

GET
MAG

NET

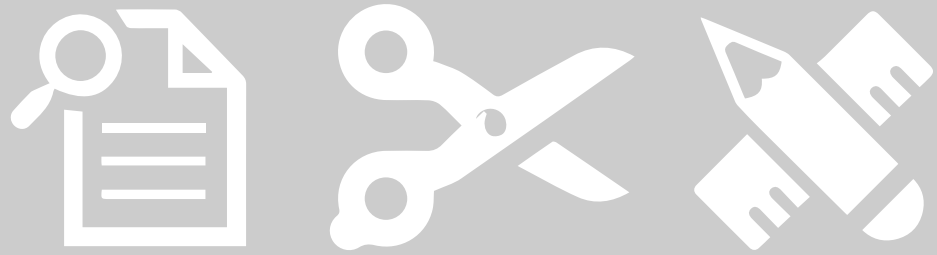
ISED

HEY, NICE TO MEET YOU/HOW'S IT GOING

Magnetic London is a multi-disciplinary design and communication agency.

What we offer to our clients goes far beyond the expected. We seek, suggest, arrange and deliver exceptional ideas and products (or concepts) through a suite of superior services.

magnetic
LONDON



OUR APPROACH TO YOUR PROJECT

CLIENT & INDUSTRY DISCOVERY

We kick-off web design projects with some good quality conversations with the clients . We aim to learn what your business goals and dreams are, and how the web can be utilized to help you achieve those goals.

Certain things to consider are:

PURPOSE

What is the purpose of the site?

Do you want to provide information, promote a service, sell a product... ?

GOALS

What do you hope to accomplish by building this web site?

(Two of the more common goals are either to make money or share information).

TARGET AUDIENCE

We will ask you to tell us as much as possible about the customers you are catering to.

Is there a specific group of people that will help you reach your goals? It is helpful to picture the “ideal” person you want to visit your web site. Who are they, where do they live, what do they buy, how do they dress? Consider their age, sex or interests –

this will later help determine the best design style for your site. The more we know about the target audience, the easier it will be for us to create a website that they can fall in love with.

CONTENT

What kind of information will the target audience be looking for on your site?

Are they looking for specific information, a particular product or service, online ordering?

Which platforms are they using? Desktop, mobile, both?

Do you have the content you would like to display ready? Do you have all the text and images? Would you like us to get involved with this too?

COMPETITON

Another important part of this process is researching your competition. Who are you up against? We need to see who else is out there and how their websites look, so we avoid doing something similar, or worse — doing something identical without knowing.

PLANNING

Using the information gathered from stage one, it is time to put together a plan for your web site. You already have your draft sitemap ready, but we might discuss if we should add more pages, or merge some of them. This is the point where the site map is finalised. This serves as a guide as to what content will be on the site, and is essential to developing a consistent, easy to understand navigational system.

DESIGN

Drawing from the information gathered up to this point, it's time to determine the look and feel of your site.

We will ask you to hand in all the text and visuals you have at hand that you would like to display on your website.

Target audience is one of the key factors taken into consideration. A site aimed at teenagers, for example, will look much different than one meant for a financial institution. As part of the design phase, it is also important to incorporate elements such as the company logo or colors to help strengthen the identity of your company on the web site.

We will create 2 alternatives for you to choose from and after that we will ask you to express your likes and dislikes for each design alternative.

We will then refine the selected version according to your taste, and create the final design for your site.

DEVELOPMENT

The developmental stage is the point where the web site itself is created. At this stage, we will take all of the individual graphic elements from the prototype and use them to create the actual, functional site.

WIX PLATFORM - an easy to manage web design tool

Because you would like to have a website where you can edit the contents by yourself without any struggles, we believe WIX platform would be the most suitable one. It also allows us to create and manage a members only area on the site.

With WIX you can update all the site content, including the including the blog posts by yourself on any internet browser without the need to know any coding. It's very user-friendly, and everything works just by dragging and dropping.

If you prefer, we can also include social media on your website. We can even stream the Tweets or Instagram images live on your site.

We will insert all the keywords and metatags, and submit your website to major search engines. We will also set up your Google Analytics accounts for you to have insights about the visitor demographics and browsing behaviour.

We will give you a 1-2 hour online training at the end, and show you:

- How to update the contents of your site
- How to use Google Analytics



FUTURE MAINTENANCE

As mentioned before, you will be able to update the text on your website, or add/remove products to product galleries by yourself. However, if you require advanced changes, we will always be ready to help you in return for a small fee.



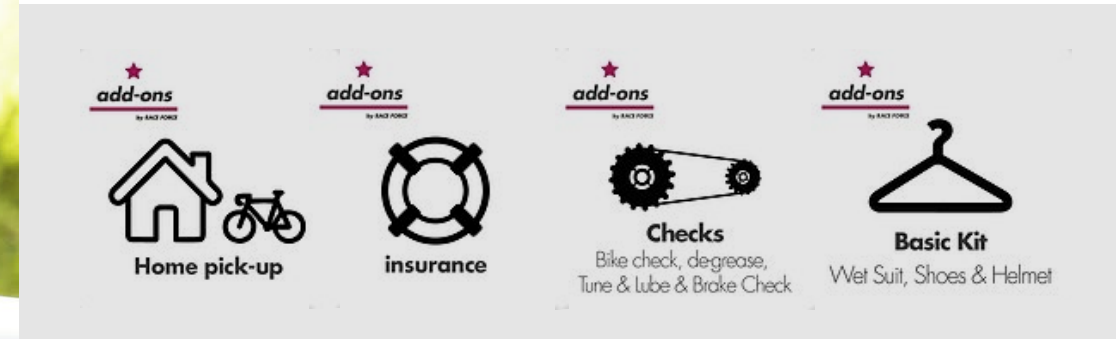
A SMALL GIFT FROM US

In addition to the above mentioned services, we will design a special visual for you to announce the launch of your new website for free. You can use this visual on your social media channels or in your emails to let people know about your new website.

RACE FORCE: ZERO TO HERO

Race Force are a team of active triathletes & mechanics with a passion for bikes. They provide a tried and tested bike transport service as well as RaceWheels rental and RaceBeds at event locations for all budgets.

Their goal is to make getting to the start line easier for everyone. We worked with the founding director; Kate, to translate her ideas and visions into her brand. Kate was very passionate about how she wanted the brand to be perceived so there is a lot of meaning and association built into it. After completing their logo and the brand guidelines, we then went on to create the Race Force website and marketing materials. We also added the e-commerce functionalities to their website, so that their clients can book for events, or rent race equipment through their website.



GLOCALISERS

Glocalisers is a Berlin based start-up with an office in London. They want to bring environmentally friendly and sustainable products to conscious young consumers who opt for their products as a lifestyle choice.

We worked really closely with Glocalisers from the very beginning. We helped them build their brand, website, and all printed collateral. We designed a simple, colourful, and cheerful concept boasting illustrations to express the variety and uniqueness of the brands they deal with all around the world.

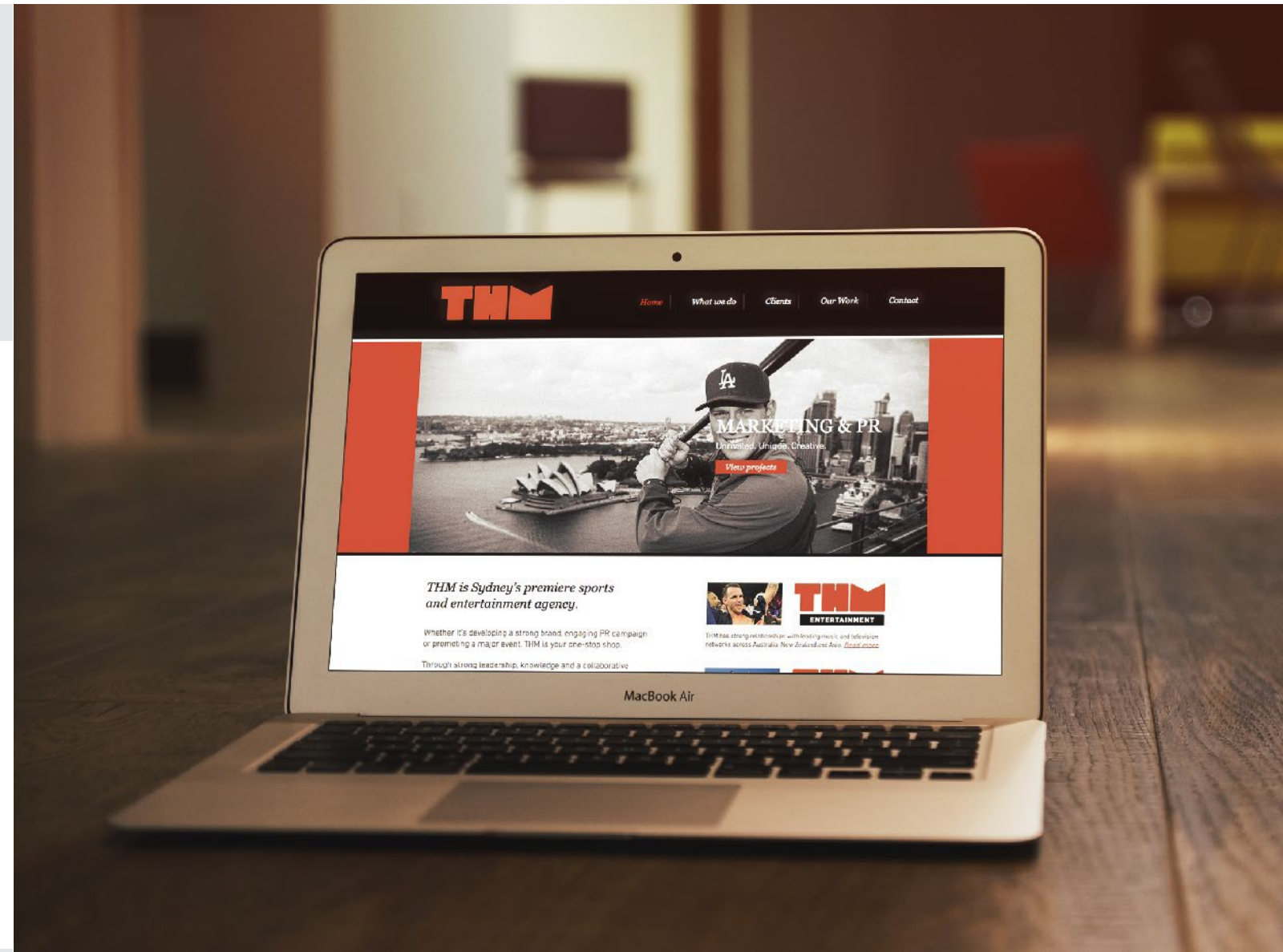


THM

THM is one of Australia's leading sports marketing and communications agencies based in Sydney. They specialise in PR and media strategy for some of the biggest sports and entertainment organizations in Australia including Major League Baseball, the National Rugby League and the New South Wales Rugby League.

THM approached us to redesign their existing website. However when we analysed their communication goals we realised that they needed a stronger identity. In the end we ended up designing a full identity kit and a complete new website to emphasise THM's dynamic, fresh, inclusive, personable, proactive and progressive character. We used big chunky typefaces, and strong colours like blacks, reds and whites to promote excellence and strength.

The logo consists of the letters 'T', 'H', and 'M' in a bold, red, sans-serif font. The 'T' and 'M' are significantly larger than the 'H', and they are all connected together.



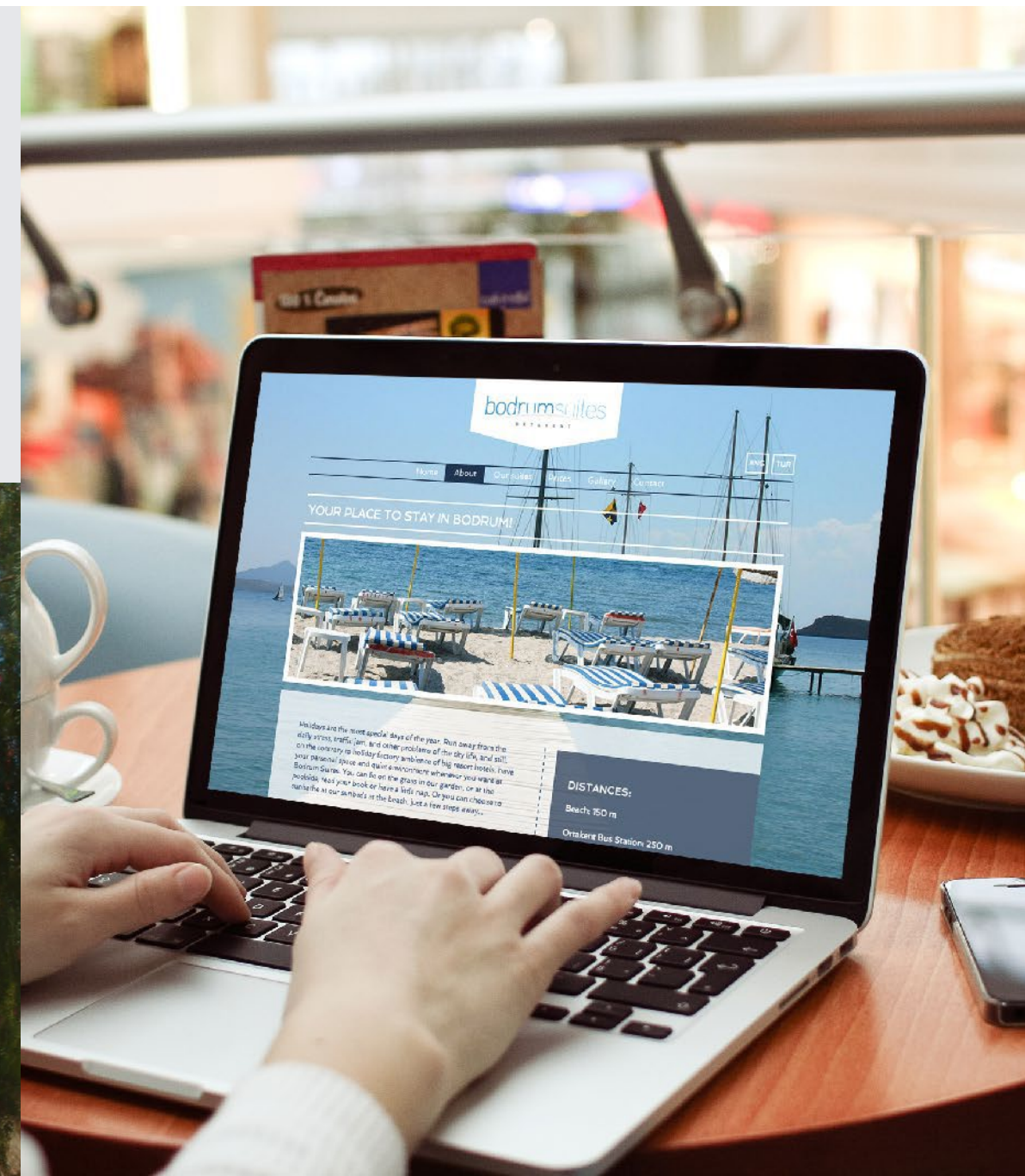
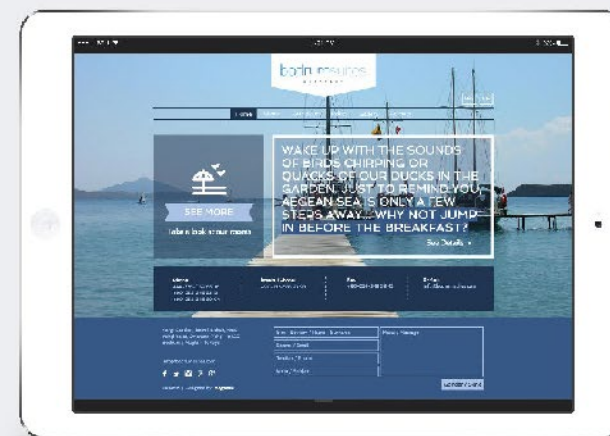
BODRUM SUITES

Bodrum Suites is a boutique hotel located in Ortakent, one the cleanest beaches in Bodrum, Turkey.

We designed their brand from scratch, and built a theme around the Aegean Sea. The clever use of shades of blue provided a nice, fresh, summery feel.

Once we completed the logo and their brand guidelines we applied it to their website to achieve a coherent look.

bodrum suites
ORTAKENT



THE HQ

The concept of the HQ was born out of a necessity for a space that could be used as a base during London Fashion Week for bloggers and others to get access to a high speed internet connection, and also the lack of a coherent space which offered useful content for fashion week as well as a great ambience at no cost.

We created the whole concept from scratch in a very short period of time. The logo, the website, the cards, the leaflets, and the posters, are amongst the things we designed for this project.



TV IN A CARD - TURKEY

You recorded your introductory video, what to do next? Send out a DVD or put it online and who sees it?

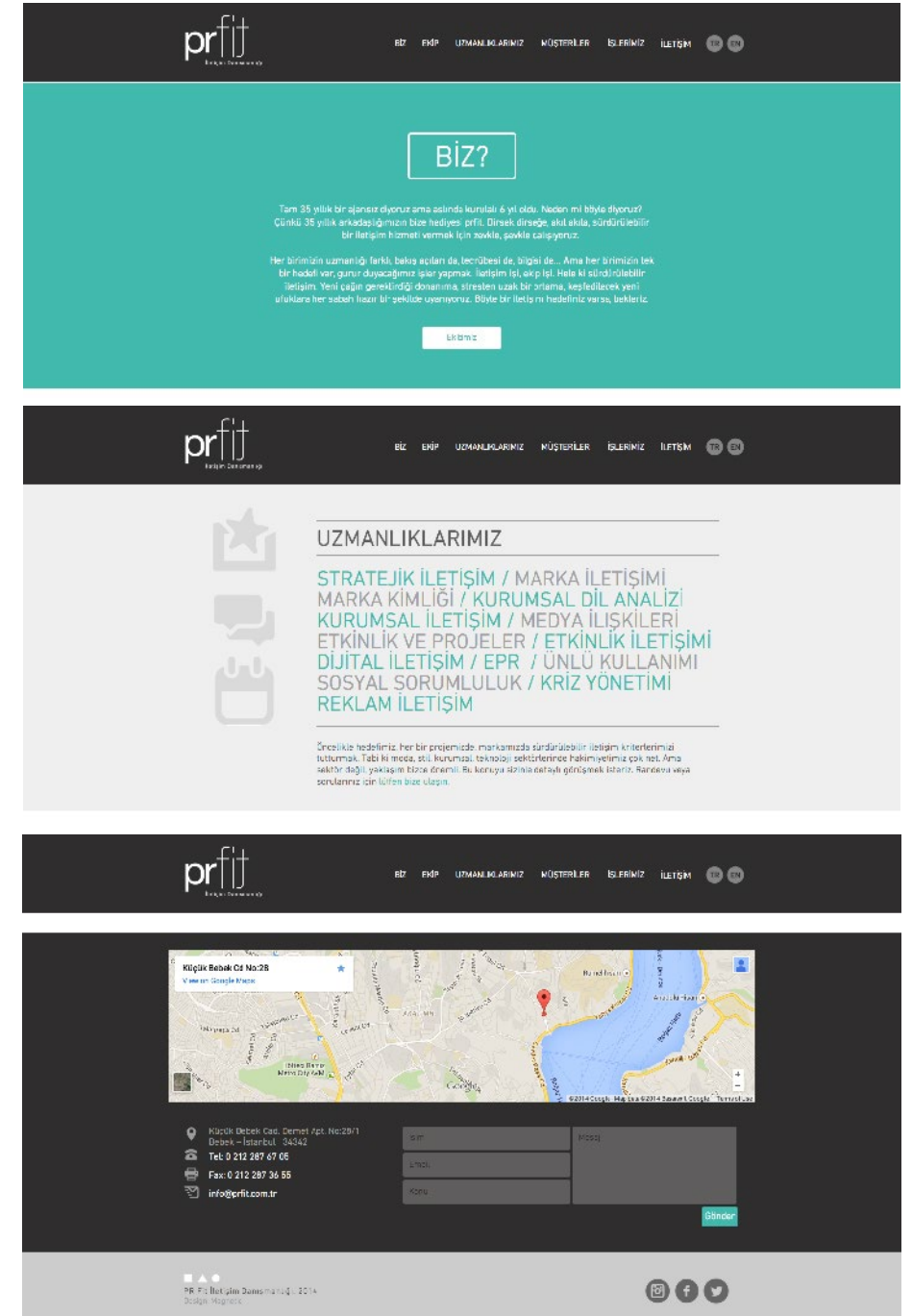
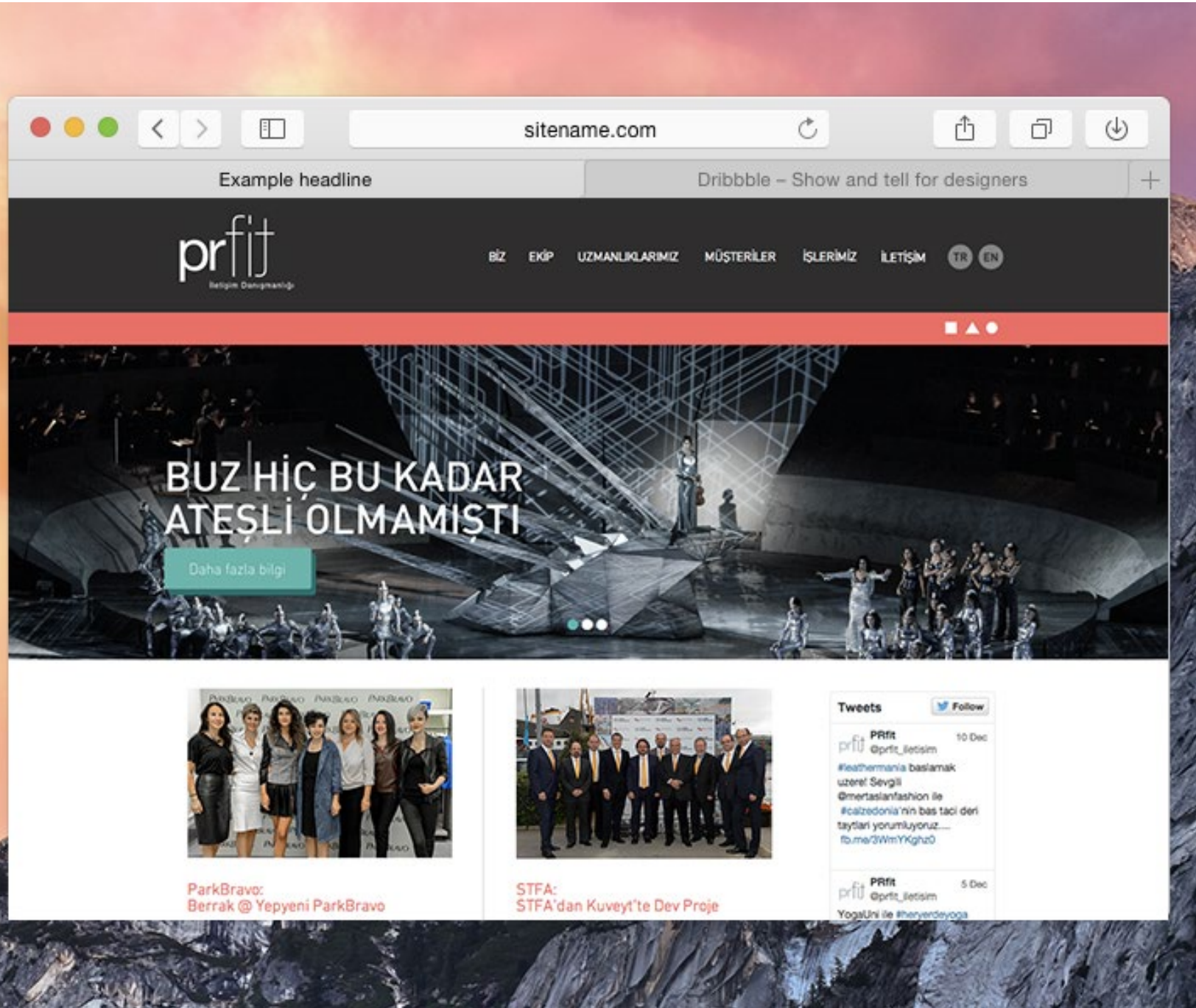
But personalise it, send it out in one of our catalogues and all your audience has to do is open the card, and everybody sees it! We wanted to promote this product on a separate website with more product specific details. We started with designing a new logo for the word "Ekranlı Kataloglar" (which means catalogues with screens in Turkish). After we were done with the logo and the whole brand guidelines we created the site suitable both for desktop and mobile browsing.



TANITIM VİDEONUZU KAYDETTİNİZ, PEKİ SONRA NE YAPACAKSINIZ?

DVD'ye kaydedip müşterinize mi göndereceksiniz?
Yoksa internette mi yayınlacaksınız?
Bu videoyu ekranlı kataloglarımıza yükleyip müşterilerinize göndermeye ne dersiniz?

PRFIT



OUR MARQUE

CREATIVE, INNOVATIVE, ATTRACTIVE

It is our mission to help you realise the creative vision in your head or inspire you with our own ideas, helping you to understand the role that stunning designs can play in your wider business strategy.

Our team of business minds, with creative eyes have deep management backgrounds, so they will intimately understand the challenges and pressures you face. We strive for complete transparency, communication and collaboration at all stages of the creative process – with Magnetic, you know you are in safe hands.

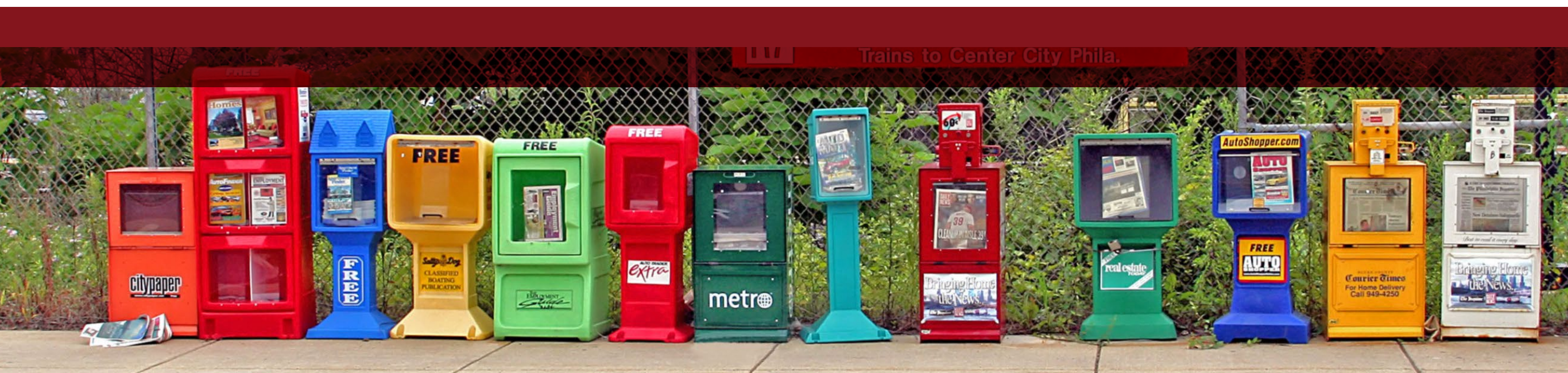


DYNAMIC AND BESPOKE

AT ITS HEART HOWEVER, WHAT WE DO IS SIMPLE

We can help you communicate effectively with your audience in a way that has real impact. Whether you need a new company logo or an entire communications strategy, we know what works and how the latest technology can best be leveraged.

Work with us and experience our 360-degree approach to design first hand. We'll help you build your entire communication strategy from the ground up, and we can guarantee that the results will be creative, innovative and attractive.



MAGNETIC PEOPLE

THE PEOPLE

Magnetic has a wealth of industry knowledge and design experience.

Our team has been part of ground-breaking campaigns such as the augmented leaflets designed for Jones Lang LaSalle for the World's biggest real estate expo - MIPIM in March 2014. We have a variety of experience from the project managers, graphic designers, web developers, producers, film directors, art directors, image consultants and relationship managers who all combine to deliver exceptionally to your need.

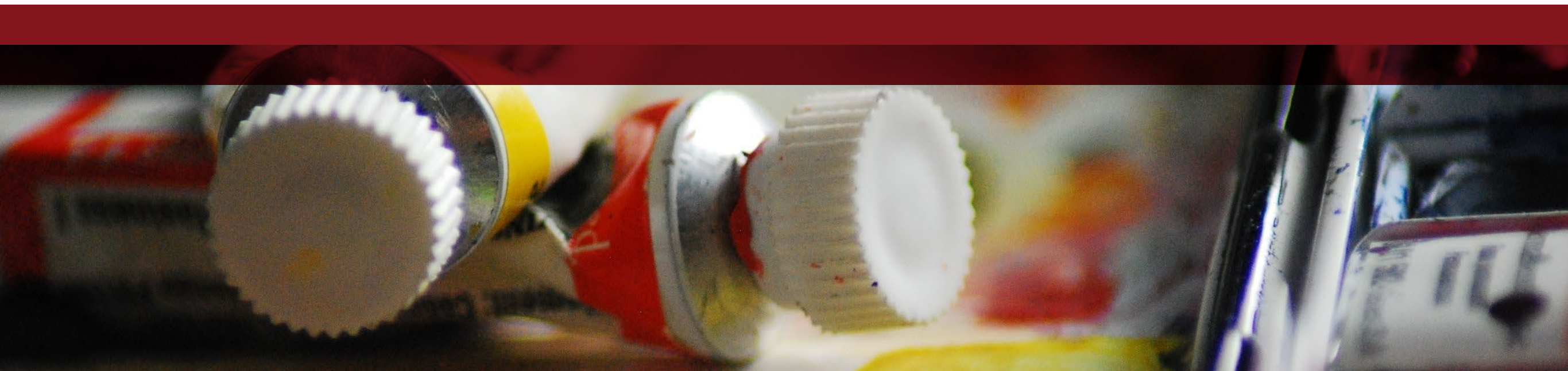


COMPLEXITY AND TECHNICALITY

OUR GOAL IS TO FACILITATE AND TO ENHANCE YOUR COMMUNICATION

Our broad range of design and communication services can be delivered as turn-key solutions - so sit back and relax, safe in the knowledge that an industry-leading design team is on the case

- / Augmented reality
- / Design for print
- / Web design
- / TV in a card
- / App and game design
- / Logo and corporate ID design
- / Videos and presentations
- / Design and communication consultancy



CUTTING THROUGH THE BLURRED LINES

WE WORK AT THE VERY EDGES OF WHAT'S POSSIBLE

At Magnetic, we work closely with our clients to develop razor-sharp communication strategies with plenty of clout. Crisp, attractive design is at the heart of everything we do, and we're not afraid to innovate using the latest technologies to help our clients reach out to their audiences.

In a world where customers are bombarded with confusing messages from every angle, we use eye-catching design and a detailed knowledge of our clients' businesses to help organisations engage and grow their audiences as effectively as possible.



MORE THAN JUST HOT AIR

ARTISTRY

We work at the very edges of what's possible, blurring the digital world with the real world, using cutting edge technologies – like augmented reality – to achieve results that were science fiction just a few years ago.

We work with clients across the globe from our London base and our studio in Istanbul. Our team of multilingual designers are original, bold and bubbling with passion for what they do - which translates to success in any language.



LET'S GET STARTED GET MAGNETISED

We are glad to welcome you on board...

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LONDON