

TOGGLE'S SERVICES

WEB

Design and build

- Design: wireframe and visuals.
- Video and audio streaming MP3 and video players.
- User interface design
- Sitemaps and information architecture.
- Testing.

Content Management

- Content management software (Pixie).
- Maintenance, support and training.

Hosting

- Toggle hosting packages.
- Support ticketing system.

Email marketing campaigns

- Graphic design.
- HTML.
- Preparation to monitor and track emails.

Search engine optimisation

- SEO built into the core of every site we make.
- Monitor trends and activity on your site.

Accessibility and usability

- Creation of websites that are accessible and compliant to standards required by UK law.

BRANDING

Brand strategy

Researching the following areas:

- Existing brand.
- Target markets.
- Competitor analysis.
- Tone of voice.
- Brand positioning.
- Market place.

Corporate identity

- Research (as listed above).
- Application of identity to internal and external communication.

Brand Creation

- Name and concept generation.
- Supporting documents including brand wheel, brand guidelines and brand platform.

Brand refreshment

- Redesigning an existing brand.

Logotypes

- Design.
- Create.
- Brand guidelines.

PACKAGING

Research

Researching the following areas:

- Existing packaging.
- Target markets.
- Competitor analysis.
- Tone of voice.
- Brand positioning.
- Market place.

Concept generation

- Surface graphics.
- 3D structure.
- Design
- Visualisation.

Packaging redesign

- Surface graphics.
- 3D structure.
- Design
- Visualisation.