

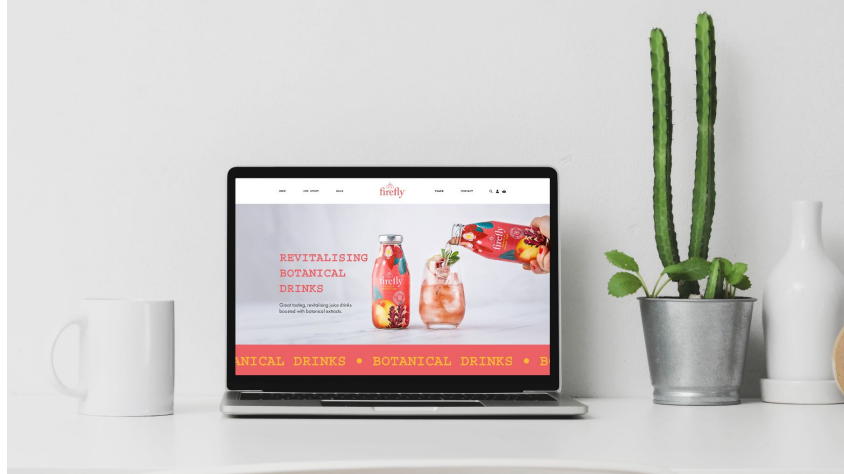
We're 6B

Web and **mobile development** specialists who put the customer first



Our website design **credentials**

6B



Who we work with.

We know the proof of the pudding is in the eating – you want to see some projects, right? And **we can't wait to show you our work** (and get excited about our new working relationship).

Here's a quick look at some of our favourite web projects to date...



Improving the recipe.

Candy Kittens make delicious vegan sweets – but **they wanted everyone to enjoy them**, not just those with a strict, plant-based diet.

6B collaborated closely with the in-house design team at Candy Kittens to refresh the brand identity. We **explored and developed a wide range of possibilities for their new persona**, from options that focussed on illustration, to stripped-back approaches that relied on the written word.

We opted to re-tool and refresh both the existing logo mark and range of packaging, eliminating previous inconsistencies across the Candy Kittens offering.

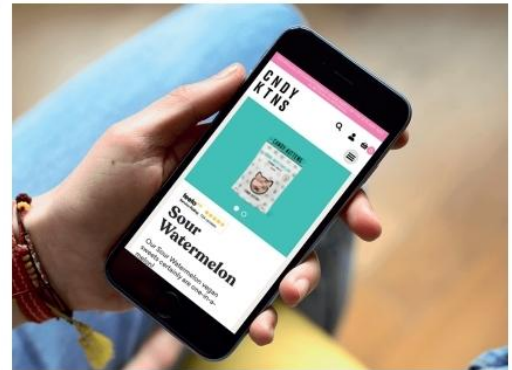
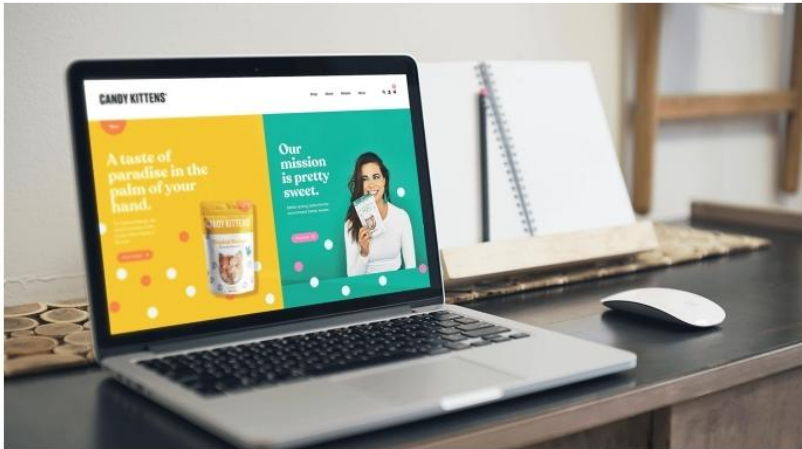
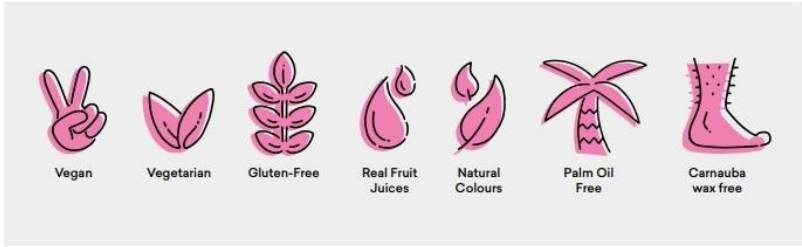
The output from this collaboration was launching a new website, **packaging, and marketing material**.

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CNDY KTNS



Guiding Yorkshire's food lovers.

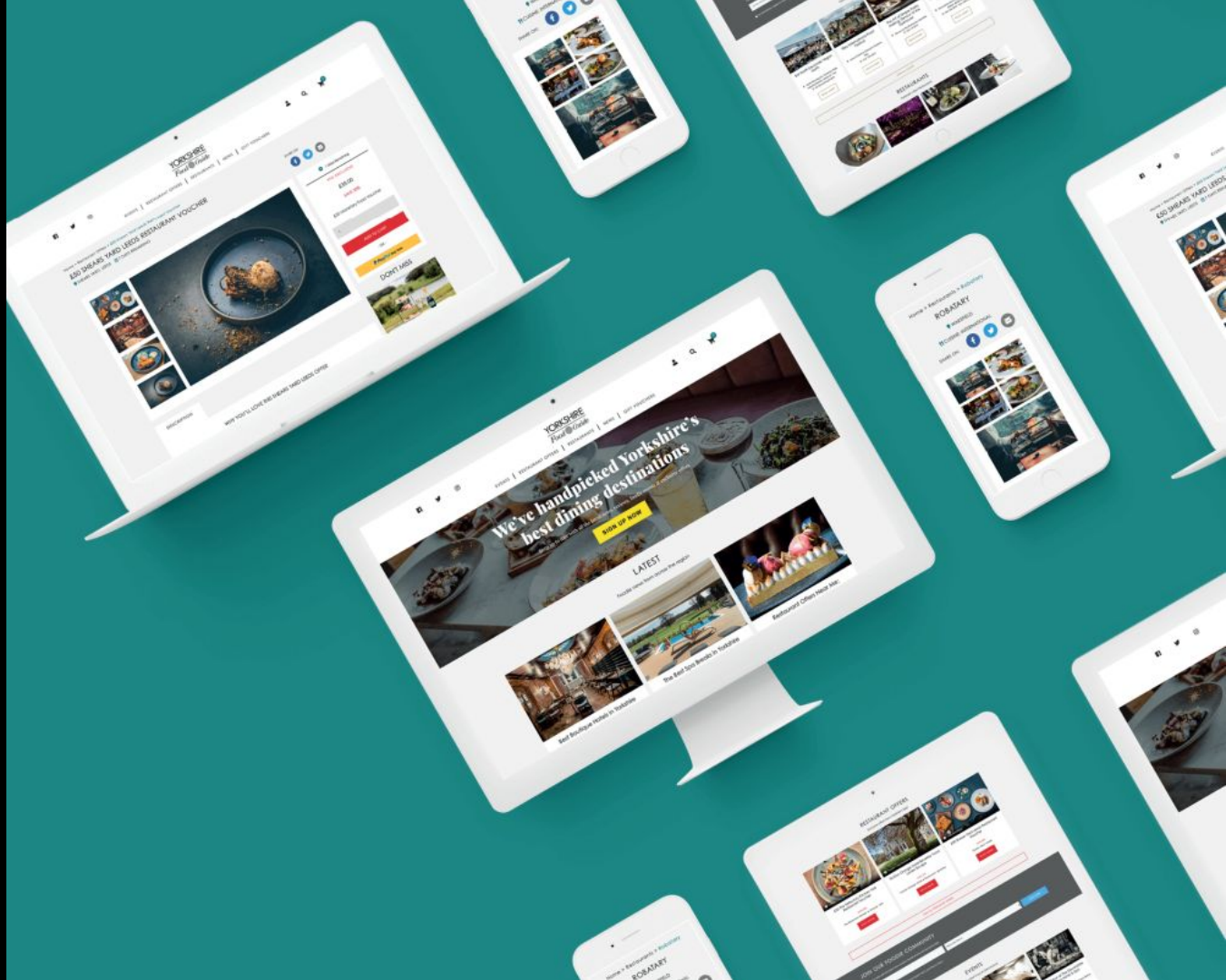
6B was tasked with designing and developing an **ecommerce website and CMS** for YFG – an extensive guide to restaurants and eateries.

The previous website was extremely slow and was not optimised for mobile devices, which had a significant impact on SEO performance and user experience.

Designed and developed in-house by our expert team, **the stunning new site features a range of custom-built functionality**, including a bespoke search and filter, with an adaptable display.

The site also integrates with PayPal, while orders and enquiries are managed via a tailor-made content management system.

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A well-oiled machine.

Delivering a brand and digital refresh to Sewn Right – one of London's top fashion boutiques who offer professional sewing services to a range of customers.

6B were tasked with refreshing the existing brand and **delivering a full strategy to relaunch the business**, designing and developing a new website, as well as a host of social and print content.

The new identity references Sewn Right's established fashion-focussed audience, while positioning it as an approachable, luxurious service for all.

With a clear **playful emphasis**, this fun brand element sits at its core across illustrative, typographical and photographic treatments.

Having delivered the core brand elements, 6B also created a range of illustrated characters.

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The logo for Sewn Right is rendered in a bold, white, serif typeface. The letters are thick and have a slightly irregular, hand-drawn quality. The words 'Sewn' and 'Right' are stacked vertically, with the letters overlapping and interlocking. The 'S' in 'Sewn' is particularly large and prominent. The overall effect is a playful and modern take on a classic serif font.

EST. 2015

LONDON



Building a home.

Creating a mobile-first digital offering for a visual art charity.

The Art House was set up 1994 in response to the lack of facilities for disabled visual artists. They provide **time, space and support for artists and associates** to develop their practice and professional careers.

The Art House team needed a website that provided an easy-to-use experience for their customers, whilst being simple to manage internally through the CMS.

We developed a new **mobile-first, fully-responsive WordPress website** to promote the many workshops, events and exhibitions that The Art House delivers to the public.

“The house that art built” became the core message, helping us steer the direction for tone of voice and personality, which filtered through to our creative approaches and designs.



Going green.

An eco-friendly packaging supplier that looks after customers, and the planet, a new identity and website was needed for freckl.

freckl. is a packaging supplier with a difference. They pioneer excellent customer service and **actively source products that are good for planet.**

We worked closely with freckl., designing and evaluating a wide range of options that provided different concepts and positioning for the business. The team went on to deliver the brand identity with guideline documentation, illustration and photography styles, launch collateral, **plus a full website design and build.**

The new brand is simple, flexible, and focussed on green core values. Other packaging suppliers play it safe – not freckl. Their ambition is to **cut through the standard offerings**, being open to collaboration with like-minded businesses and supplying solutions that are eco-friendly.

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freckl.

freckl.

freckl.

freckl.

freckl.

freckl.



You can
recycle me.

And me.

And me.

And me.

We supply
compostable
packaging
solutions.

Good for you. Good for the planet.

freckl.

We look
out for
mother.

We only deal in recyclable products.

freckl.

freckl.

A tale of two Trusts.

Centralising content for simplicity with the NHS team.

Taunton and Somerset NHS Foundation Trust (TST) and Somerset Partnership NHS Foundation Trust (Sompar) had worked together in an alliance for years – but they planned a merger that would **integrate community, mental health and learning disability services, plus acute hospital services.**

After a competitive tendering process, the trusts appointed our team to provide a stand-out, highly-functional website – a **unique “digital front door”**. Our team designed, developed and implemented a public-facing, highly-accessible, open source microsite, unifying vast amounts of information into one integrated, intuitive and responsive system.

Over 180 services were brought onto a single platform, yet each retained content management autonomy. A strong content modelling strategy was key, with a structure built for multiple audiences.



Delivering the best **content**.

Working with ITV to produce new platforms for their Content Delivery and SignPost departments.

These **bespoke website builds** were designed in accordance with ITV's strict brand guidelines, with a custom-built CMS designed and developed by 6B.

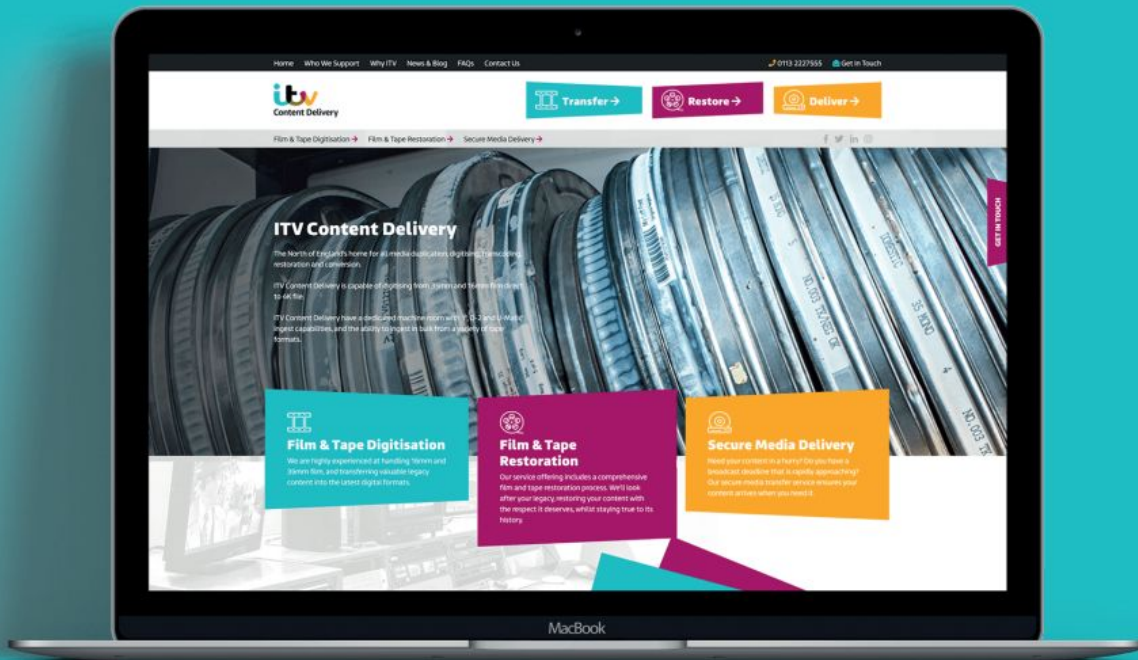
We worked directly with the ITV team to create a refined and realistic keyword list, and produced **optimised content** for each page of the different websites. We also organised their photography, and managed the end-to-end process – from concept to delivery.

“6B were a delight to work with, from initial proposal to final design and launch.

Couldn't recommend them highly enough, and we're already looking to work with time again in the future.”

James Macmillan, ITV Content Delivery Supervisor

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Archive Digitisation

**We transform
the way your
business stores
video assets.**



**We deliver your
programmes to
broadcasters
around the
globe.**



Content Distribution



Video Upscaling

**We enhance the
quality of your
content and
create a better
experience.**



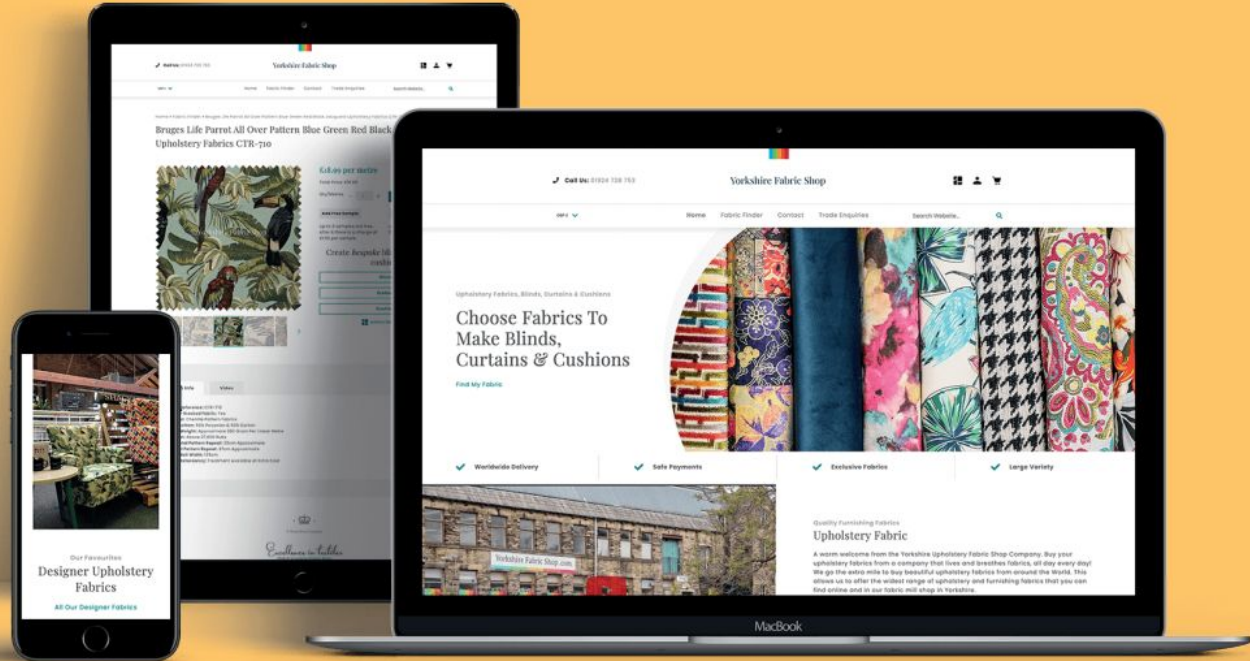
Made to measure.

6B were tasked with designing and developing an **e-commerce website and CMS** for Yorkshire Fabric Shop, to showcase their extensive range of fabrics.

The previous website was extremely slow and was not optimised for mobile devices, which had a significant impact on SEO performance and user experience.

The stunning new site we built for one of the UK's leading upholsterers features a range of **custom-built functionality**, including an interactive mood board, bespoke search and filter and a "create a curtain/blind" module.

Plus, the site has full PayPal integration, while orders and enquiries are managed through a CMS specifically designed for YFS's unique needs. The new site receives thousands of visitors every week, and has seen **sales through the site triple** since launch.



Always working well.

A new brand identity and web design for one of Aegon's most praised and respected departments.

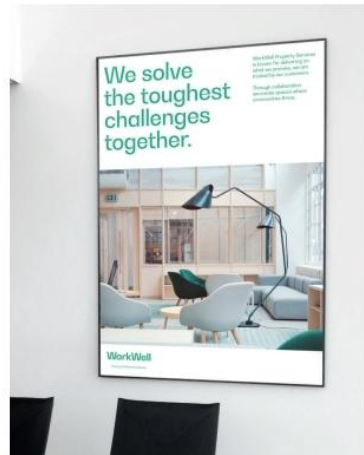
Work Well is the new identity for Aegon Property Services – a department that focuses on delivering the best operational service to thousands.

Working in close collaboration with APS, we **ran a number of brand-centric workshops** to establish the department's core values and messaging. Reports were then created and user research was undertaken, to shape the brand strategy.

The new name Work Well was devised as **the ideal depiction of what APS are and what they want to achieve**. Through collaboration, they bring together many people and develop the best working environments possible.

With the brand agreed, we developed all the visual assets, style guides, plus a new website.





Changing perceptions.

Brand identity and web design for a new hypnotherapy brand, aiming to tackle the stigma of hypnosis and take control of the conversation.

Utopia is a new hypnotherapy brand, offering alternative remedies and wellness through hypnosis. Utopia actively promotes well-being and the provision of honest, affordable care. The brand is designed to **appeal to a wide, tech-savvy audience who want to seek out alternative remedies.**

The visual identity created by 6B takes its cue from the brand's name – the idea that all of us can reach “a state of perfection”. Colours, fonts and imagery combine to create a brand that is **designed to be light and approachable.**

Utopia aims to tackle the stigma surrounding hypnotherapy, so messaging focused on industry-approved metrics, helping to reinforce the brand's core statement: **“We only deal in facts”.**

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Utopia

Honest help for everyone.

Hypnosis is 85% more effective for weight loss.



We don't
make you bark
like a dog.

Utopia

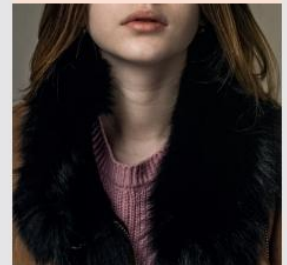


We provide
a service that
helps you live
a healthy life.

Utopia

You're never
asleep during
a session.

Utopia



Ready to
partner with
us on your
next digital
project?

6B

Web and mobile
development specialists
who **put the customer first**

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