



Speakers from the Edge

SPEAKERS
FROM THE EDGE
Speaking from experience

Overview

- Brand refresh
- Logo design
- Website
- Online advertising
- SEO

Background

Our role was to strengthen the client’s existing web presence and refresh the brand through the creation of a new visual identity, high-impact website and SEO implementation.

We focused our attention on the development of a digital marketing platform that is impactful, usable, accessible and engaging.

Initial logo concepts

“SPEAKERS
FROM THE EDGE”

SPEAKERS
FROM THE EDGE

Initial strap line concepts

SPEAKERS
FROM THE EDGE
Speaking from experience

SPEAKERS
FROM THE EDGE
Positive : motivating : inspirational

SPEAKERS
FROM THE EDGE
we’re the experience you’re the inspiration

SPEAKERS
FROM THE EDGE
Inspiring : uplifting : motivating



With new speakers, great navigation and a quarterly newsletter to subscribe to online, we love our new site! Our aim was to make it easier to find out about our amazing speakers and to help our customers choose the right speaker to match their event. Thanks to Futurate for all their hard work - we think they have done a fantastic job!

Rebecca Varley
Speakers from the Edge

Website homepage

The homepage features a large hero image of a mountain climber. Navigation includes a top menu with 'About us', 'Subscribe', 'SPEAKER PROFILES', 'Contact us', 'Accessibility', and 'Please select', and a secondary menu with 'How to book', 'Site map', and 'Please select'. A left sidebar contains a 'Home' menu and a 'Sign up for email updates' form. The main content area includes a 'WELCOME HEADLINE HERE' section, a 'FEATURED SPEAKER' section for Jamie Andrew, and a 'LATEST NEWS' section with two news items. A bottom section is divided into 'FOR YOUR ORGANISATION', 'FOR EDUCATION', and 'CURRENT TOURS'.

Website secondary page

The secondary page for Jamie Andrew features a large hero image of a mountain peak. The page layout includes a top navigation bar, a left sidebar with a 'Home' menu, and a main content area with a 'JAMIE ANDREW' profile section. The profile section includes a photo, a bio, and a 'WHY YOU SHOULD LISTEN TO HIM' section. A right sidebar contains an 'ENQUIRE ONLINE' form, 'POPULAR TOPICS', and two quote boxes. A bottom section features a 'Sign up for email updates' form and a 'WHY YOU SHOULD LISTEN TO HIM' section.

JAMIE ANDREW
CLIMBER, ATHLETE AND QUADRUPLE AMPUTEE

It's my hope that my experiences & achievements may inspire others to tackle the obstacles they face in life & to achieve their full potential

I am not sure if you appreciate the impact that you make on an audience and as someone in that audience this week you have made me think very hard about me getting more out of myself and giving a bit more of myself