

Design Integration

- Website Design & Build
- Social Media Management (LinkedIn)
- Photography



Focus on the end result

Design Integration are an audio visual systems integration and conferencing specialist, their mission is to use technology to bring people and teams together to communicate and collaborate.

What we were tasked with

Design Integration were looking for a new website to showcase their expertise in their field, previously Design Integration had focussed on their technical knowledge and product specifications to sell their services, we suggested taking a step back from this and instead of selling based on jargon to impress clients, instead focus on what they can deliver to a client and to sell them the dream of having a fully connected and collaborative space that works seamlessly, while still ensuring that Design Integration are known as experts.

Alongside the website XIST2 were also tasked with creating a slide deck that Design Integration could use for a variety of uses and also creating an email signature generator to ensure all team members at Design Integration have consistent identities when communicating with clients.

The Website

Through our initial meeting with Design Integration we put forward an idea to focus on the finished work they have done for their clients and allowing the incredible working spaces they create to sell their services to other potential clients. In the audio visual space it is easy to get bogged down in the specs, as a this client may be to technical to fully understand and grasp therefore this focus on the final product becomes more valuable than the sum of its parts.

The design of the site is based on their company logo colours, but we implemented a few extra tones of blue and orange to help create some contrast. The website includes core content pages for their products & services as well as an 'our work' post section to allow Design Integration to showcase their greatest projects. We also created a dynamic hero for the homepage and banners for throughout the site in which the text is animated to show the variety of work Design Integration do.

Photography

Design Integration also wanted to have some photography taken, this consisted of; images of each of their team members, these are included on '[Who We Are](#)' page of the website and also to have an ongoing relationship with XIST2 to photograph their different projects which will be ongoingly added to the '[Our Work](#)' section of the website.

[HTTPS://WWW.DESIGNINTEGRATION.CO.UK/](https://www.designintegration.co.uk)

