itself. In other words, if it's not broken, don't fix it. It's not the prettiest site, it's definitely old school, but it serves a purpose.

-The website is 100% focused on accomplishing two things: enabling a user to post something and enabling a user to find something. It's a glorified classifieds website that just makes sense.



craigslist
