

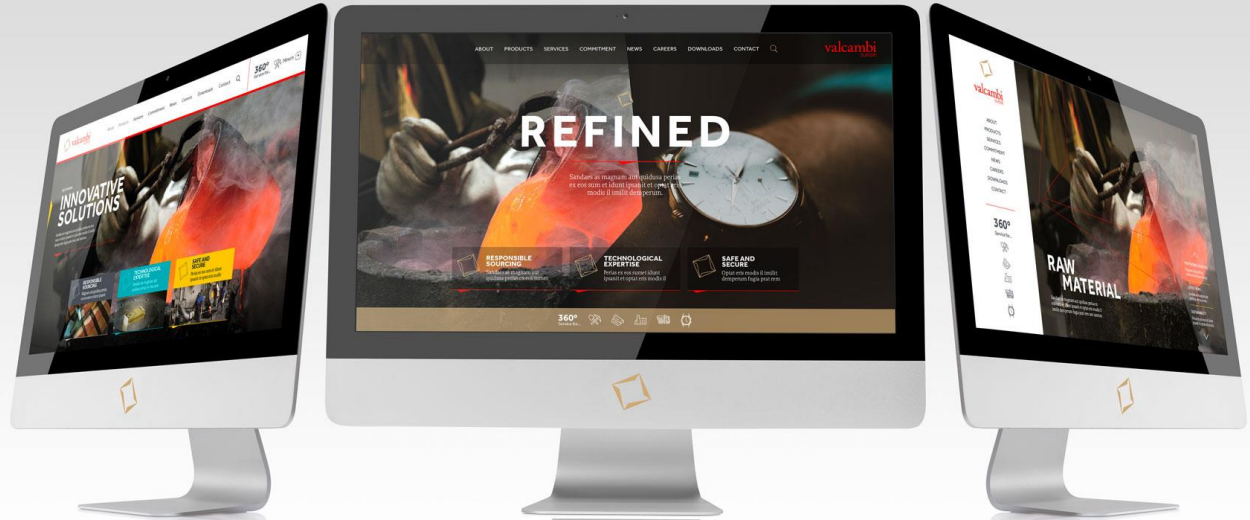
06 February



Proposal for Valcambi

Website re-design

Reflecting the
business of beauty



insight // content // technology

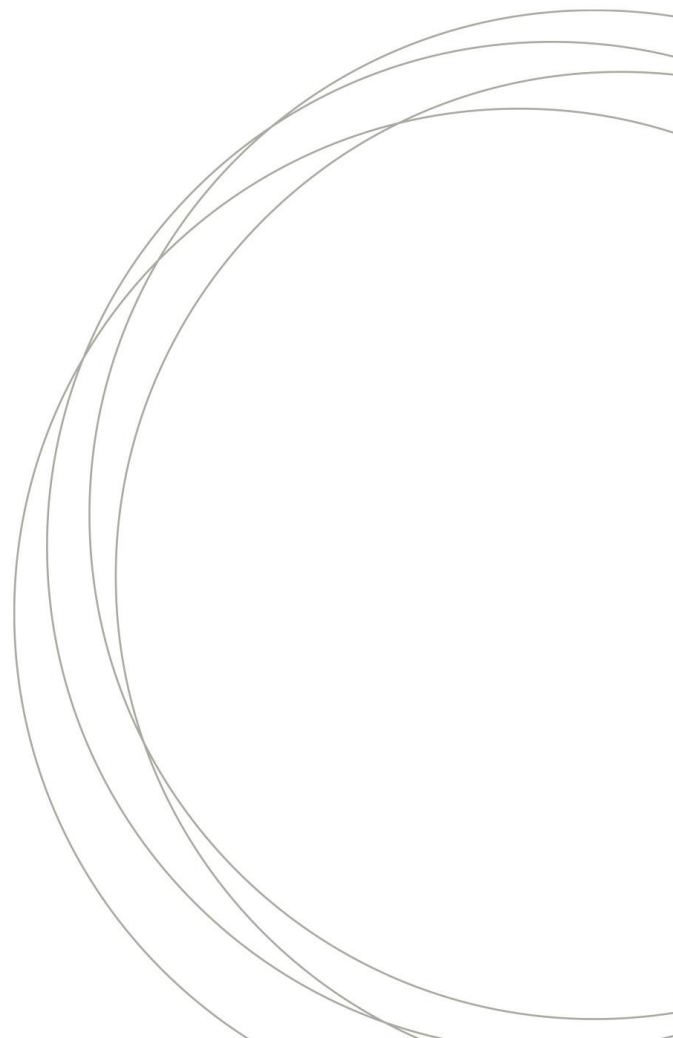
www.sequelgroup.co.uk

Hello

Thank you for inviting us to quote for redesigning your website.

You are looking for a partner that will bring your story to life and want a refreshed design that's instantly recognisable as 'being Valcambi'.

Our work for clients spans internal and external audiences and effectively shares narrative and tells stories through accessible, striking design to reflect each client's unique brand.



The value

An innovative website that reflects Valcambi as a global leader in delivering world class, state-of-the-art products and services to customers.

Your website will be a beautiful experience for visitors.

Accessible, clean, modern and reflecting the beauty of the precious metals you work with.



In a nutshell

Beauty doesn't just lie in the final products you supply and create. It's also evident in their production and manufacturing. This story will be conveyed in the look, feel and UX of your website.



The challenge

Your website has recently been designed, but you feel it's not truly showcasing Valcambi, who you are, your ways of working, products and services.

It's not reflecting the Valcambi you aspire to be.

You want a website with a 'wow' factor, that's as innovative, beautiful and as modern as your business and the products you deliver.

Your goals

You want a 'wow' experience for website visitors.

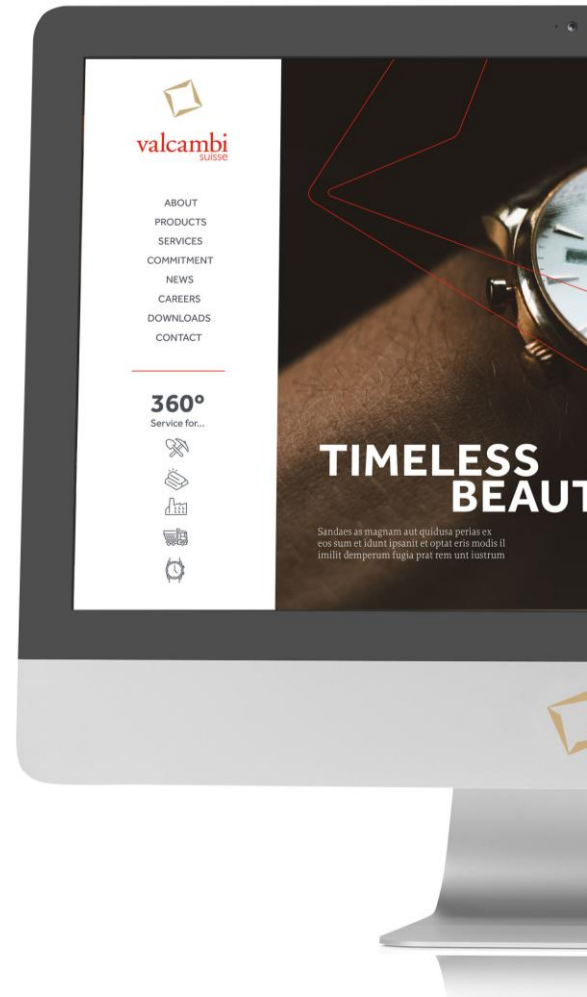
It showcases your precious metal products and services.

It's visual and minimalistic with beauty as the thread running throughout.



Priorities

- Working with you to create designs that you love
- Working closely with your web development team, talking their language and providing them with the content they need



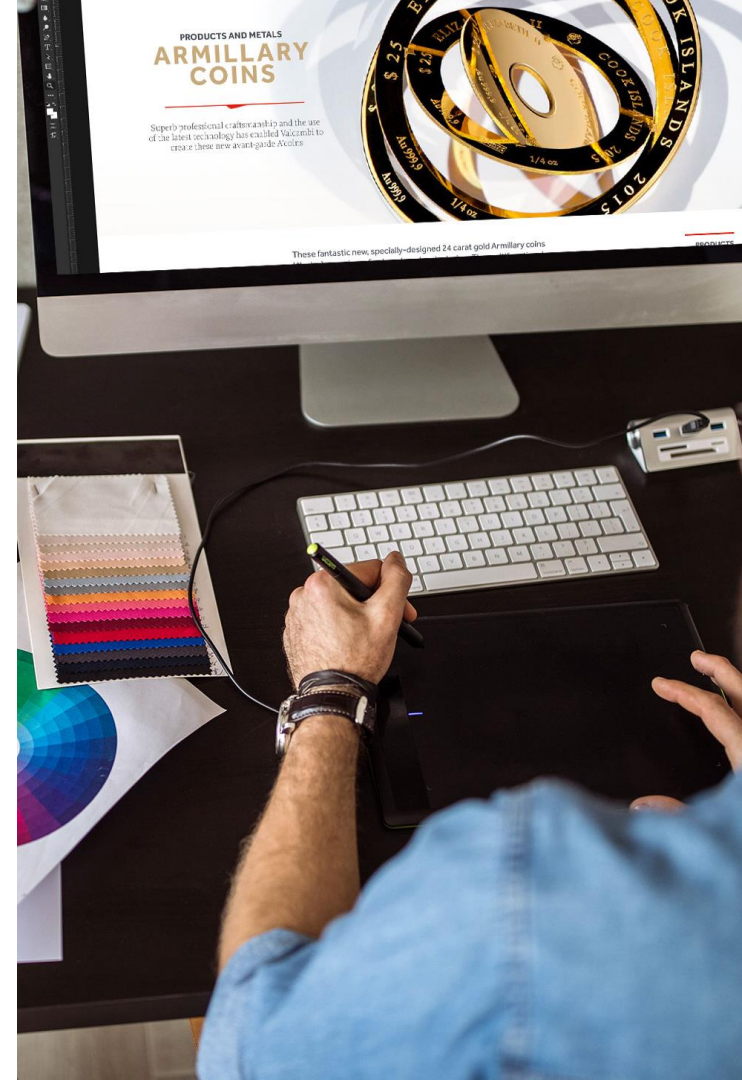
How we work

OPTION 1 – redesigning your website

Considering your brief, your ‘must haves’ and your background, we propose to redesign your website to better reflect the beauty within Valcambi’s business.

Our creative team will develop creative treatments for you to showcase the Valcambi journey from refinery through manufacturing to the final product, as well as the additional services you offer.

Once the creative designs are approved by you, we will collaborate with the team building the site to prepare collateral in the formats they need to save time and re-work.



How we work

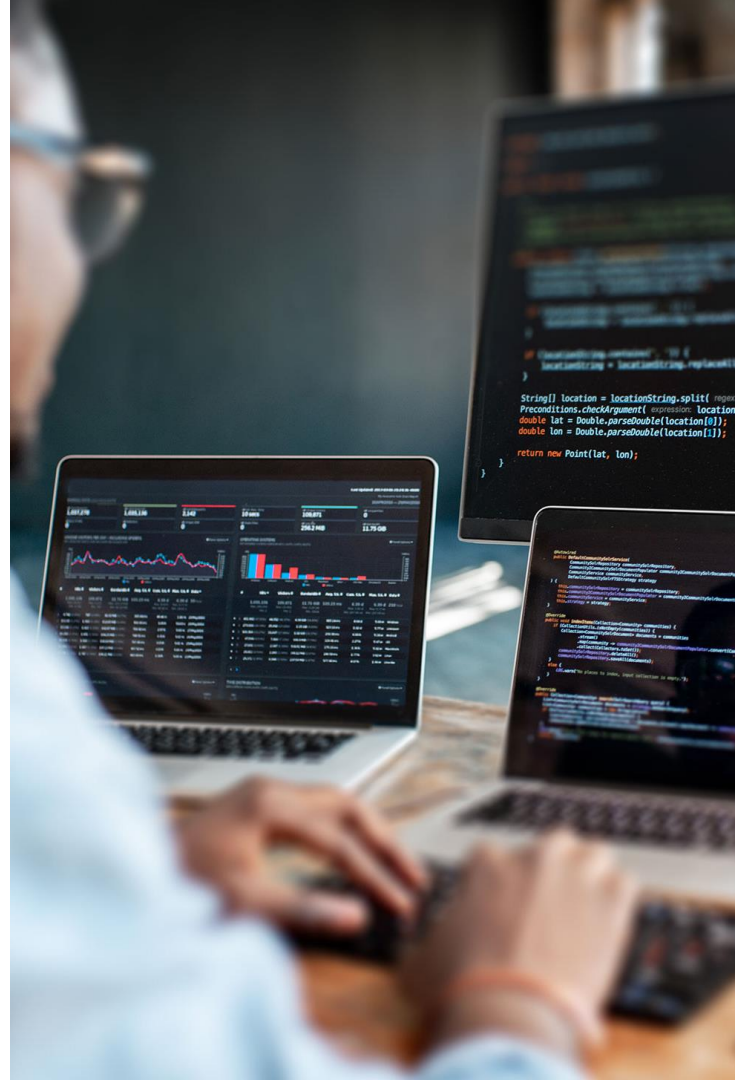
OPTION 2 – redesign and build your website

Sequel is a full-service agency with a highly experienced digital development and creative team. Over the years, we have built award-winning websites and apps for diverse, global clients in several different industries.

We appreciate that you have a team lined up to build the website, but we wanted to include an option in our proposal to develop this build for you.

Keeping the design and build elements together in one team gives a seamless experience and continuous high-quality service from a company that understands your needs and business direction as well as what you want the website to achieve.

For this website, we would recommend using a custom Wordpress CMS. This makes it's easy for you and your team to make updates to the site going forward, and for us to provide technical support if needed.



Design rationale

Our goal is to produce a website that the audience will be inspired and engaged by – recognising the site as upmarket, dynamic and professional. Valcambi is a prestigious organisation and our intention is to deliver on its admirable reputation through the impact of quality messaging, imagery and a contemporary web and mobile experience.



Please view the accompanying PDF file with all visuals
'[Valcambi-design-mockups_sequel.pdf](#)'

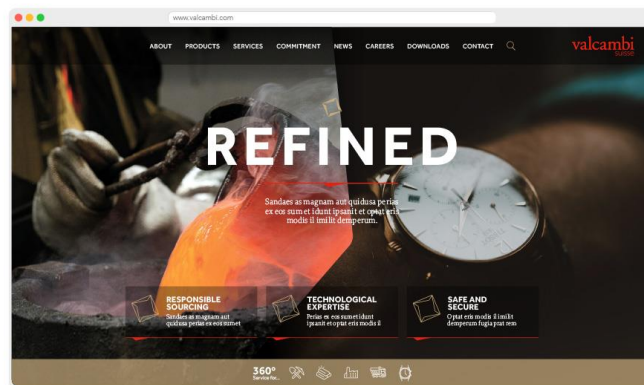
Design rationale continued...

Homepage

The initial spark of a relationship with your audience – from miners to watchmakers – begins with your website's homepage. It's the window to everything you do, from products to 360° services. With this in mind, we have created three homepage designs that we feel will showcase Valcambi to your wide audience through a beautiful and modern look and feel.

In **Design One**, we have created a responsive, screen-filling design, with no scrolling required. It is broken down into four key zones from top to bottom: 'Navigation', 'Showcasing Valcambi', 'Highlights' and 'User curation'.

The main zone on the homepage, and one that is designed to attract the user, is the 'Showcasing Valcambi' zone. Here we have introduced a series of central words that tell the Valcambi story with impact – 'Refined', 'Expert', 'Quality', etc. Below the statement we have two images which are 'forged' together using the quadrino shape. The juxtaposition of these two images tells the story of production through to the finished products. These can be Valcambi products or reflect the beautiful items that your clients create. We propose cycling through a selection of imagery, which would incorporate subtle motion to the images and the quadrino shape to bring the page to life. These would transition from one to the other automatically, and the red line at the centre would act as a loading bar to indicate when the next transition will take place.

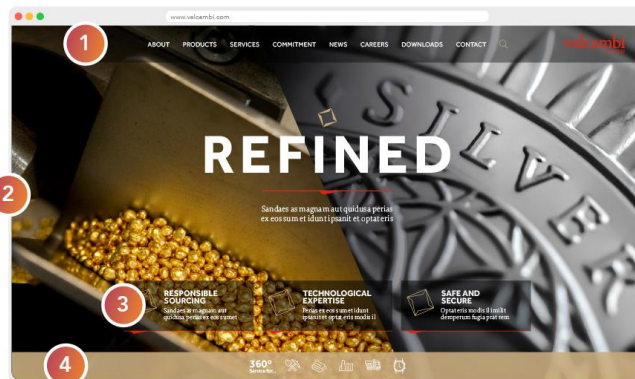
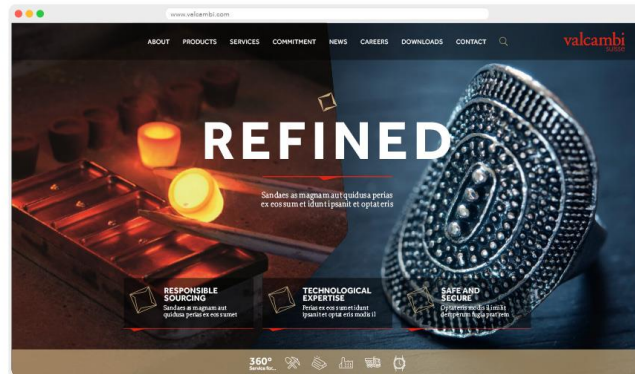


Design rationale continued...

The 'Navigation zone' sits on a transparent strip at the top of the page, allowing the showcase imagery to show through. On rollover of a navigation item, a full width 'mega-menu' appears with a more visual index of the pages within that section. A crop of the quadrino shape is used as an anchor point for the pop-up menu, identifying which navigation item is displaying its contents. The pop-up applies a subtle blur to the images behind it, allowing the user to focus on the pop-up menu more easily.

In the 'Highlights' zone we have three blocks that highlight and link to content/pages within the site. We recommend no more than three to allow more space for the showcase area, but we can either make use of a carousel of highlight boxes or randomise which three appear, should you prefer to display more. These boxes incorporate the quadrino shape and the thread of the Valcambi red line, which animates on rollover.

The final 'User curation' zone contains your 360° services. Each icon activates a full-width pop-up up menu containing the most relevant information for each audience type.



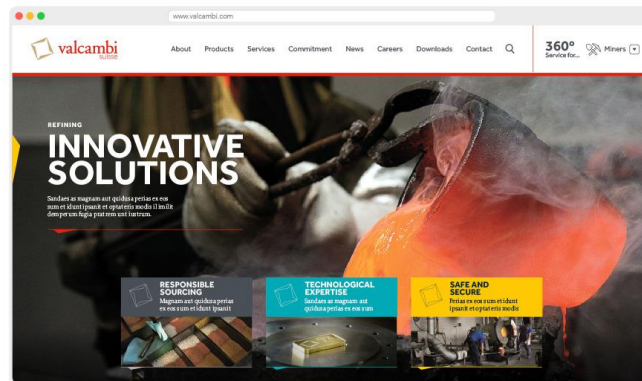
ZONES:

- 1 NAVIGATION ZONE
- 2 SHOWCASING VALCAMBI ZONE
- 3 HIGHLIGHTS ZONE
- 4 USER-CURATION ZONE

Design rationale continued...

Design Two, is a more traditional approach with only two zones. The central focus of the page is a full-width 'Highlights' zone with a lead story and single image maximising the space, with three smaller highlight stories in the three blocks. Above that, separated by the Valcambi red line, is the 'Navigation' zone. This works in a similar way to **Design One** but incorporates the 360° 'Curation' element as a drop-down menu top right. We envisage that instead of offering only relevant links, this 360° services menu will instead change what content is available, site-wide, for just that audience type.

You will also notice on this design that we have created a lock-up with the Valcambi identifier and the quadrino. We felt this was worth exploring, given that when we first reviewed the existing site, it wasn't entirely clear that the quadrino is part of your corporate identity.

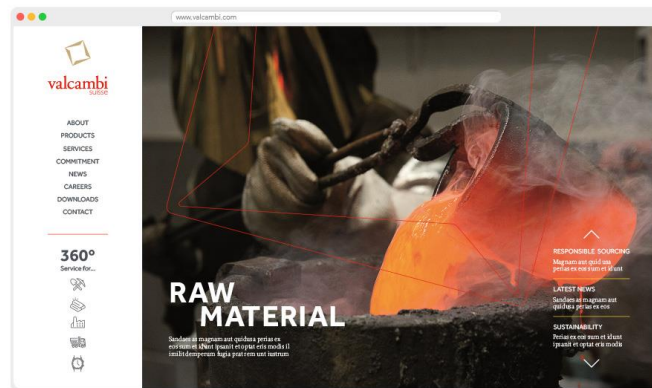


Design rationale continued...

Design Three offers a more unique 'vertical' solution for the site. Comprising three zones, the design utilises a horizontal sliding mechanic to the 'Navigation' zone, pushing the 'Showcase' and 'Highlights' zones to the right as the user clicks through the page menus and 360° service audience types.

The 'Showcase' zone works similarly to **Design One**, but instead of the juxtaposition of the two images, we transition from one 'raw materials' process image to a 'timeless beauty' product image. A large red quadrino outline appears over the images, adding a subtle and dynamic moving element to the site while continuing the Valcambi red line theme.

The 'Highlights' zone is smaller than **Design One** and **Design Two**, appearing as a vertical carousel list of highlights to the right of the 'Showcase' zone.



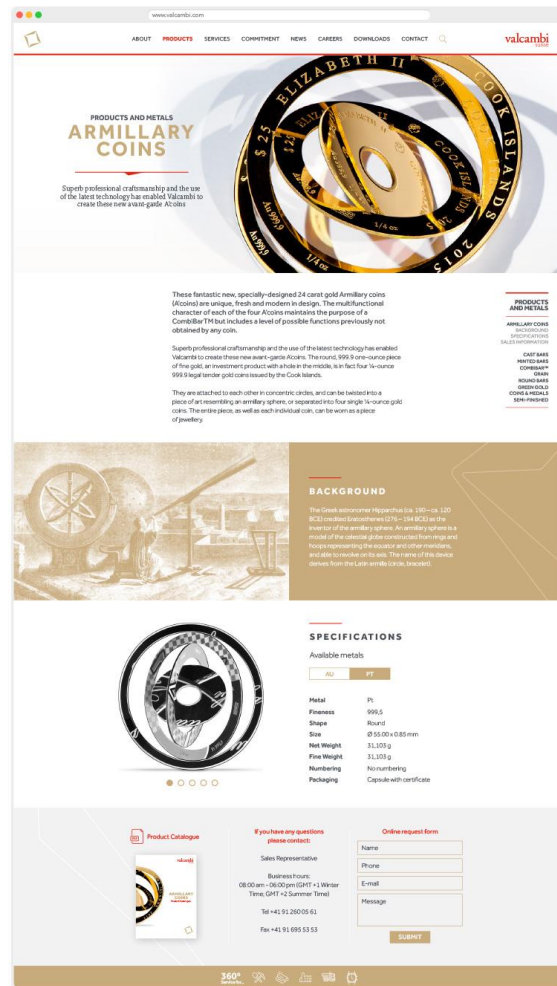
Design rationale continued...

Inside pages

Beyond the homepage, we felt it is equally important to continue that upmarket and dynamic feel within the site. The current website feels like a static index of information pages, but we feel that each page should delight and inform the reader, with information on you as a company, your products, and your services displayed in a more dynamic and organic way.

The flexible page template we've designed for you allows for a mixture of content, from narrative storytelling to factual data. As examples, we have created page designs for the Armillary coins product and a services page for Refining, in the look and feel for both **Design One** and **Design three**.

The Armillary coins example takes content that previously appeared across multiple pages and combines them into one continuous flow. The page starts with a large, 'high impact' photo of the product, followed by a detailed description. This is followed with supplementary background information telling the story behind the product (in this case we include an etching of the Greek astronomer Hipparchus). Next is a section highlighting the specification of the product including an image gallery, and at the foot of the page is a handy information space which contains a download for the catalogue, sales contact information and an online request form.

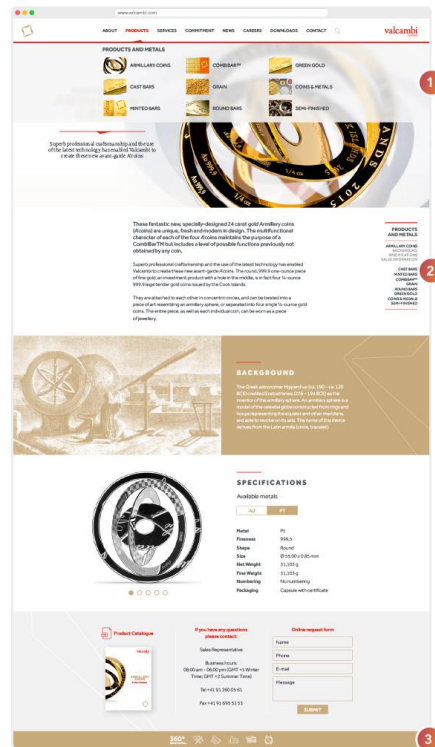


Design rationale continued...

As requested in your brief, each page features a sticky mini-navigation bar on the right side of the page which remains fixed as the user scrolls, allowing them to quickly jump up or down to sections within the page, or select another related page (another product for example). In addition to this sticky side menu, the main navigation and 360°services menus can be accessed at any time.

View a demo here:

<https://vimeo.com/sequelfilm/review/389857603/fd34d1de0f>



NAVIGATION:

- 1 MAIN 'MEGA-NAV'
- 2 STICKY 'MINI-NAV'
- 3 360 CURATION NAV

Design rationale continued...

Branding

As part of our proposal we have explored effective ways to evolve the existing Valcambi brand.

Typography

We are recommending a primary typeface – Effra. Currently the website is set in Gill Sans. Although a classic font, we feel Effra is a clean, sophisticated, modern sans serif typeface that has a broad set of weights and will deliver a professional and forward thinking identity. We are also recommending a secondary typeface Proforma. Introducing a secondary serif typeface enables us to bring a ‘human’ look and feel to the creative, bringing quotes and statements to life in a relaxed and upmarket design.

Colour

You will see throughout our design we have not deviated from the primary Valcambi red. Opposite you will see we have developed a broader secondary palette to complement the red. We have retained the gold, strengthened the yellow, and aligned them with a turquoise, light blue, dark blue and two neutral greys.

‘Quadrino’ development

As part of the brand the Valcambi identity includes a ‘quadrino’ design element. In our creative suggestions we have tried to expand the use of this core element – from arrow devises, to image divider, and large floating graphic, as shown right.

EFFRA

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1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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PROFORMA

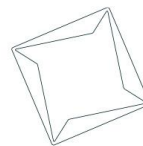
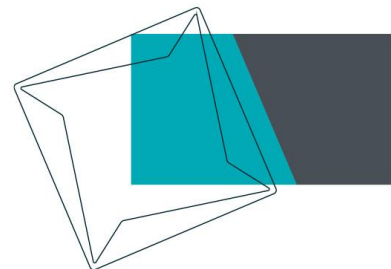
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abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary



Secondary



Our expertise

With UX experts, digital designers, developers and copywriters all under one roof, Sequel Group is perfectly placed to work with you on your project.

We work with leading global clients including FremantleMedia, Heineken, RBS, NATS, E.ON, Takeda and Nestle on digital projects ranging from bespoke apps, Office 365 collaboration tools and websites.

We blend insight, content and technology to view client projects as a whole, bringing together talent and experience to deliver the best for clients. We have 37 people, have won more than 100 awards for creative work in Europe and have a current NPS of 87.



Your team



Phil Steed, Head of Creative

Phil is a highly talented designer who has won a number of awards over the years for his creativity. As a key member of the proposed team for this project, Phil will work closely with the digital department to ensure that the proposed new site is delivered creatively.



Nigel Wood, Head of Digital Design

Nigel has been with Sequel for over 10 years as a digital designer. His experience is in creating innovative and relevant creative design for client projects and audiences. He is highly skilled at bringing design to life with a focus on keeping usability at heart.

Your team



Rozi Pearson, Digital Manager

Rozi is an experienced digital project manager whose great skill is in managing client projects with multiple aspects, calmly and efficiently. She will be the day to day contact throughout this project, ensuring effective delivery.



Rod Farry, Lead Developer

Rod is Sequel's Lead Developer, and if you choose to work with us on the website build, he will oversee the build and development.

Costs

Website redesign – option 1	
Item	Cost
Design concept look and feel	£5,880
Create style and assets guide	£3,920
Creation of assets	£2,940
Liaison with developers	£1,785
Project management	£2,380
TOTAL	£16,905

Please note that these costs exclude: VAT, travel, photography, purchasing of imagery and are subject to final confirmation of project brief

Costs

Website redesign and build – option 2	
Item	Costs
Design concept (look and feel)	£5,880
Build site skeleton	£3,520
Build in designs for pages	£7,040
Content population	£2,660
IT liaison	£892.50
Project management	£3,570
TOTAL	£23,562.50

Please note that these costs exclude: VAT, travel, photography, purchasing of imagery



office 365 // intranet // apps // microsites // strategy // measurement
campaigns // social // collaborative // film // animation // publications

We're connecting and inspiring people to deliver brilliant business performance.

We simplify communications, helping you to engage, empower and reach your audiences wherever they are.

We do that by blending brilliant insight, content and technology that changes behaviour and helps organisations be productive places where people really want to work.

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35 People



100+ awards



98% Net Promoter Score



ISO certified

insight
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