CIVIC

knows

branding design

Cloud Based Services

G-Cloud Framework

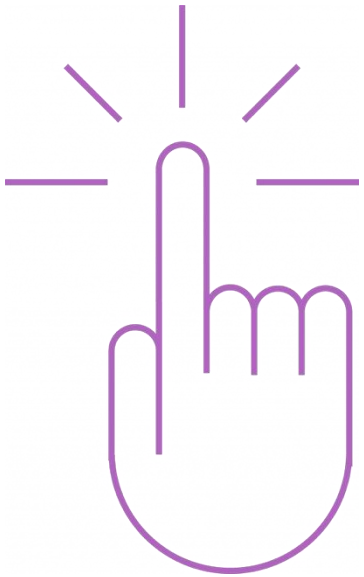
Branding Design

When is it right for you?

Your brand can have a dramatic impact on the way your customers see you, the way you are seen in your sector and can impact your long-term growth and success.

Whether you're an established organisation or you're just starting out, whether you're looking for a complete refresh or just a little evolution, our experienced team will be your partner from start to finish. Our Brand Design process not only focuses on the visual aspects, but takes the time to understand your challenge and establish the foundations of your brand.

From your mission, vision and values to your proposition and positioning, our 'words and pictures' approach ensures that any visual identity brings to life who you are and what makes you great. Ultimately, creating a brand that resonates with your audience. We'll work with you to shape it all.



Branding Design

Features and benefits

Our proven branding process and experienced team work across public sector to address brand challenges. We work with you to understand your organisation, delivering branding solutions including messaging, tone of voice, visual identities, marketing and communications across print and digital, to ensure your brand is consistently represented to all audiences.

Features

- Brand audits
- Research and discovery
- Competitor & market analysis
- Audience & stakeholder workshops
- Verbal articulation: defining your mission, vision and values
- Organisation naming
- Brand positioning
- Tone of voice, visual architecture and execution
- Visual identity development
- Logo design
- Brand guidelines
- Creative testing
- Brand roll-out across print and digital

Benefits

- Bespoke brand solutions
- Understand your audience's needs/expectations
- Achieve stand-out in a competitive marketplace
- Build brand awareness
- Increase customer and user engagement
- Increase communications effectiveness
- Improve identity, recognition and visibility
- Coherent and clear brand communications across all channels from print to digital
- Competitor understanding
- Efficiency from design principles to guide future work
- Creates and builds stakeholder engagement
- Multi-disciplined, experienced team

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...

Crown Prosecution Service

NHS

THE UNIVERSITY of EDINBURGH
Edinburgh College of Art

CCW
The voice for water consumers
Llais defnyddwyr dŵr

National Library of Scotland | Leabharlann Nàiseanta na h-Alba

Historic England

marketreach
unleash the magic of mail | Royal Mail

Small Business Commissioner

BIRMINGHAM CITY University

The Pensions Regulator

LIVERPOOL JOHN MOORES UNIVERSITY

energy saving trust

The Pensions Ombudsman
Trusted • Fair • Impartial Since 1991

SQA

Scottish Government
Riaghaltas na h-Alba

THE NATIONAL MUSEUM | ROYAL NAVY

IOPC Independent Office for Police Conduct

Kent Fire & Rescue Service

Office for Environmental Protection

GREATER LONDON AUTHORITY

Our accreditations

We strive to deliver the best service to our clients

In recognition of our Quality Management System the NQA has awarded CIVIC ISO09001 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.

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Lets chat

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

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