

RESPONSIVE WEBSITE - CASE STUDY

Format

One site, every screen, under pressure.

A responsive identity & site for an invented design
& technology conference — from 320px to widescreen.

SCOPE

Art direction · UI · responsive system · ally

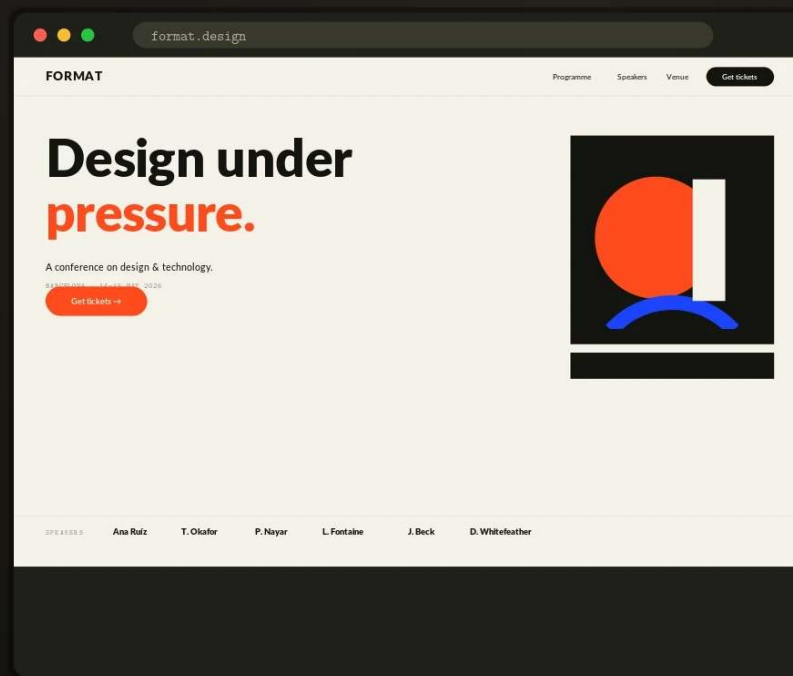
BREAKPOINTS

320 / 768 / 1024 / 1440

BUILD

Design tokens → components → pages

Loli Mari Montalvo



Format

OVERVIEW

Format is a two-day design & technology conference. I built its identity and responsive website as one system — a site that has to feel commanding projected on a keynote screen and stay legible on a phone in the registration queue. Every page is a composition of the same parts.

CHALLENGE

Conference sites age badly: dense schedules, tiny tap targets, a desktop layout crammed onto a phone. The brief I set myself was a bold, type-led brand that survives every screen size without a separate ‘mobile version’, and that an organiser could keep updating as the programme changes.

STRATEGIC THINKING

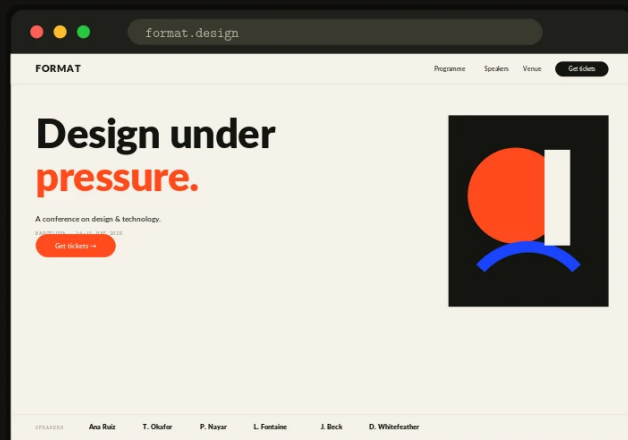
One idea carried the design — ‘design under pressure’. The identity is ruthless: ink, paper, and a single signal orange that only ever means ‘act’. Type does the heavy lifting at display sizes, so the system needs almost no decoration to feel confident. Because it is built from tokens and components, the layout is never redesigned per device — it reflows.

RESPONSIVE — EVERY SCREEN

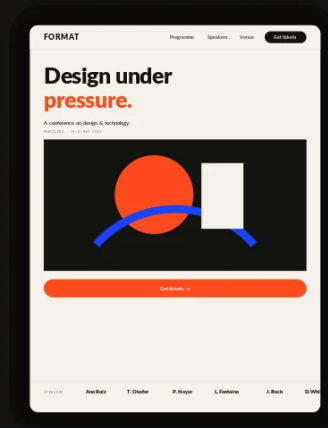
Responsive — every screen

ONE LAYOUT, THREE BREAKPOINTS

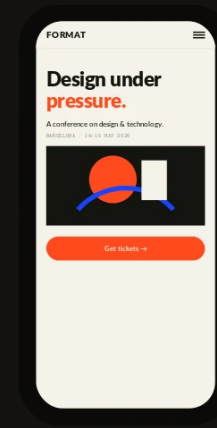
The same page, from widescreen to phone



DESKTOP · 1440



TABLET · 768



MOBILE · 390

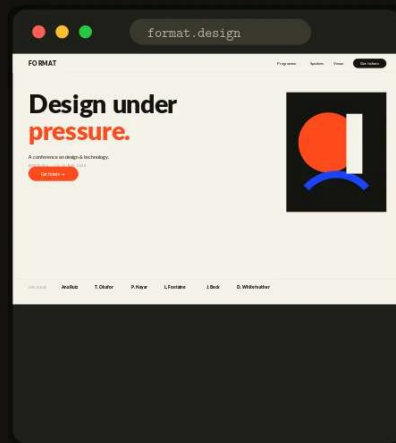
Nav collapses to a menu,
the hero graphic drops
below the headline, and
the type scale steps down
92 → 64 → 44 px.

KEY PAGES

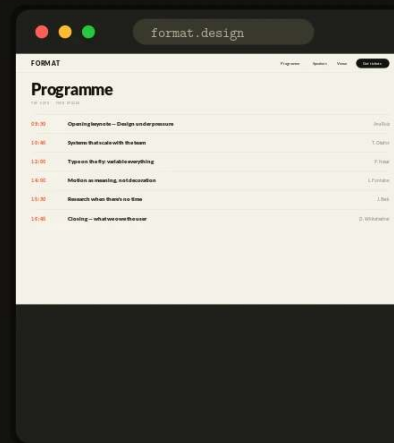
Key pages

KEY PAGES

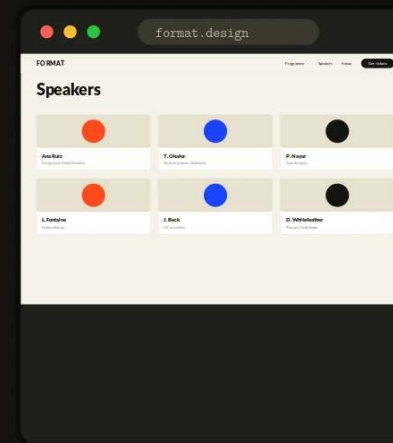
A system, not a set of pages



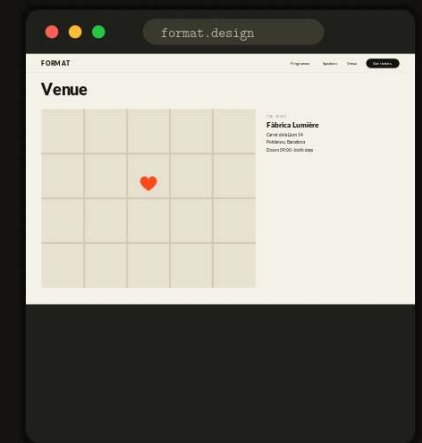
HOME



PROGRAMME



SPEAKERS



VENUE

Grid, type & colour

DESIGN SYSTEM

Grid, type & colour

12-COLUMN GRID · 72PX MARGINS · 24PX GUTTERS



TYPE SCALE · LATO

Design under pressure

Display 92

Design under pressure

Head 64

Design under pressure

Title 28

Design under pressure

Body 18

Design under pressure

Label 13 mono

COLOUR

Ink
#14141D
text

Paper
#F5F2EA
surface

Signal
#FF4A1C
primary / CTA

Cobalt
#1B44FF
secondary

Sand
#E7E0CE
muted fields

SPACING · 8PT

8

16

24

40

64

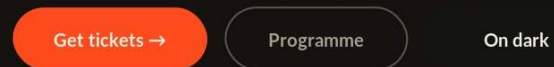
COMPONENT LIBRARY

Component library

COMPONENT LIBRARY

Built once, used everywhere

BUTTONS



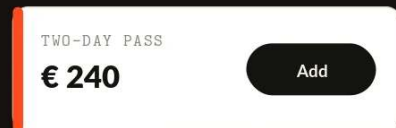
TAGS



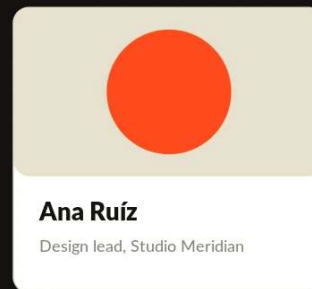
FORM FIELD



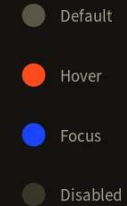
TICKET CARD



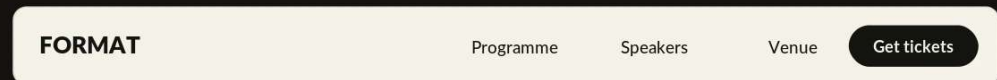
SPEAKER CARD



STATES



NAV BAR



BEFORE / AFTER

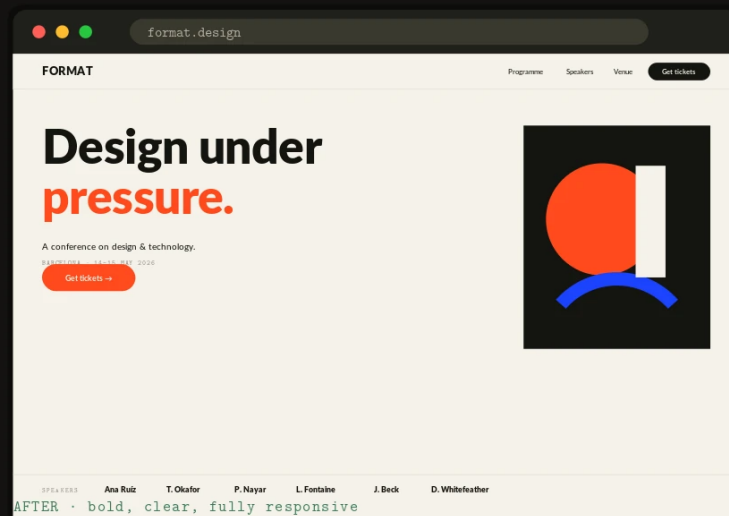
Before / after

BEFORE / AFTER

From brochure to system



BEFORE · dated, dense, not responsive



AFTER · bold, clear, fully responsive

PROCESS

Process

PROCESS

Sketch → structure → system



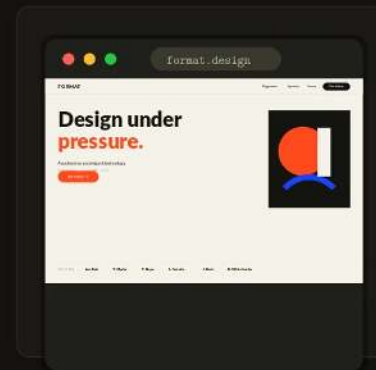
Paper sketches

priorities & flow



Lo-fi wireframe

hierarchy & grid



Responsive reflow

every breakpoint

HOW IT CAME TOGETHER

The brief: a conference site that had to feel confident on a projector and legible on a phone in a queue.

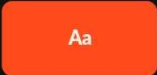
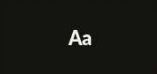
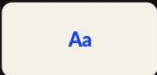
I set the type scale and 12-column grid first, then built components as tokens so every page inherited the same rules. Pages became compositions of the same parts — which is why the mobile layout needed no redesign, only reflow. Colour stays ruthless: ink, paper, and one signal orange that only ever means 'act'.

Accessibility · WCAG 2.1 AA

ACCESSIBILITY · WCAG 2.1 AA

Legible under pressure, for everyone

COLOUR CONTRAST

	Ink on paper 15.8 : 1	
	Paper on signal 3.6 : 1	
	Paper on ink 15.8 : 1	
	Cobalt on paper 7.1 : 1	

BUILT-IN, NOT BOLTED ON

- **Visible focus rings**
2px cobalt ring on every interactive element
- **Touch targets ≥ 44px**
buttons, nav, and cards all clear the minimum
- **Keyboard-first**
logical tab order; skip-to-content link
- **Semantic structure**
one h1, landmark regions, real buttons
- **Reduced motion**
respects prefers-reduced-motion
- **Text scales to 200%**
fluid type, no clipping, no overlap

OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

A responsive site across Home, Programme, Speakers and Venue. The nav collapses to a menu, the hero graphic drops below the headline, and the type scale steps down — but the structure, spacing and colour logic never change. One system, every screen.

RESULTS

Accessibility was built in, not bolted on: WCAG 2.1 AA across the board — ink on paper at 15.8:1, visible cobalt focus rings, 44px minimum touch targets, and text that scales to 200% without clipping. Because pages are compositions of shared components, the mobile experience needed reflow, not redesign — the kind of system that stays cheap to run and easy to update.

LESSONS LEARNED

Constraint is the brand. Limiting the palette to ink, paper and one signal — and letting type carry the weight — made the system faster to build and harder to break. The best responsive work isn't three designs; it's one idea, disciplined enough to bend.

Loli Mari Montalvo

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