

Phoenix London

83 Charlotte Street
London W1T 4PR

† 0870 44 50 231
e info@phoenixlondon.co.uk
w www.phoenixlondon.co.uk



Urban Solutions

Urban Solutions were growing on their reputation of catering for all your property maintenance needs quickly and efficiently. However it was felt that their image needed to reflect the business, so with a smart new brand and fleet of smart cars they came to us for a smart new on and off-line presence to match.



Objective

It was very important to Urban Solutions that their brand values were carried strongly through all forms of customer contact. The efficient yet friendly tone of voice needed to be apparent throughout the design. The content was to be structured in a light and easy to understand format, leading to in depth knowledge if required.

Solution

We came up with a bold and snappy design, in keeping with the brand and keeping the text light and the graphics entertaining. Call to actions were added to lead you through the site in a friendly and intuitive manner and on top of this the website was built with future modules in mind, complied with accessibility guidelines and was extremely SEO friendly.

Conclusion

The brochure element of the website is up and running showcasing Urban Solution's new brand and SEO is currently underway.

Feedback is positive and an automated online quotation system is in the planning stages.

"Phoenix translated the brief perfectly creating an online presence to reflect the new brand values. Well managed and well executed." AB