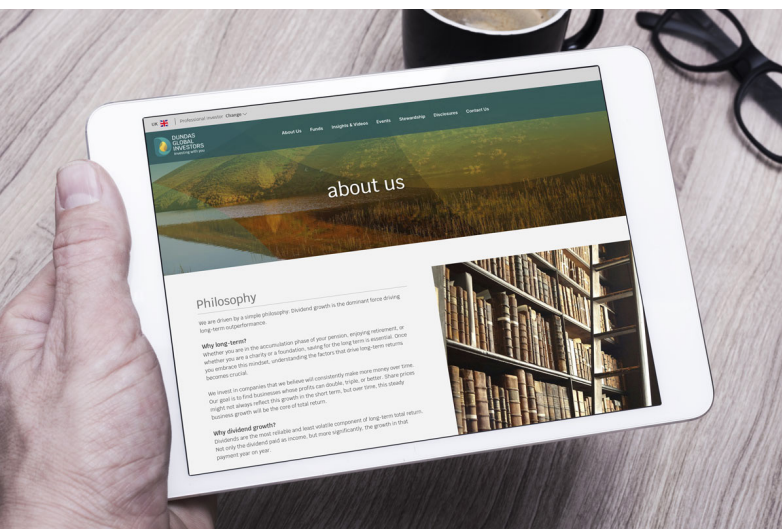
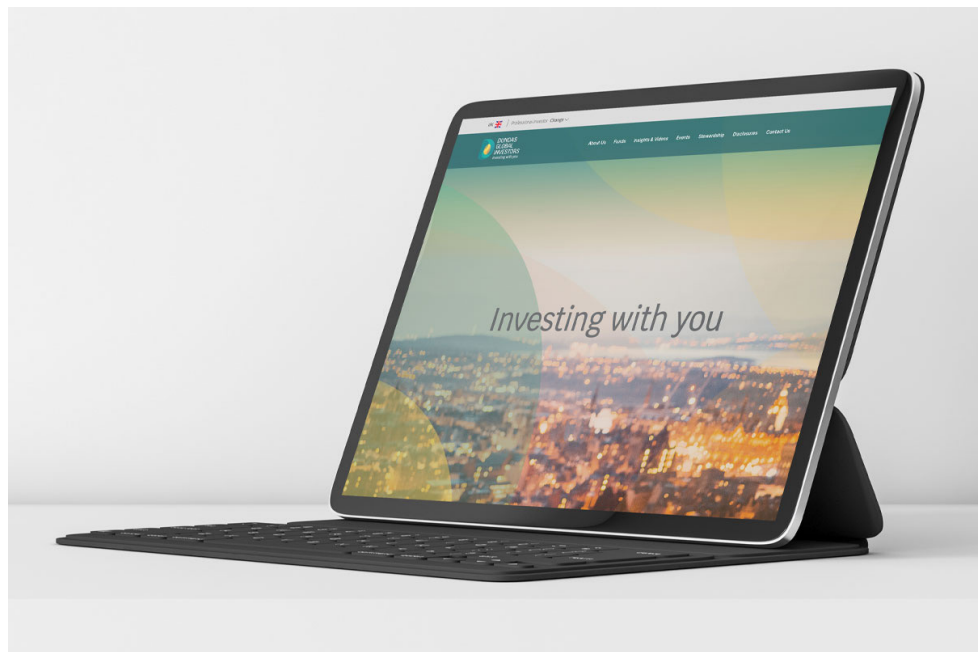


# dundas global investors

Full service brand development and website for Edinburgh-based Dundas Global Investors. Sandlebridge was tasked with developing an entirely new brand concept that would over-arch all communications, from traditional print through to social channels and their website.



## category

Corporate website




## client

Dundas Global Investors












## release

March 2024

## technologies

-  Google Analytics
-  Google Maps
-  Webflow

## services provided

-  Brand design
-  Content Writing
-  Database design
-  Domain Management
-  Hosting
-  Project Management
-  SEO Consultancy
-  Technical Support
-  Website build
-  Website design
-  Web Application Development

*A wonderful opportunity to rebrand and launch an established Edinburgh investment management company.*



Phil Holt - Project Lead

VISIT WEBSITE 



# full story

## background

It's always nice to get a call from a local business and when the brief was laid out to us, we were keen to roll our sleeves up and get involved.

After many years as an established member of Edinburgh's financial scene, Dundas was more than ready for a complete brand refresh. Could Sandlebridge rise to the challenge or rebranding Dundas and developing a brand new website is double-quick time.

## problem to be solved

Following a brand workshop, the direction of travel was clear. Dundas Global Investors was to re-launch itself based around a series of agreed key messages and values. This would involve working on brand positioning lines, brand imagery for social media and presentations as well as a new website. Buy-in was required across the entire company with all employees involved in the decision making process. Challenging, but robust. The website would need to put the new brand logo centre stage, a new content structure would need to be agreed and functionality was to include event creation and management, video insights, blogs and a range of downloadable assets.

## solution

Our starting point was to present a series of 'mood boards' to tease out views and preferences in respect of imagery, tone of voice, colours, fonts and so on. How bold was the client prepared to be? We finally settled on a brand approach which incorporated a new brand logo, agreed colour palette, copy, typography and animation styles. We worked closely with the client to plan out content architecture, brief in photography and videography.

The website was to be build on the Webflow CMS platform. And as Certified Webflow Developers, we were well placed to design a bespoke website and data structure. Our input involved designing the entire site, producing custom animations and conditional logic, whereby different content could be shown based on the user's location and professional status.

## want to know more?

If you have a similar project to Dundas Global Investors please get in touch with Phil Holt for an informal, and no-obligation chat. We love to solve problems by bringing innovative ideas and thinking to the table.

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