

C I V I C

knows
design systems

Cloud Based Services
G-Cloud Framework



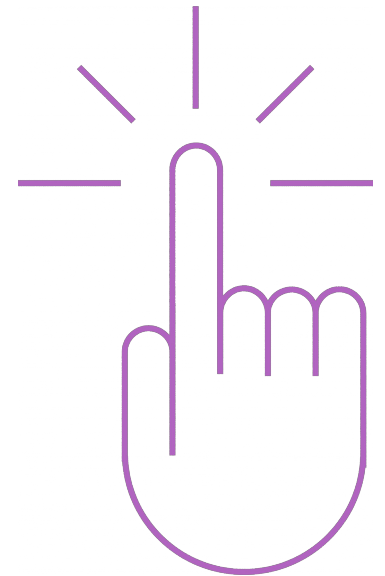
Design Systems

When is it right for you?

Whether it's time to give your current design system an upgrade or if you need help building out your design system from the ground up, we're here to help.

We've decades of experience aligning brands with digital strategy to ensure brand consistency and integrity is worked into every aspect of creating a design system, no matter how small or large.

With our expertise crossing both brand and digital, we understand the importance of placing a brand's vision and visual language at the heart of all design decisions and across every component.



Design Systems

Features and benefits

Design systems are about understanding the importance of brand consistency, we pride ourselves on helping clients establish a visual language to strengthen their brand across their digital landscape through the creation of robust design systems. Installing future efficiencies for rolling out new products and allowing for faster prototyping.

Features

- Review and audit of brand assets and existing digital components
- Creates governance framework including design principles
- Establish a single brand language and identity
- Design system framework setup
- Includes a pattern library to guide future development
- Populates brand styles, components and guidelines within the design system
- Creates a fully accessible style guide to ensure brand consistency

Benefits

- Ability to share easily with internal and external stakeholders
- Can be maintained by practitioners within technical and non-technical teams
- Creates alignment throughout an organisation supporting ownership, governance and workflow
- Strengthen user experience through consistency
- Allows development of innovative designs within clear guidelines and parameters
- Can align with GOV.UK design systems

Who are we

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

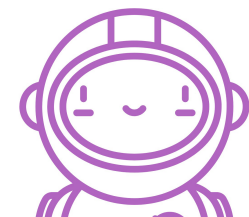
We use creative thinking and digital innovation – and 20 years of know-how – to help our clients communicate better with their audiences and achieve their goals.

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.



Our services

We believe good design is based on user needs

We have delivered and hosted over 1,000 websites and online systems and have built up a profound understanding of websites and platform requirements. We work with our clients to understand their goals and objectives, developing a collaborative approach to deliver creative solutions that meet business and user needs.

Some of the ways we can help



Digital Strategy

- Branding
- Digital strategy
- Content planning



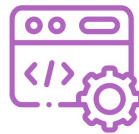
User Experience

- User Research
- Service Design
- Accessibility
- Prototyping & Wireframing



Design

- Responsive Web Design
- Interactive content
- Mobile Applications
- Rich media campaigns



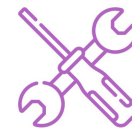
Development

- Web and application development
- Content Management Systems (CMS)
- Systems development
- Systems integration



Hosting

- Managed hosting
- Dedicated server management
- Security & Networks



Support

- Service Level Agreements
- Support team and help-desk

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

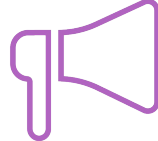
What we do



Branding &
visual identity



Creative concepts



Campaigns



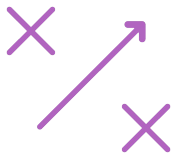
Design



Digital design



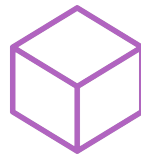
Copywriting



UX / UI



Development



Packaging



Corporate
communications



Exhibition &
outdoor display



Video
& animation

Our user centred design approach

GCloud services we provide



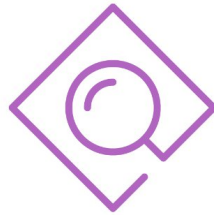
Design & creative

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



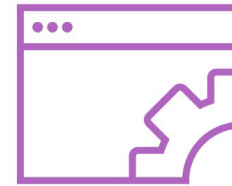
Accessibility evaluations & testing

- 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

