



Australian Design Architects

## Website Design Brief

Our organisation is Australian Design Architects. We are a team of multi-award winning architects based at 9 York Street, Sydney, Australia.

We have a single page website that is outdated.

A new website is required for us to:

- display the features of our architectural jobs
- express our progressive and environmentally aware design approach
- promote our awards, and
- attract new clients

Our current logo is also outdated. We are looking for an improved branding identity to coincide with the launch of our new web site. The logo needs further development to include our full corporate name and possibly a tag line.

Perhaps a hero image on the front page would work well in the web site. We want a slideshow of recent works included. Of course, we would expect these to be updated on a regular basis to display our most recent architectural achievements.

We have some images of our recent works. And there are 3 jobs just reaching completion. Your photographic skills are required for at least 2 of these buildings.

Some text has been developed for each web page. This will be provided in a separate document

Current commissions include **residential, commercial, restoration** and **interior fit-outs**. Some plans and sketches could work well here

We have an active Twitter account that is not generating any business. We want to incorporate suitable social media items to promote our business. We seek your advice about social media options for our web site

## Suggested Web Pages

- About Us – our background and our role in the architect/client relationship plus images
- Awards – text for these items will be provided
- Contact Us – address, phone contact, email contact, online form, Google Map, etc
- Home – a hero image or slide show with some supporting text
- Legals – our legal advisers will provide this text
- Portfolio – images/slideshow/gallery and supporting text
- Project Design – text for these items will be provided

We can be contacted at [info@ada.com.au](mailto:info@ada.com.au)