Brand and Website

What to expect

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Brand

Newenglish Design have been experts in brand creation for over 25 years. One of our Creative Directors designed the iconic NEXT brand which was used by the retailer for over 19 years. We have outlined some of our brands on this page and linked to further detail on our website - please do take a look.

We base our work on our experience, understanding your brief and needs, and our research into your sector and competitors to create a **brand and brand personality** which is just right for your organisation and permeates all that you do. This brand personality informs our creativity in all media and outputs; from signing and guiding, to website design, on and off-line advertising campaigns, design for print and every touch-point you will have with your clients.

Newenglish will create a brand and website with a **confident, aspirational, professional and approachable branding stance, to communicate with clarity your expertise.**

Its imperative that your brand, tone of voice and brand messaging is on point.
This approach must run through every touch-point of communication activity, and the website is the first point of contact most people will probably have with your company or organisation, so it looks and feels cutting edge, confident and have a customer journey which is smooth, uncluttered and adds clarity to the messaging.

Outcomes

Primary and secondary logos as .EPS, JPEG and PNG files
BRAND GUIDELINES including:

• Fonts and font usage

• Tone of voice

• Colour pallete and usage in the building, print and online

• Design of Letterhead, and business card

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Brand

Leicestershire **Chamber** of Commerce

H&R HINCKLEY AND RUGBY BUILDING SOCIETY

pochin
Bathroom design & inspiration

WE.ARE.CARAVAN

BIRMINGHAM COLLECTION

MONTAGU LETTINGS

brü

just... fair trade

Knit One

set

LEAP
Leicester Economic Action Partnership

YOUR LIBRARY

go TRAVEL SOLUTIONS
Making Transport Sustainable

PHOENIX SQUARE

LCB
Leicester Creative Business DEPOT

Makers YARD

ABi
Your business. Our passion

VIP

Diocese of Leicester

Keary Coles
landscape architecture

SSL
Surfacing Standards Limited
SPORTS PITCH CONSULTANTS

peepul centre

young blood
developingtalent@lhtheatre.co.uk

VENTURE INVESTMENT PARTNERS

iD Apartments
Nottingham

DMU ALUMNI ASSOCIATION
A relationship that lasts a lifetime

mirch masala

embrace ARTS
at the RA centre

FILMPUR

propeller
Membership Marketing & Development

Re
Reece Associates
refresh. revitalise. recreate.

CWB Clarkson Wayman Ball

Birmingham Opera company

Qbe

DESTINATION: Dance

audiences central

Website

At Newenglish Design, we understand the importance of having a website that not only works for you but also for your clients.
We'll give you a site that

- Looks inspiring
- Helps your customers understand your professional services
- We can create funtionality to run your business model (price on application)
- Is fast and reliable
- Easy for you to update

Our team of experienced web developers and designers will work with you to create a website that reflects your newly created brand and delivers a fantastic user experience as your "shop window". We use the latest technologies and techniques to ensure your website is both visually stunning and highly functional. We will design to your needs. You'll be confident that your website will inspire, equip, and serve your customers.

In our hands, the website will be developed with efficiency and excellent user experience (UX) in mind, the website will be able to reduce any unnecessary workload for admin staff.

Design

Newenglish are adept at designing and building sites that are on brand, communicate who you are and how you work.

Content, SEO and functionality

The website will be packed with features that you may need to **run your business more efficiently**, with the ability to grow as you do.

The site will be tailored to your needs so will be as simple and small or large and complex, depending on your needs.

To add value to your website, if you require, our **professional copywriter** can word-smith your copy ensuring on-brand and consistent tone of voice and also that SEO/keyword research is seamlessly threaded through the content.

To make sure your website has strong Search Engine Optimisation (SEO), we'll create and structure content that is relevant to your target audience, use relevant keywords and phrases throughout your website, and direct you on how to build high-quality back links. With a combination of these strategies, your website can achieve an excellent SEO ranking and be seen by more potential members and users.

Technology and security

On a technical note, the website will be equipped with latest technologies and security. As a "must" in 2023, the website will deliver a great experience across mobile and desktop devices and be truly "responsive". We'll also ensure the site is quick to load - good for both users and search engine rank.

We take security seriously at Newenglish. We're Cyber Essentials accredited and keep your (and our) data safe. Our web hosting includes several layers of enterprise-level security, including application and server firewall protection, DoS prevention, and encryption. In addition, we take daily offsite backups for added peace of mind.

We propose using WordPress as the CMS for websites, as it is easy for our clients to update themselves (or we can do this for you), provides excellent compatibility with a range of third-party services.

Our methodology involves close collaboration with our clients, to ensure that their vision is fully realised. We incorporate a UAT ("user acceptance testing") phase where we confirm that the website serves your needs and those of any stakeholders you may have.

Training

We create simple 'how to' videos for your site showing you how to update the website information, videos and pictures.

Ongoing costs - website Hosting & Maintenance

Newenglish can host your website on a safe server, fully backed-up daily with regular updates and security patches to ensure performance and reliability. A dedicated server also means your website will be as fast as it can be. **Newenglish are Cyber Security Acredited.** Our website Maintenance is vital to ensure your site is up-to-date and secure to meet your business and customer expectations and minimise downtime and security breaches.

How we work

Our design team work across brand, print, on and offline advertising, animation and website design.

We create complete brand personalities and seamless digital experience. Our focus is on effective design for our clients.

Our working method - BRAND

1. INITIAL MEETING
We like to begin by discussing the project more informally and get an idea of how you'd like the project to unfold. This is where we can properly introduce ourselves, fill out the brief as much as possible, and deal with the technicalities.

We don't commence work until you have signed off our costings quote and signed Terms and Conditions.

2. PRESENTATION
Our our design response will be guided by your brief and our research of your competitors, considering all design outcomes and this research. Our visuals will help you to understand how the brand works across the media requested in the brief, demonstrate tone of voice, photography, colour palette, and if you require, building signage and website.

3. DESIGN DEVELOPMENT
In response to the presentation meeting, there may be design development. Once this has been re-presented and signed off, the brand project is ready to proceed to the next stage.

4. GO LIVE!
All logo files are delivered along with the brand guidelines required. The brand project is complete when these are signed off by yourselves.

Our working method - WEBSITE

1. INITIAL MEETINGS
As per brand methodology. We do not commence work until you have signed off our costings quote and signed Terms and Conditions.

You will need to supply us with any text and images that will be incuded in the website.

2. PRESENTATION
We'll then go away and create a design, which we'll present to you in a Teams presentation. This is where we'll talk you through the design and take on board your feedback.

3. BUILD & PREVIEW
Once we have agreed the design together, we'll commence the build of the site. We'll then share a "preview link" to the website to enable you to try out the site, as a shop admin, or as a customer.

4. GO LIVE!
After thoroughly testing the site and once you have signed off the build, we'll launch the site on an agreed date. It's quite a good idea to use the launch of a new website to build up a bit of a buzz, before and after launch.

TIMELINE
We will give you an outline timeline for the branding and web projects to achieve launch of both at the times you require. The timeline will be detailed with meeting and sign off dates, and agreed with you prior to project commencement.

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Projects

DegreeSix Recruitment

This is a **brand and website** for a recruitment company in the Social Care and Education sectors. The site features an **online application form, job listings, and third part integration**. We designed this website, so **packed with functionality that the website has become a tool for the client to run their business through it**. The client now works closely with us as their business has grown by 44% last year, and we are responding by currently refreshing and expanding the website functionality accordingly (due to be launched in the next month). **https://degreesix.co.uk**
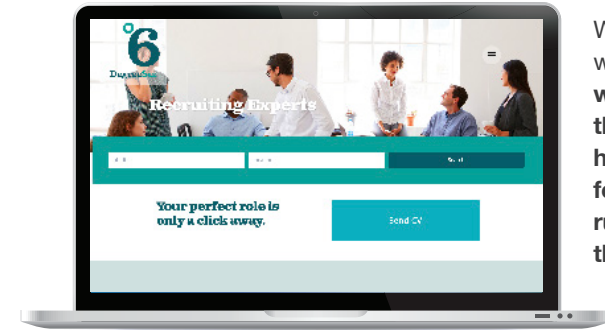
We designed this website, so **packed with functionality that the website has become a tool for the client to run their business through it**.

The Ralph

We worked with the Ralph, an animal hospital and referral centre, even before the hospital's grand opening. We created both their **brand and website,** quickly establishing them as one of the most respected animal hospitals in the UK from scratch. This is a large website, serving the referal vets and the pet owner/carers. The Ralph has exceeded forecasts and after just 3 years now has over 170 members of staff, and is exemplary in its field, with a well communicated ethos of its staff and animal care. The site **integrates external plug-ins and a private log-in area for vets** to refer cases. **https://theralph.vet**

Another veterinary **brand and website** we designed and produced is Petffisio, which features a **booking and payment system** where customers can choose an appropriate service and available timeslot and pay to complete the booking. **https://petffisio.wales**
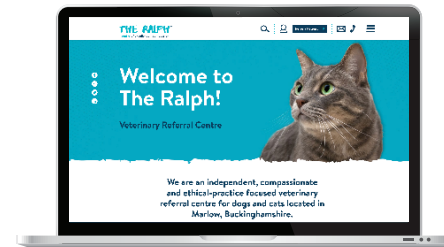
The site **integrates external plug-ins and a private log-in area for vets** to refer cases
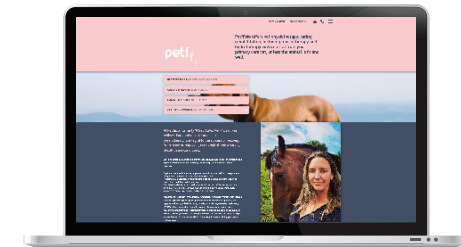
Petffisio website features a **booking and payment system**

Martyrs Church

The **brand and website** of a Church of England community in Leicester. It features **events, booking**, gentle **animations**, quirky children's and young people's sections, and **user-generated "what's been happening"** panels. We've included this website as an example as some of the functionality is relevant to The Barbican Creative Hub. **https://martyrs.org.uk**

Newenglish Design also created the brand for the Diocese of Leicester.

If you'd like to see more of our digital work, please click here.
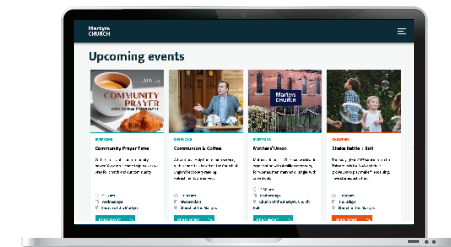
Features: **events, booking**, gentle **animations**, and **user-generated "what's been happening"** panels.

Any extras? and there's more…

Sketch books, **note books, pencils** - do you plan to have a shop? OR a really useful goody bag on opening/joining. Not just with the logo on, but steeped in the brand. (SAA sell artist materials as a core part of their business, and we designed the 'packaging' for all their own-brand products).

Mugs are a great give away and branding crockery in your cafe. We turned this logo on it's side, which looks great and hints that this business considers what they do differently.

This is a **cushion** we did for a vet hospital reception, who had 100 off and give them to extra special cleints. We've also done bespoke cushions for BRü, a cafe we named, branded and did the interior of and we produced just 10 off.

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Any extras? and there's more…

Wallpapers, blinds, furniture
in a brighter, new build library

Bespoke Wallpapers - please note, our wallpapers are always a brand expression which fit to the building and context they are in. We've designed literally hundreds of wallpapers, so here is a taste of just tow shcemes that are very different from one another. A vet hosipital and a library (library only recently completed, so these are our photos from fit-out days.

Reception desks, designed and made for your needs, building and build on the brand - please note, our signage and furniture design are always a brand expression which fit to the building and context they are in. Also here you can see some of our **internal signage**.

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All External and internal signage was hand painted for this Makers Yard grade 2 listed building of crafts and artist studios.

External individual lit letters in the centre of Nottingham

External monolith signs made of bronze with opening doors for notices for Leicester Cathedral (we also designed the Doicese brand

Internal signing and guiding for Leicester's Phoenix cinema and workspaces