

A large, solid olive-green circle occupies the left and center portions of the slide, partially cut off by the right edge.

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AMPS



Katie Webb
Web Director



Nik Webb
PR & Digital Director

The background features a stylized landscape with rolling hills in shades of olive green. In the top left, several birds are depicted in flight. On the left, a small, friendly-looking robot stands on a hill. On the right, two wind turbines are positioned on a hill. The text is centered in the upper half of the image.

Your Creative Marketing Team

Web. PR. Digital. Graphics.

We are
designers, writers,
SEO's, coders,
thinkers, socialites
and creators.

We bring ideas and
insight to every project.

Based near London



9 strong team



Lead Developer
Vicky



Developer
Rucha

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Specialist sectors.

Passionately Building Our Clients'
Brand & Reputation

Industrial

IT & Tech

Energy

Associations



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Create an integrated and robust
website solution with a
user-friendly design putting membership
services first in an easily accessible way.

ampsonline.co.uk

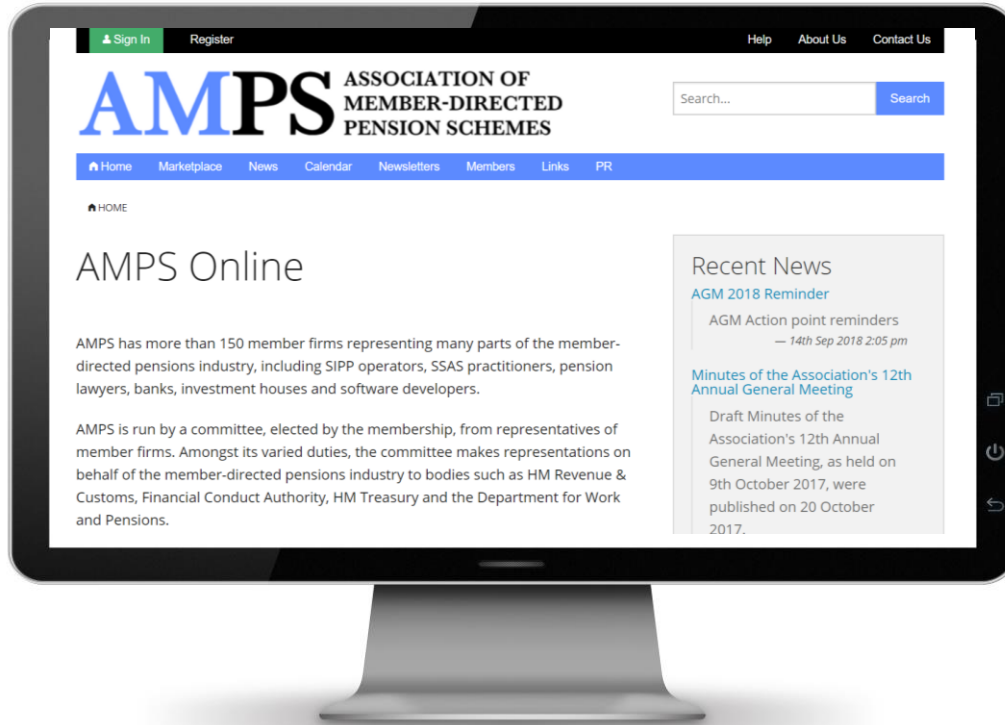
Website Project

Create user friendly website +

Simplify the members navigation to content +

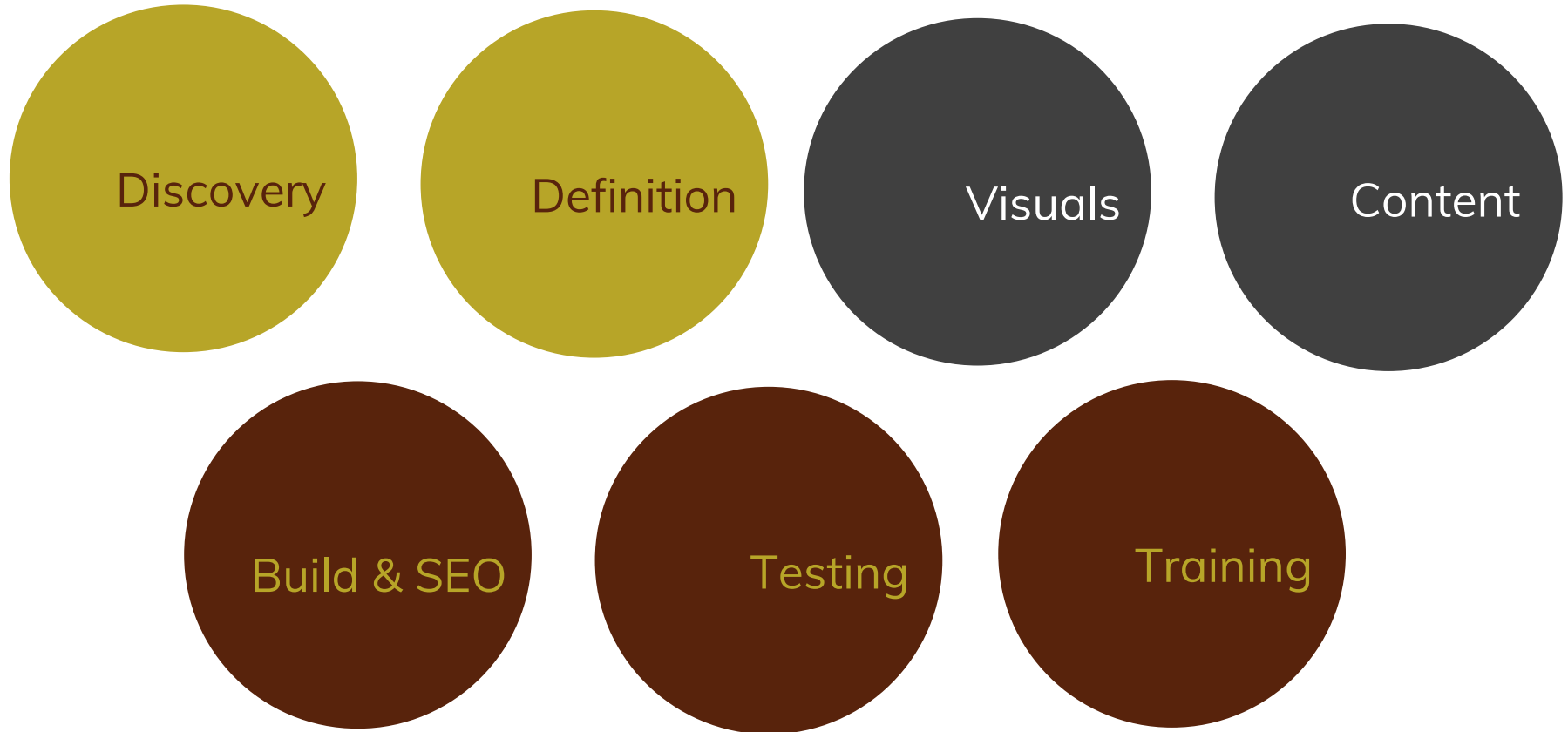
Up to date design +

Robust & secure CMS +

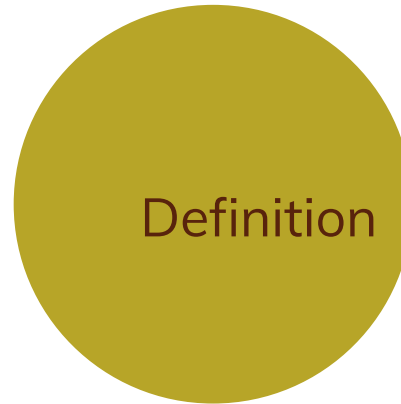


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Process for Building Award Winning Websites.



Phase 1: Strategic

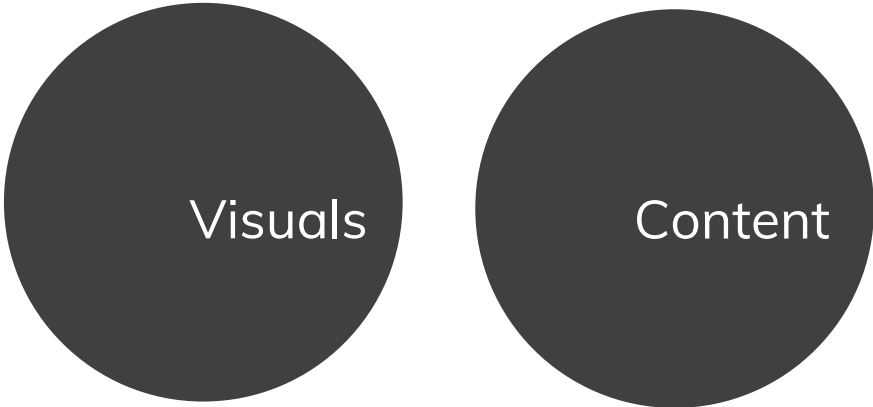


WHERE ARE WE NOW?
USER FIRST
DESIGN / WEB BRIEF



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Phase 2: Creative



Visuals

The diagram consists of two dark gray circles positioned side-by-side. The left circle contains the word 'Visuals' and the right circle contains the word 'Content'. Below these circles, on the left side, is a stylized illustration of three wind turbines in a golden-yellow color. The entire graphic is set against a white background with a thin golden-yellow horizontal line at the bottom.

Content

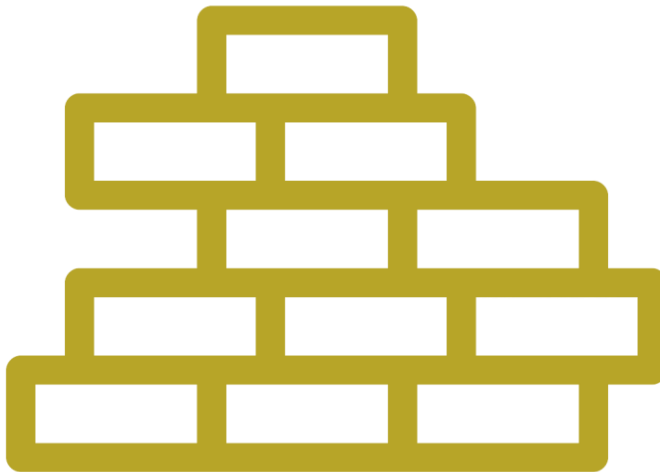


Phase 3: Technical

Build & SEO

Testing

Training



Efficient and
Proven Process

Project Management.

- ✓ Dedicated Project Manager
- ✓ Agreed key dates – project milestones
 - ✓ Open and transparent communication
- ✓ Project management tool
- ✓ Regular and scheduled meetings
 - ✓ Rapid prototyping tools



Lea

Web Projects Manager

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Built to High
Standards

WordPress CMS.

- ✓ Responsive web design
- ✓ HTML 5, CSS 3 and JavaScript
- ✓ Optimised for fast page load
 - ✓ Consistent layouts across different browsers
- ✓ Tested to meet the latest W3C web standards
- ✓ DDA accessible for users with a range of impairments
 - ✓ Built in-line with Google best practice, including technical SEO set up (inc. Google Analytics / tools)
- ✓ Installation of **Yoast SEO Premium**

Building for Search

Content Migration.

- ✓ Work with Claire to set a plan
- ✓ Work to export as much as possible (site access required)
- ✓ Aim to remove downloads & PDFs
- ✓ Recommend ongoing back-ups & maintenance



A Brand Is Not A Name
Trademark Or Product

It Is A Collection Of
Thoughts And Feelings
About Your Experience
With It

We Believe
We Value
Our Vision

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Cohesive & Motivating Imagery.



Video & Moving Graphics & Illustrations.



Typography
& Consistent Tone.

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Brand Guidelines.

6.0

PRIMARY COLOUR PALETTE

The Cox primary colour palette has been developed to give the brand a contemporary feel. The colours are directly used within the logo and they reflect the powerful, robust, honest and confident nature of the brand.

The primary palette should be used whenever possible for communications that require flat colour e.g. presentations and corporate materials.

Cool grey is primarily used as a background tone on which the colours can be used in the deployed approximate percentages. For example the red should only be used to highlight small graphic areas, calls to action or details within charts. Never use the red to dominate a layout.

Please only use colour breakdowns as shown.

Pantone 432c	Pantone 316c	Pantone 7420c	Cool grey 1c
C 77 M 58 Y 51 K 54	C 89 M 51 Y 48 K 44	C 23 M 100 Y 54 K 18	C 10 M 8 Y 8 K 0
R 48 G 61 B 67	R 23 G 72 B 82	R 169 G 21 B 68	R 234 G 232 B 232
Hex #303d43	Hex #174852	Hex #a91544	Hex #eae8e8

Percentage used within layouts

5.1

HEADLINES AND BODY COPY

Good typography allows a message to be clearly understood and gives the viewer a sense of the values behind a brand. We have chosen three weights of the typeface ITC Avant Garde Gothic and care should be taken to follow these guidelines in order to get the most flexibility within layouts.

- A. Headlines must always be typeset in upper case with -25 tracking and a leading of +0 of the type size. e.g. in example A type is 32pt with 32pt leading.
- B. Sub heads must always be typeset in sentence case with -25 tracking and leading of +2 of the type size. e.g. in example B type is 24pt with 24pt leading.
- C. & D. Intro text and body copy must always be typeset in sentence case with 0 tracking. We recommend using leading of between +3 and +5 of the type size however there may be occasions where this may change so make sure the leading is sufficient for ease of legibility.

A.
**HEADLINES SHOULD BE
TYPESET IN UPPER CASE ITC
AVANT GARDE GOTHIC BOLD**

B.
**Subheads should be typeset in sentence
case ITC Avant Garde Gothic Bold**

C.
Intro text can be typeset in sentence case ITC
Avant Garde Gothic Medium

D.
Body copy can be typeset in sentence case ITC Avant Garde Gothic Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam auctor neque non arcu tincidunt, in faucibus tortor ultrices. Suspendisse tempor purus nunc, sed efficitur diam volutpat at. In eget congue nibh.

Turning Challenges Into Opportunities.



Lots of valuable content for members ✓
we will set a strong content strategy

Importance of regular and reliable content updates ✓
we will review the format of content such as newsletters and work to
simplify this for the content editor

Increasing number of mobile users ✓
we will build a fully responsive website with mobile devices in mind

A big site map with lots of content ✓
we will simplify the site-map, user journey and content

Talk Points.

Forum Functionality – including some sort of reference or store of old forum posts inc response trails

Library Functionality – including all old documents to be transferred over/input manually by CM

Database for membership – including CPD linked to individuals and link to downloadable application forms

Marketplace – advertising board/area for partners

Newsletter or posting functionality – must be able to alert members to a new post online or for that to drop in to the individual inbox

Diary system – to show all events with links to booking sites where appropriate include external partners – i.e. TISA sites

Support for website – a quick response to deal with issues is needed



Why Molokini.

Hands on Directors

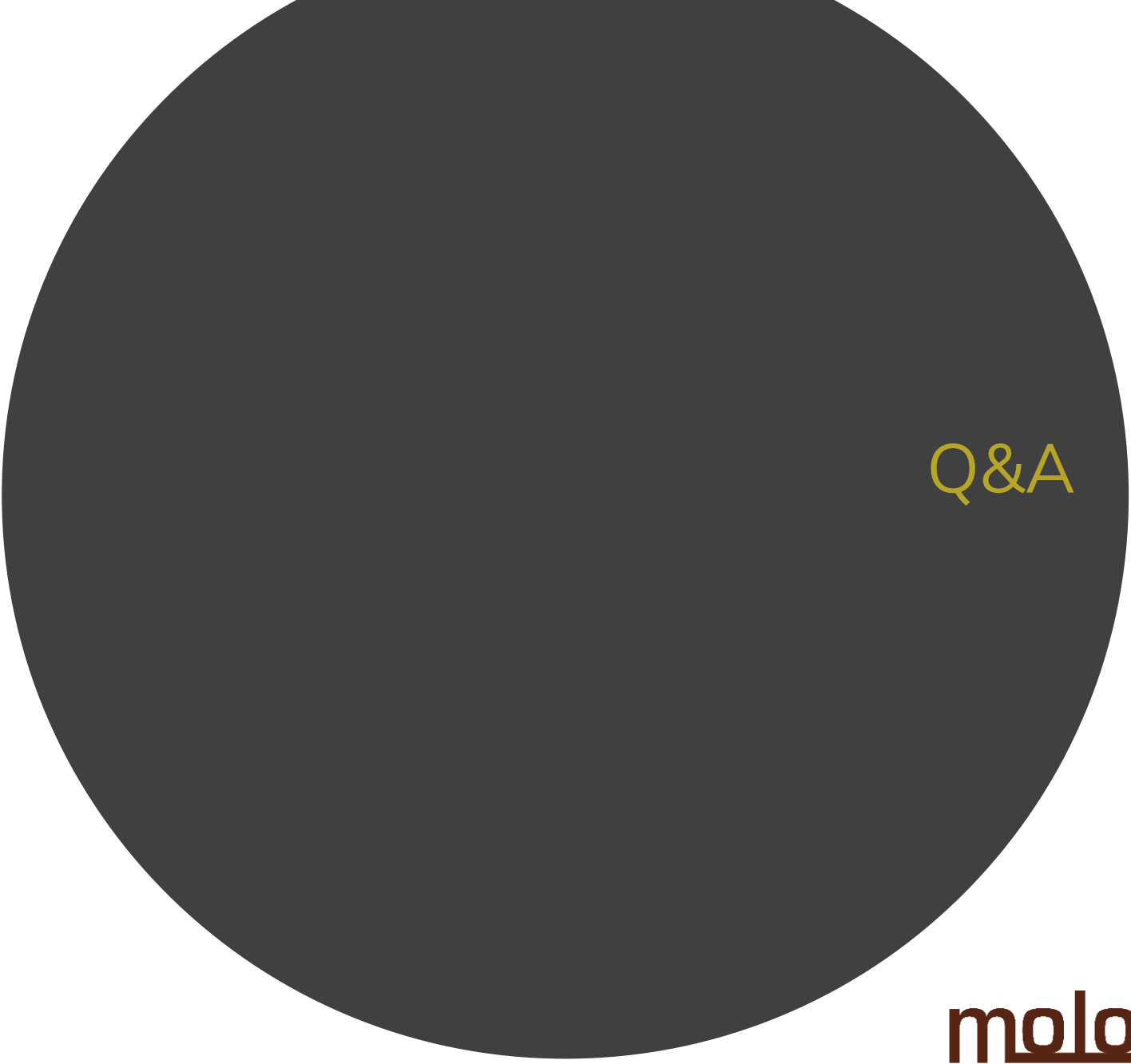
Experienced Team

13 years in B2B Communications

Small enough to care,
big enough to develop
and support site



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Q&A

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