



GMC.COM HOMEPAGE

REDESIGN

We redesigned the gmc.com homepage with a more modernized look and feel to better reflect the power, precision and premium presence of the vehicles. The new homepage commands attention with eye-catching imagery, simplified navigation and improved readability. The bold redesign now stands out in a competitive landscape, while also exuding confidence and capability.

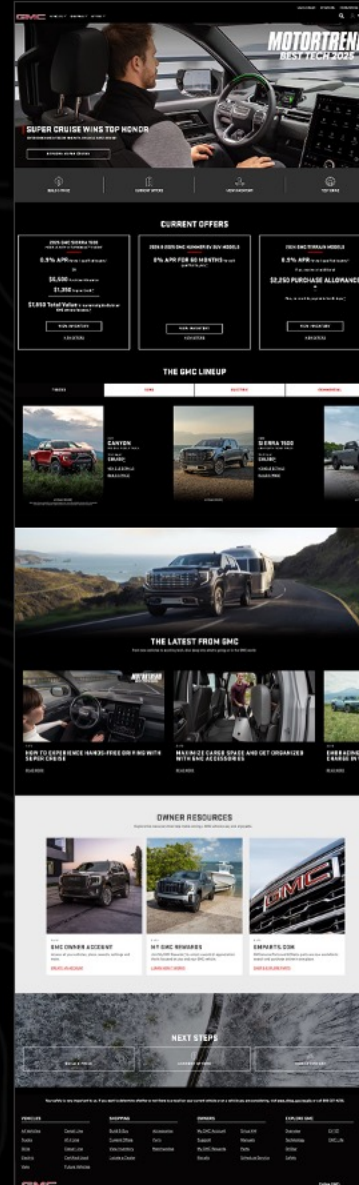


GMC.COM HOMEPAGE

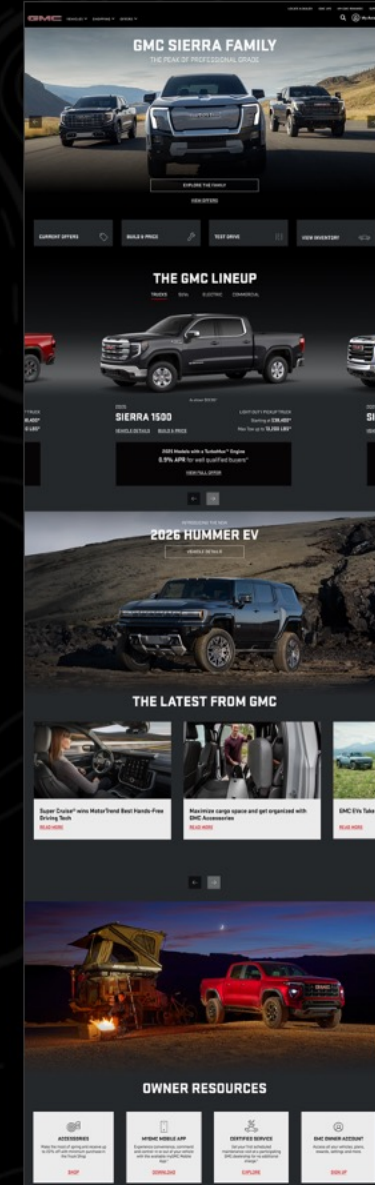
We redesigned the gmc.com homepage to be bolder, cleaner and more impactful—amplifying visual hierarchy, immersive imagery and refined typography to create a confident, professional grade feel. Stronger contrast and simplified layouts let the vehicles take center stage while delivering a modern presence that is unmistakably GMC.

At the same time, we streamlined navigation and clarified key shopping paths to make the experience more intuitive. Clear calls to action, scannable content and focused messaging guide users seamlessly from exploration to action, creating a digital journey as capable and confident as the GMC lineup itself.

OLD



NEW



GMC

THANK YOU