

C I V I C

knows

strategic creative design

Cloud Based Services

G-Cloud Framework



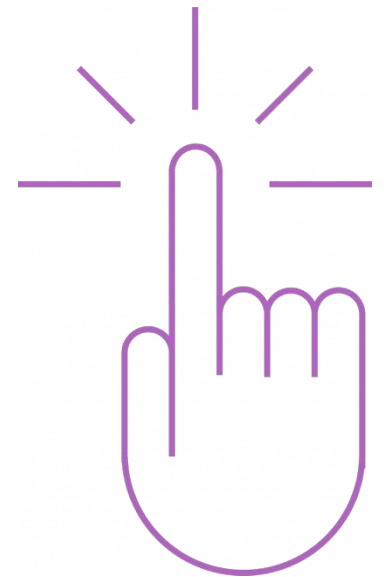
Strategic Creative Design

When is it right for you?

Don't just build your business strategy on what you think the company and users need and want; build it on a solid ground of evaluation that brings the story to life, makes the strategy digestible across your business, and creates an emotional impact for your stakeholders.

That's what we do in our Strategic Creative Design process, we bring Creative Design thinking together with strategy - by using creative problem solving with a human-centred core.

We encourage you to focus on the people you're creating for, this leads to better products, services, and internal processes.



Strategic Creative Design

Features and benefits

Rationalisation followed by inspiration and implementation. We combine audience insight with creativity to develop the 'big ideas' that deliver multi-channel marketing and brand awareness campaigns and key strategic design projects. We implement these ideas through print and digital design, websites, motion, animation, exhibitions and large format outdoor display.

Features

- Brand and creative strategy
- Audience and market research
- Art Direction
- Content creation and copywriting
- Multi-channel marketing campaigns
- Brand awareness campaigns
- Exhibition design
- Responsive design (for Mobile)
- Creative execution (print and digital)
- Motion and interactive design

Benefits

- Integrated team across print and digital
- Increases business and product awareness
- Improves identity, recognition and visibility
- Builds brand awareness
- Increase customer engagement
- Increase user engagement
- Increase communications effectiveness
- Efficiency from design principles to guide future work
- Creates and builds stakeholder engagement

Who are we

We're an award winning, full-service creative agency, covering all aspects of design, development and delivery.

We use creative thinking and digital innovation – and 20 years of know-how – to help our clients communicate better with their audiences and achieve their goals.

Our locations

Although we have physical offices, **we can work from anywhere!** We've got clients in the UK, US, Europe and many more...

Our team

We have an amazingly talented team of strategists, creatives, designers, artworkers, motion designers, digital designers, copywriters, accessibility experts and UX specialists.



Design and creative at CIVIC

From the simple to the complex, every project is delivered with thought, design and creativity at its heart.

From branding and visual identities, to campaigns and packaging, to digital products and design and all points in-between, we deliver compelling creative that works.

From strategy to execution, we work hand-in-hand with our clients – asking questions, understanding the challenge – to develop creative design solutions.

We design and create for our clients, by placing them at the centre of everything we do.

Design and creative at CIVIC

What we do



Branding &
visual identity



Creative concepts



Campaigns



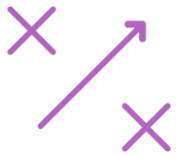
Design



Digital design



Copywriting



UX / UI



Development



Packaging



Corporate
communications



Exhibition &
outdoor display



Video
& animation

Our user centred design approach

Other G-Cloud services we provide



Design & creative

- Brand strategy
- Brand development
- Visual identity
- Creative design
- Marketing campaigns
- Corporate communications
- Motion design
- Digital design
- Responsive web design



Accessibility evaluations & testing

- Consultancy & strategy
- Accessibility audits
- Accessibility testing
- Accessibility training



Discovery & UX

- User research
- User-centred design
- Usability testing & evaluations
- Content strategy & planning
- Service design & strategy
- SEO analysis & strategy
- Copywriting
- UX training



Development & integration

- Website development
- Content management
- Systems integration
- Bespoke development
- Product development
- Enterprise solutions



Hosting & support

- Virtual private servers
- Bespoke hosting solutions
- CMS optimised managed hosting
- ISO 27001 certified
- Maintenance & technical support

Our clients

Some of our wonderful clients include...



Our accreditations

We strive to deliver the best service to our clients



In recognition of our Quality Management System the NQA has awarded CIVIC ISO9001 accreditation for project delivery and online marketing.



The ISO27001 acknowledges CIVIC's best practices across digital and web-based communications and, in particular, recognises our quality assurance and Information Security Management System (ISMS).



The Cyber Essentials Scheme (CES) is a set of measures that all organisations should implement to protect against basic cyber threats on the internet.



Lets chat

Got a question? Need some advice? We're here to help.

info@civicuk.com
+44 131 624 9830

