Formulate

Web Design Profile

We are Formulate.

A full service creative agency based in Dubai, specialising in branding and design.

Theo Adamson
Creative Partner
theo@formulatecreative.com

Dan Brown
Creative Partner
dan@formulatecreative.com

At Formulate we deliver customer-focused branding that really works. Visually impactful, dynamic, and with a long shelf-life, our branding successes prove that we can take your business to the next level.

The result is a joined-up digital footprint that's inclusive, reactionary, and flexible. That's the way we formulate success, every day.

We listen. We understand. And we work with you to create something special. Bringing together years of design experience and expertise, we're a small, close-knit team that prefer the hands on approach to marketing and brand development.

We need you to be hands on too – which means while we do the hard work, you have ownership of every aspect of your project from concept to completion. And if you change your mind, that's fine – we're nimble enough to course-correct at short notice.

(What we do)

Brand Strategy

Brand Identity

Graphic Design

Web Design

Content Creation

Copywriting

Testimonials

Our core services

Brand Identity

Brand Strategy

Graphic Design
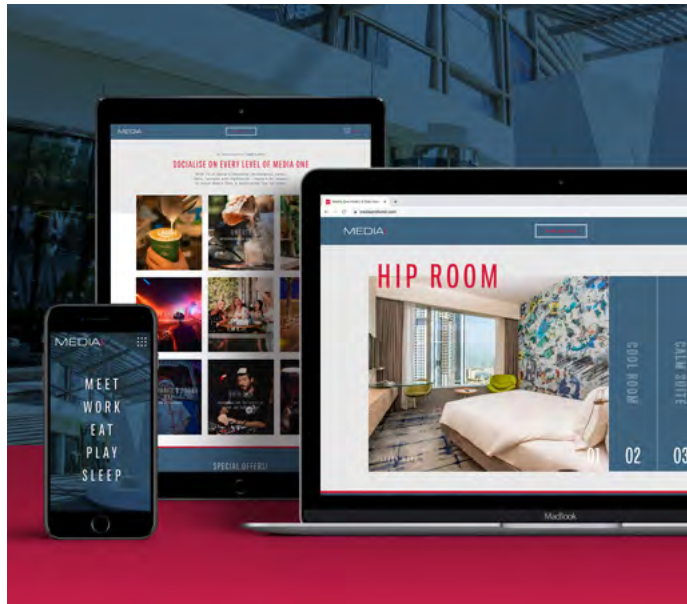
Web Design

Social Media & Content Creation
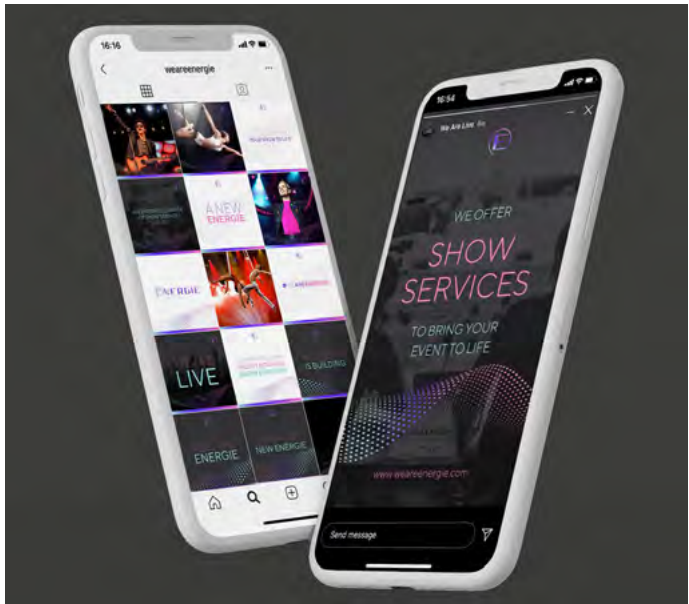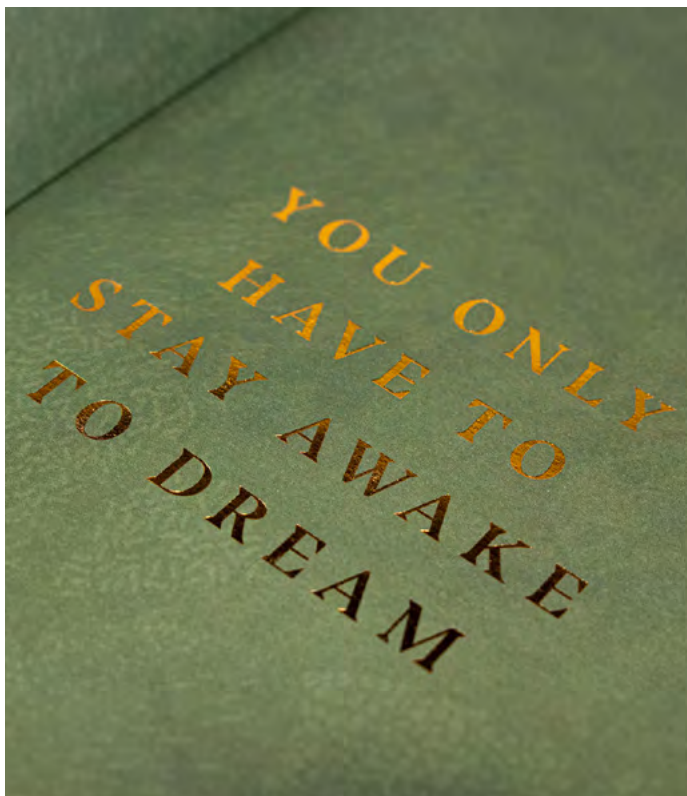
Copywriting

Digital Marketing

Our Team

Theo Adamson
Creative Partner

Theo studied Graphic Arts and Design at Leeds Metropolitan University, migrating to Dubai in 2013 where he quickly settled into life in the sunshine, working for a local creative agency on projects for high profile clients within the region. Today, he's the brains behind Formulate's branding, print, digital, environmental, and packaging design.

Dan Brown
Creative Partner

Dan has been a designer for over 10 years and received a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design. Complex creative briefs are what get him out of bed in the morning, and he specialises in delivering viable solutions quickly. With plenty of experience working with Middle East clients, he can turn his hand to anything from conceptual design, branding and brochure design to flyers, corporate materials, and web design.

Charlotte Woods
Senior Account Manager

Charlotte is an exceptional account manager and skilled organiser who excels at keeping the studio on track and managing projects from conception to completion. She works closely with our clients to understand their requirements and ensure the agency not only meets deadlines but exceeds expectations.

Paul Sowerby
Brand Strategist & Copywriter

Paul in an award-winning career spanning journalism, brand management, tone of voice strategy, and copywriting across three continents.

Joanna Abou Khalil
Graphic Designer (Arabic Speaker)

Joanna has a degree in Graphic design from the American University of Culture & Education Lebanon and a degree in Law from the Lebanese University. She enjoys crafting Arabic calligraphy and illustration and likes to bring these skills to her brand identities when she can. She also designs engaging social media campaigns and has worked with a range of clients in, both the consumer and corporate sector.

Chris Paquilt
3D & Motion Graphics Designer

Chris is an experienced multidisciplinary creative having experience of working with some of the UAE's biggest agencies. He is an expert when it comes to all thing animation, motion and 3D graphics, as well as being able to design and deliver more traditional 2d projects.

## Mohamed Faramawy
Front-End Developer (Arabic speaker)

A Passionate and experienced Front-End Developer professional experience within the web development industry. Mohamed can Design and Develop User interfaces using JavaScript, HTML5, CSS, etc. to build all aspects of the user experience and user interface. He is also a native Arabic speaker.

Web Design

Web design is the foundation of an effective website.

Whether you're starting your business from scratch and you're working with a blank slate, or you've got an established site that you're not sure is performing at its best, we're here to talk all things web.

We start with an idea – your idea – and apply our years of experience and expertise in web design, brand identity, and marketing to create a platform that accurately reflects who you are and what you want to achieve. Offering an end-to-end service, we ensure that not only is your web design effective, but it can react and change to fit your evolving business plan.
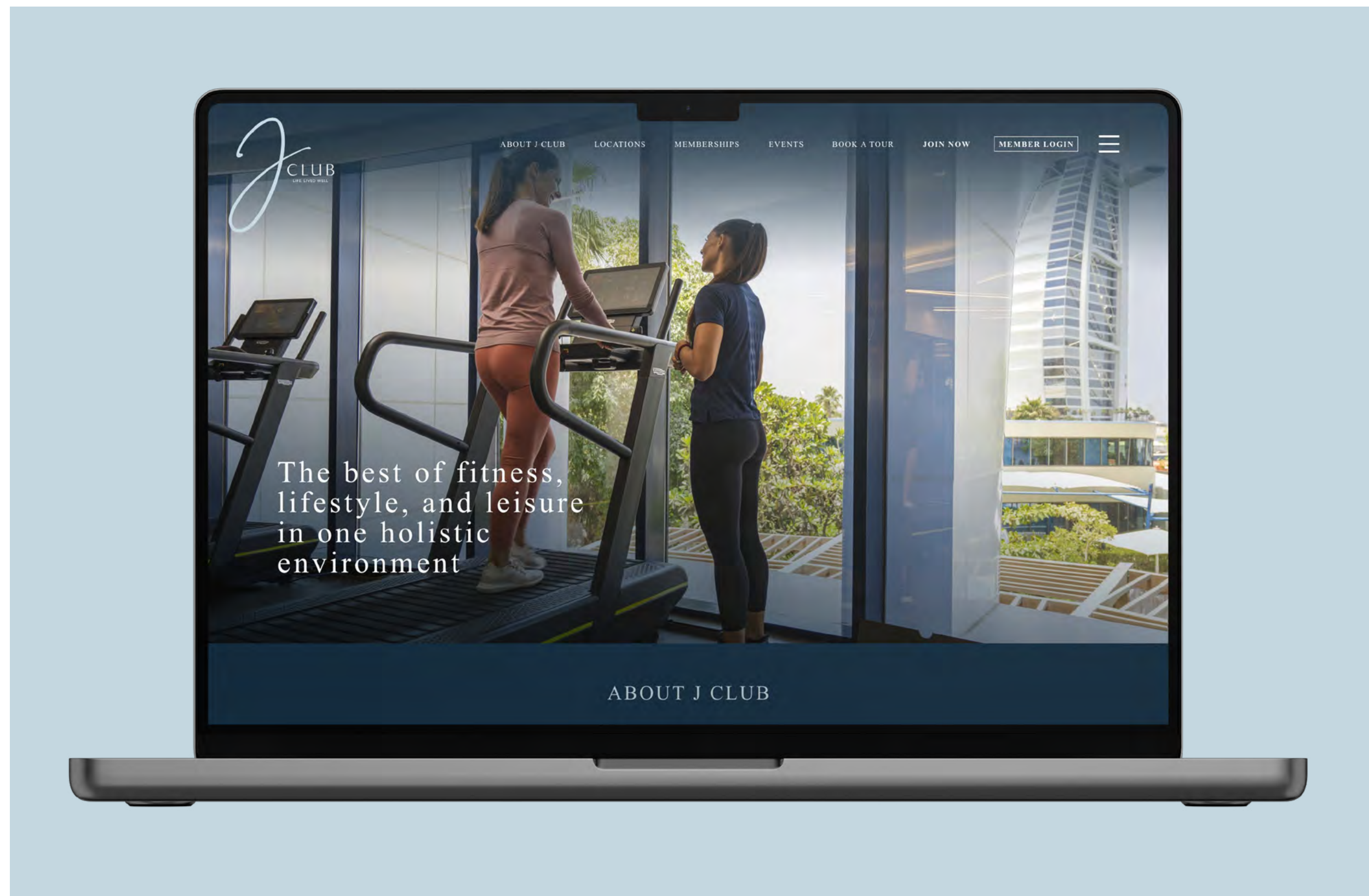
On-Boarding Process

Stage 1

Project Awarded

Client to inform Formulate if they are successful with their proposal.

Stage 2

Kick-off Meeting

Formulate and client to have a kick-off/immersion meeting to set out a comprehensive brief of the clients requirements and for the Formulate team to get a comprehensive understanding of clients business.

The client to supply all current brand assets and required information.

Stage 3

Timelines Set

Formulate to set out the project timelines for the various aspects of the project and highlight key milestones.

Stage 4

Project Launch

Once the brief and timelines are finalised and approved by client Formulate will commence the project.

Web Design & Development Process

Following on from the initial kick-off call/meeting where we collect all required information from the client (log ins, etc.) and define all requirements, we then begin the next process.
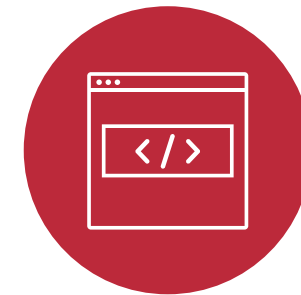
Stage 1

Wireframing

- Create a site-map
- Undertanding of the content required
- Develop the user journey
- Determine the narative of the site.
- Input of content in intended areas (if provided at this stage)
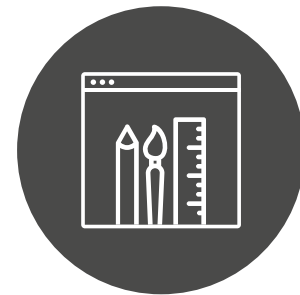
Stage 2

Design

- Design core pages look & feel with copy provided
- Implement brand colours/style/ imagery (to be provided by the client unless otherwise agreed)
- **Client meeting to review site mockups**
- Finalise mockups per client feedback
- Send finalised designs & copy to the web developer

Stage 3

Build

- Build and code core pages of website
- Input finalised copy from copywriter
- Ensure pages are SEO optimised
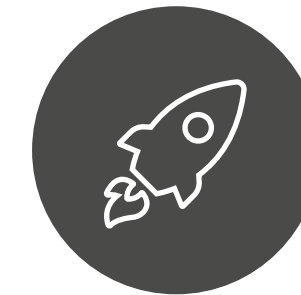
Stage 4

Testing & Launch

- Ensure website works across all browsers and devices
- Conduct testing throughout website
- Send to client for final sign-off
- **Make website live**

(Optional extras)

Content Creation

Copywriting

SEO

Wireframing Process

A wireframe is a layout of a web page that demonstrates what interface elements will exist on key pages. It is a critical part of the interaction design process.
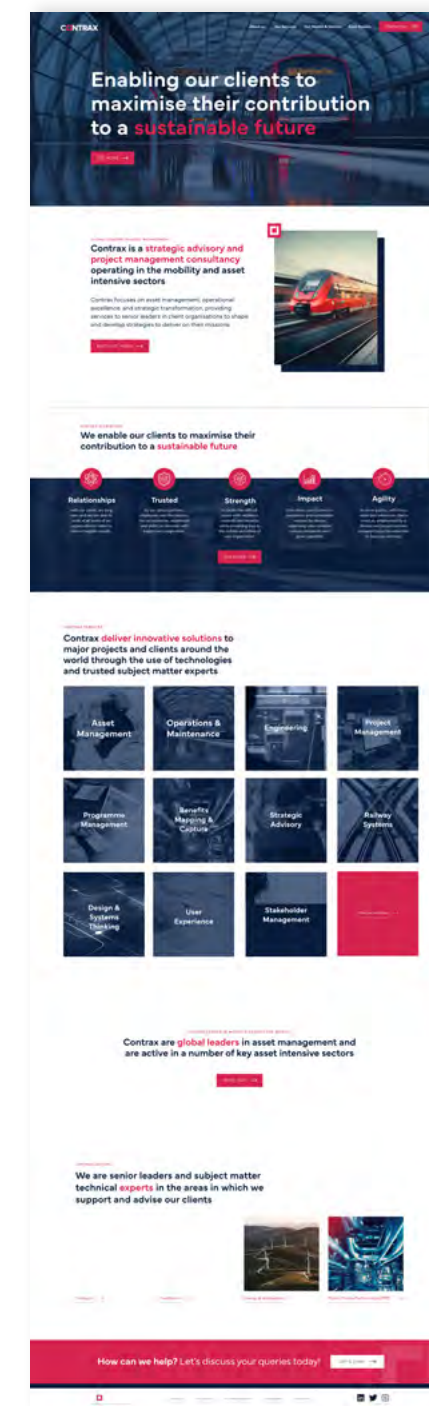
Why we wireframe

- It helps provide a visual understanding of a page early in a project to get client and project team approval before the creative phase gets under way.

- Wireframes ensure the page content and functionality are positioned correctly

- Wireframes easier to amend than concept designs, therefore saving time on the overall process.

Wireframe

Design

Live site

Contraxco.com

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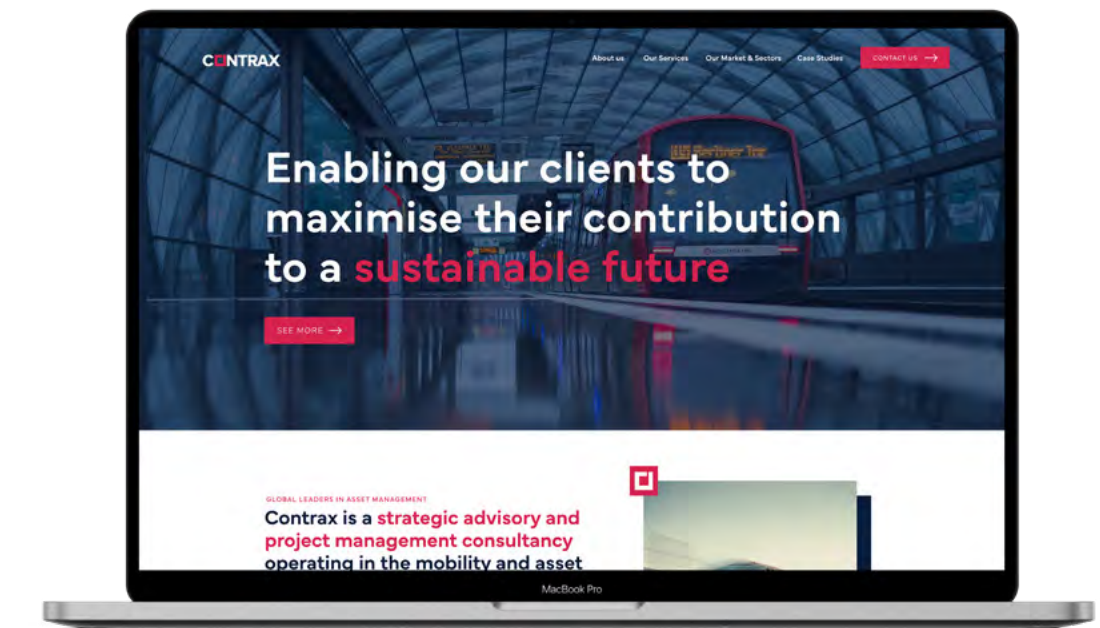
ausbg.net - Website Design & Build
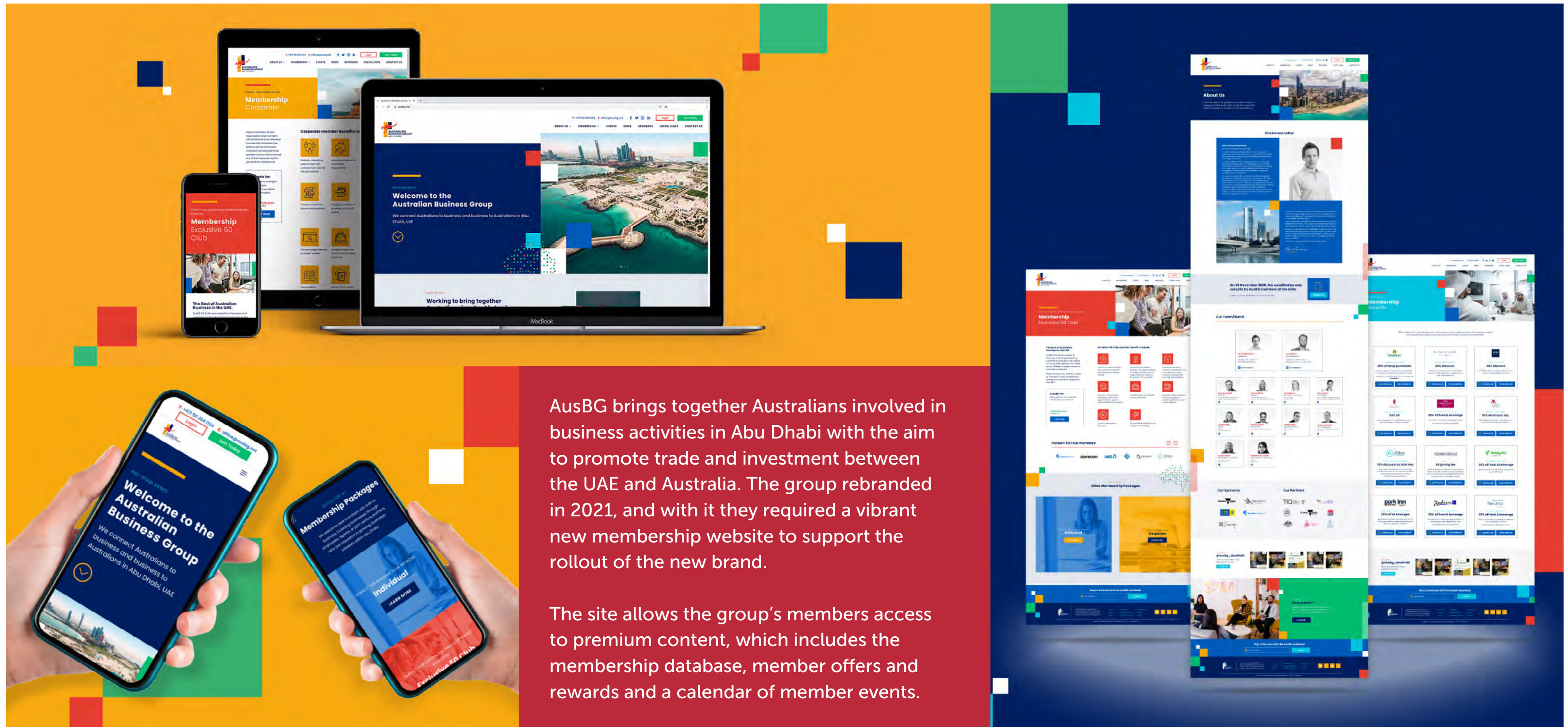
AusBG brings together Australians involved in business activities in Abu Dhabi with the aim to promote trade and investment between the UAE and Australia. The group rebranded in 2021, and with it they required a vibrant new membership website to support the rollout of the new brand.

The site allows the group's members access to premium content, which includes the membership database, member offers and rewards and a calendar of member events.

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thejclub.com - Website Design
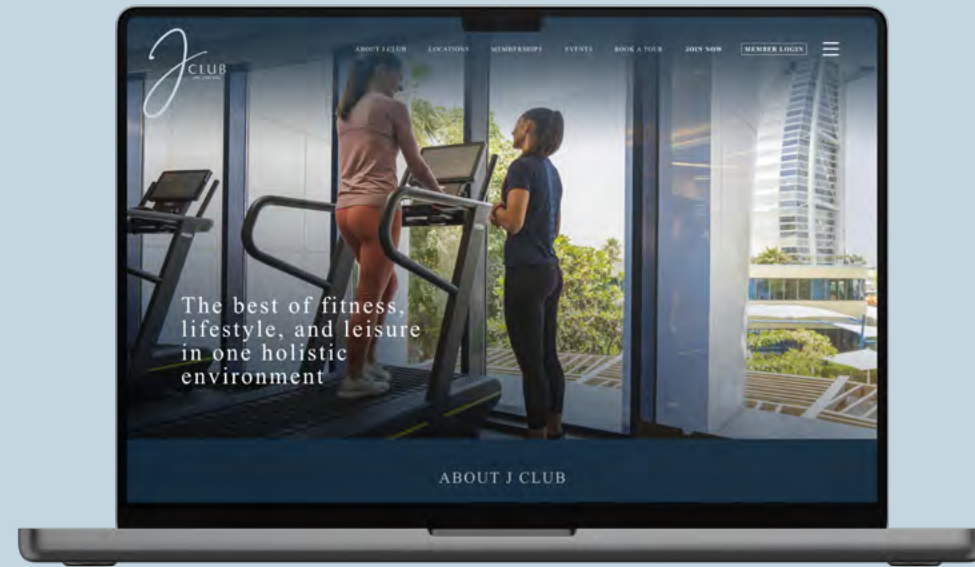
J Club is the health and lifestyle club offering from Jumeriah. We created the new brand for J Club, along with the website design which was both desktop and mobile optimised.

The website needed to show all of J Club's offerings, and act as a sales funnel for people to sign up to certain membership packages.

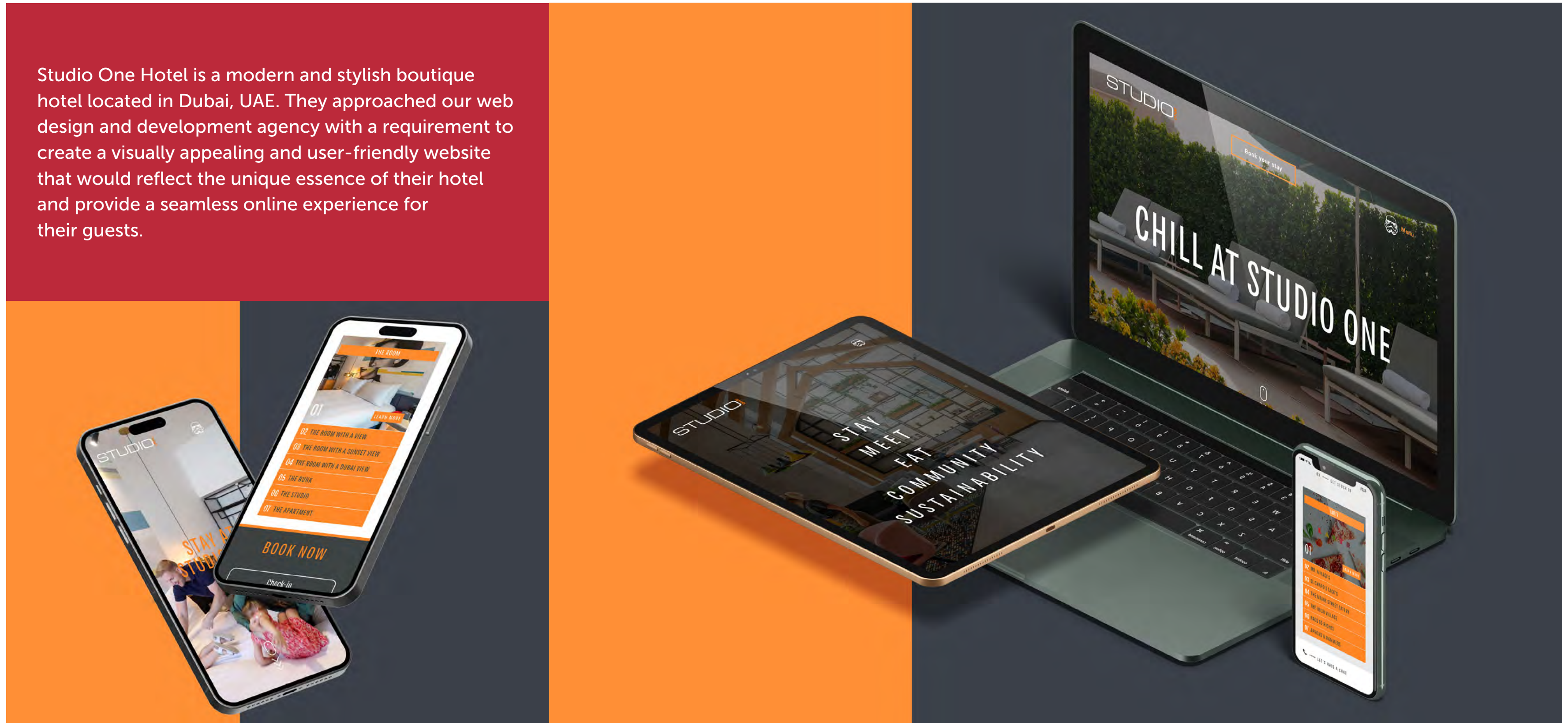VISIT NOW →

mediaonehotel.com - Website Design & Build
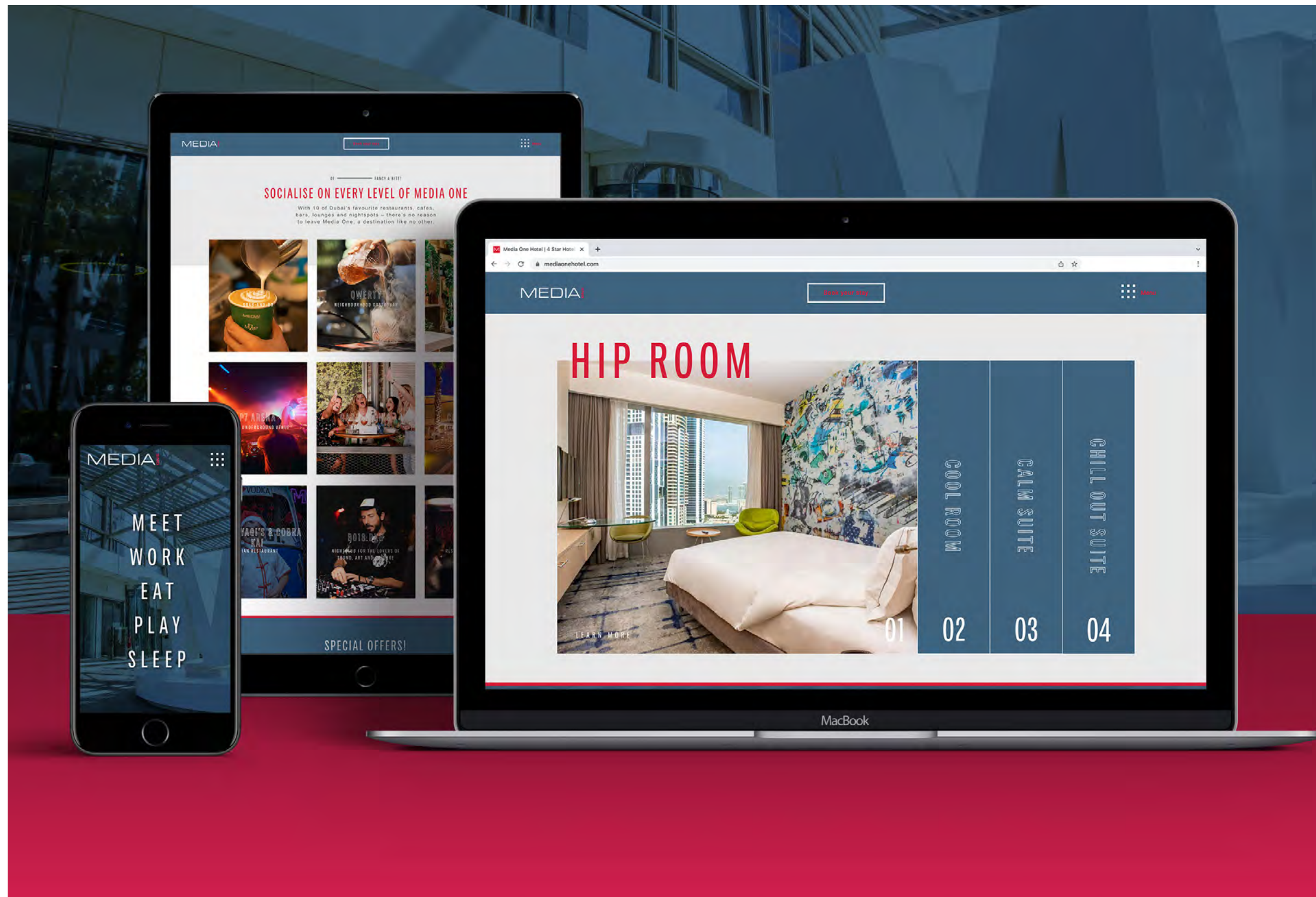
We created a brand-new website, and through this highlighting their true brand essence of meet, work, eat, play and sleep! The new website is designed to provide guests with a more immersive experience of the hotel and features a modern, sleek design that offers users easy navigation, with a focus on delivering a seamless booking experience.

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studioonehotel.com - Website Design & Build

Studio One Hotel is a modern and stylish boutique hotel located in Dubai, UAE. They approached our web design and development agency with a requirement to create a visually appealing and user-friendly website that would reflect the unique essence of their hotel and provide a seamless online experience for their guests.
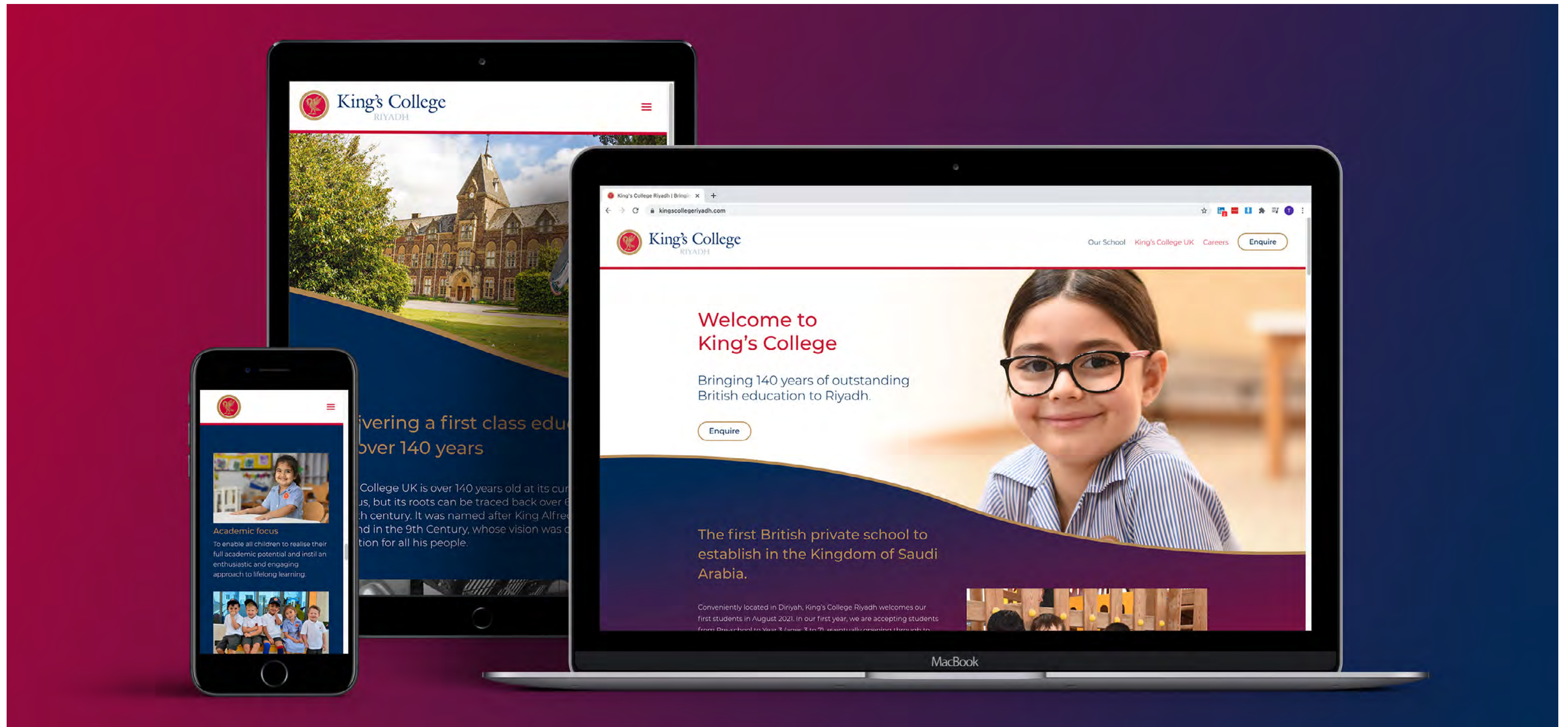
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thepods.ae - Website design & Build
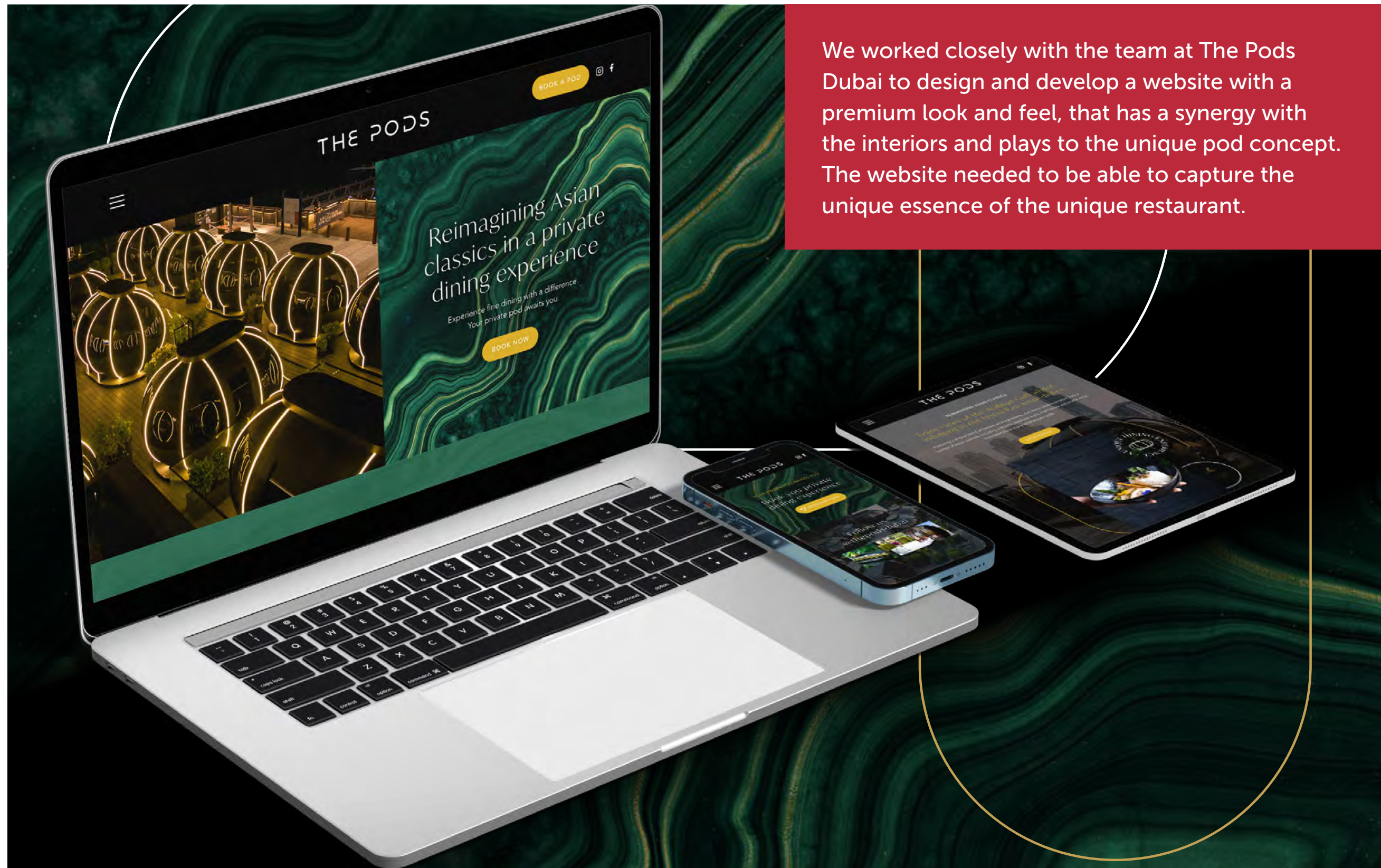
We worked closely with the team at The Pods Dubai to design and develop a website with a premium look and feel, that has a synergy with the interiors and plays to the unique pod concept. The website needed to be able to capture the unique essence of the unique restaurant.
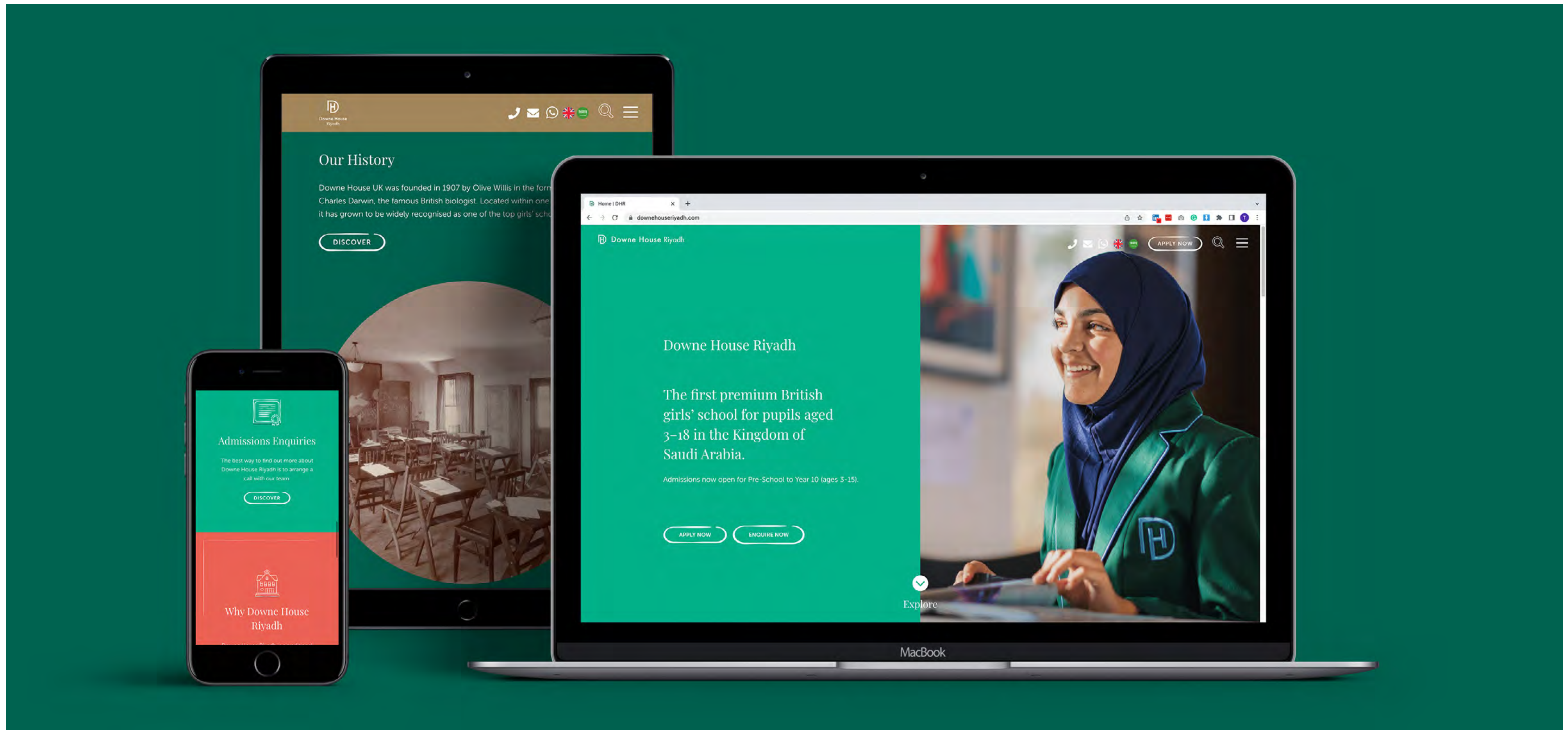
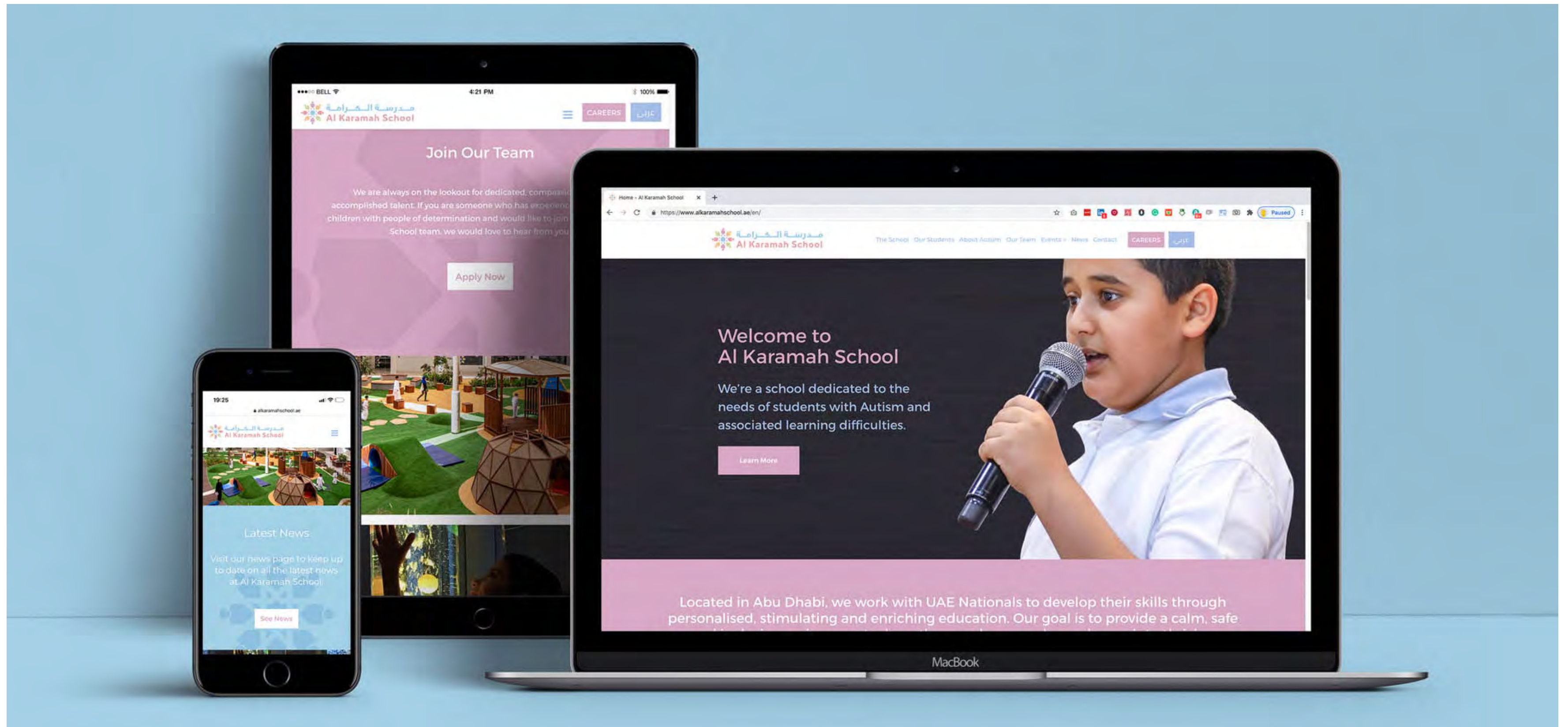VISIT NOW →

kingscollegeriyadh.com - Website Design & Build

VISIT NOW →

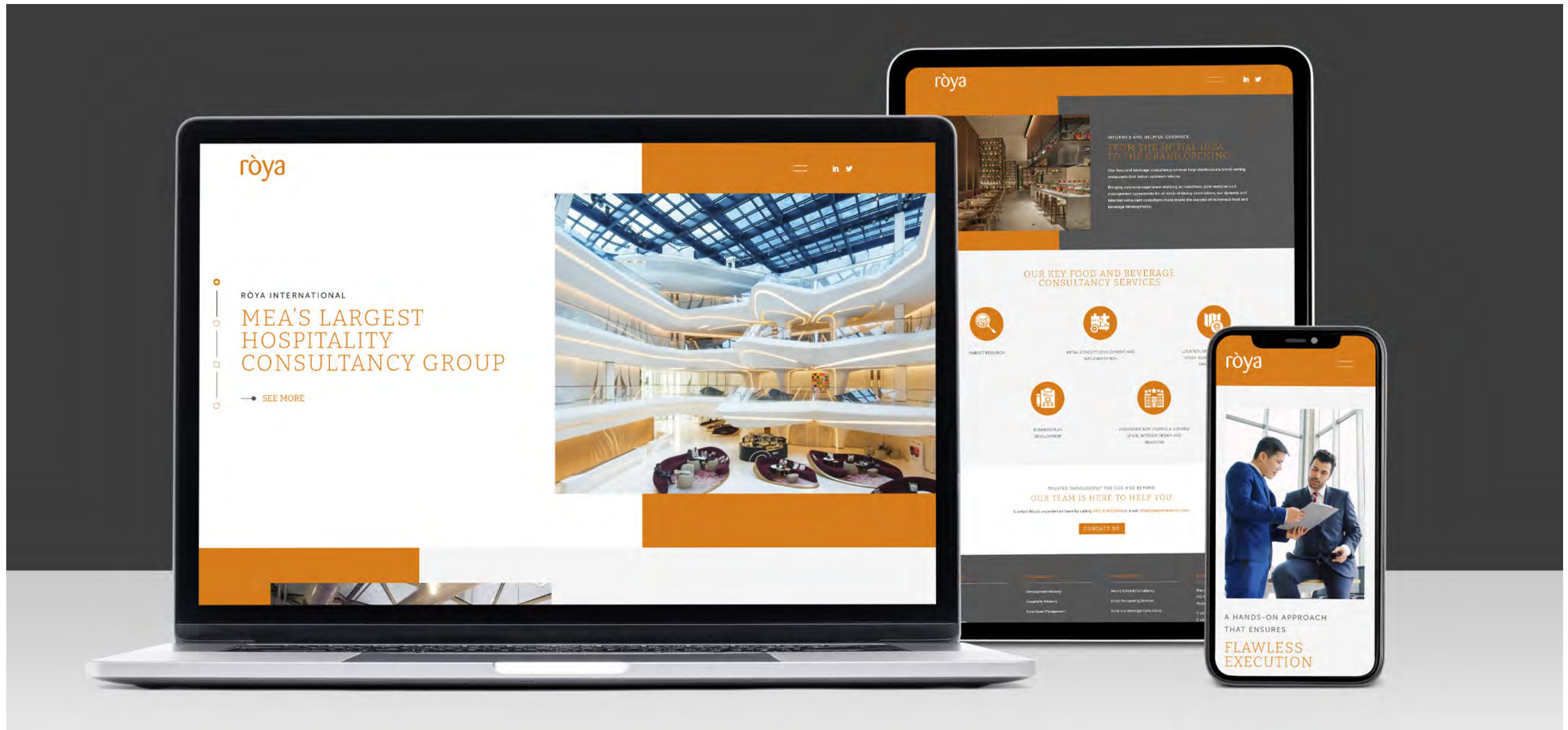# **downehouseriyadh.com** - Website (Dual Language) Design & Build

alkaramahschool.ae - Website Design & Build

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royainternational.com - Website (Dual Language) Design & Build
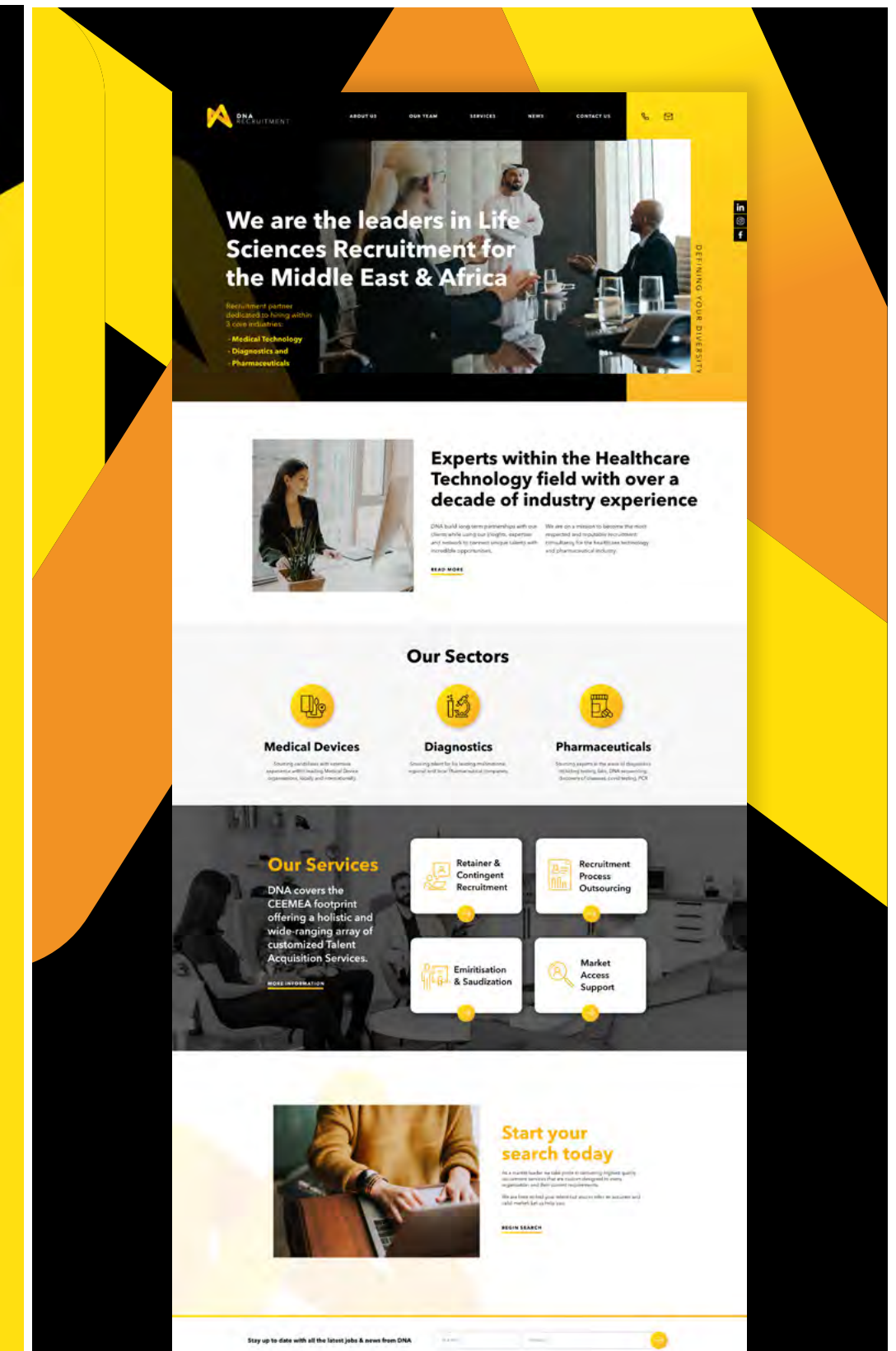
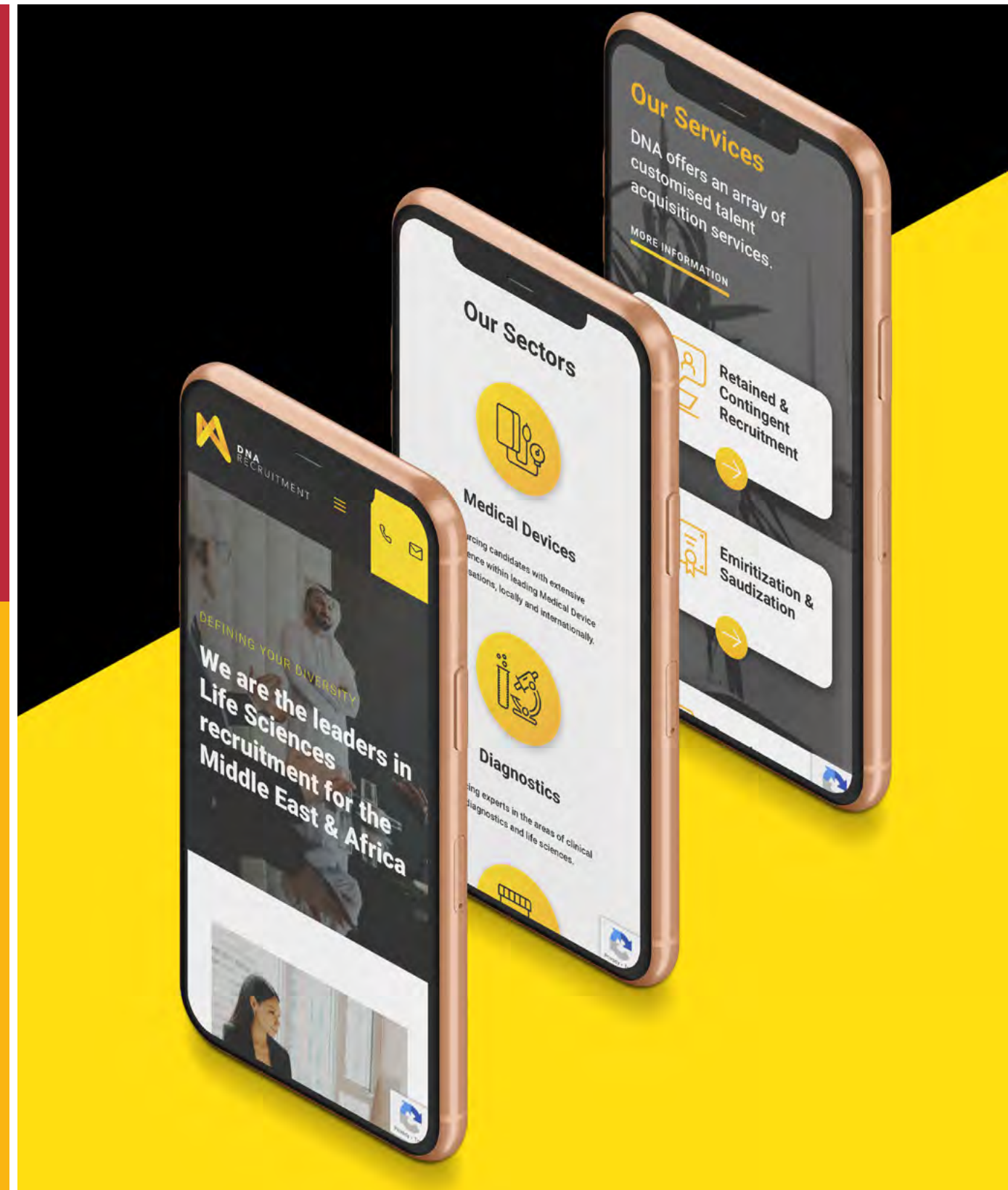# **perpetua-ig.com** - Website design & build

Perpetua Investment Group needed a sleek, responsive website with a considered and professional design, to build a sense of confidence and trust, which is key when dealing with a business in the trade and investment sector.

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amaniprivatetrustees.com - Website design & build
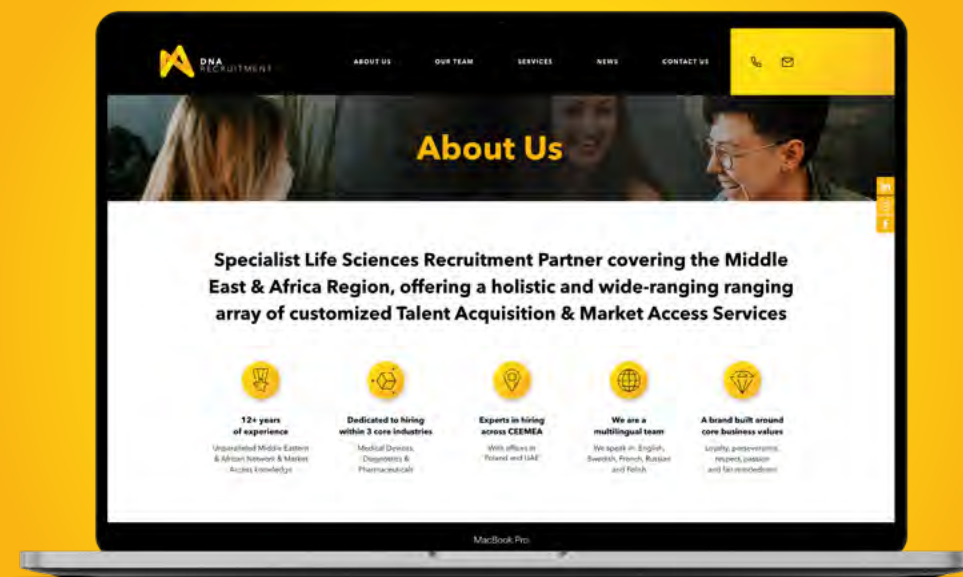
dna-uae.com - Website design & build

As part of the roll out of the new brand identity for DNA Recruitment, we designed and developed a fully responsive, custom website.

The website showcased the brands bright colours, whilst still looking professional, contemporary, and most importantly, helping them to stand out from the saturated recruitment market.
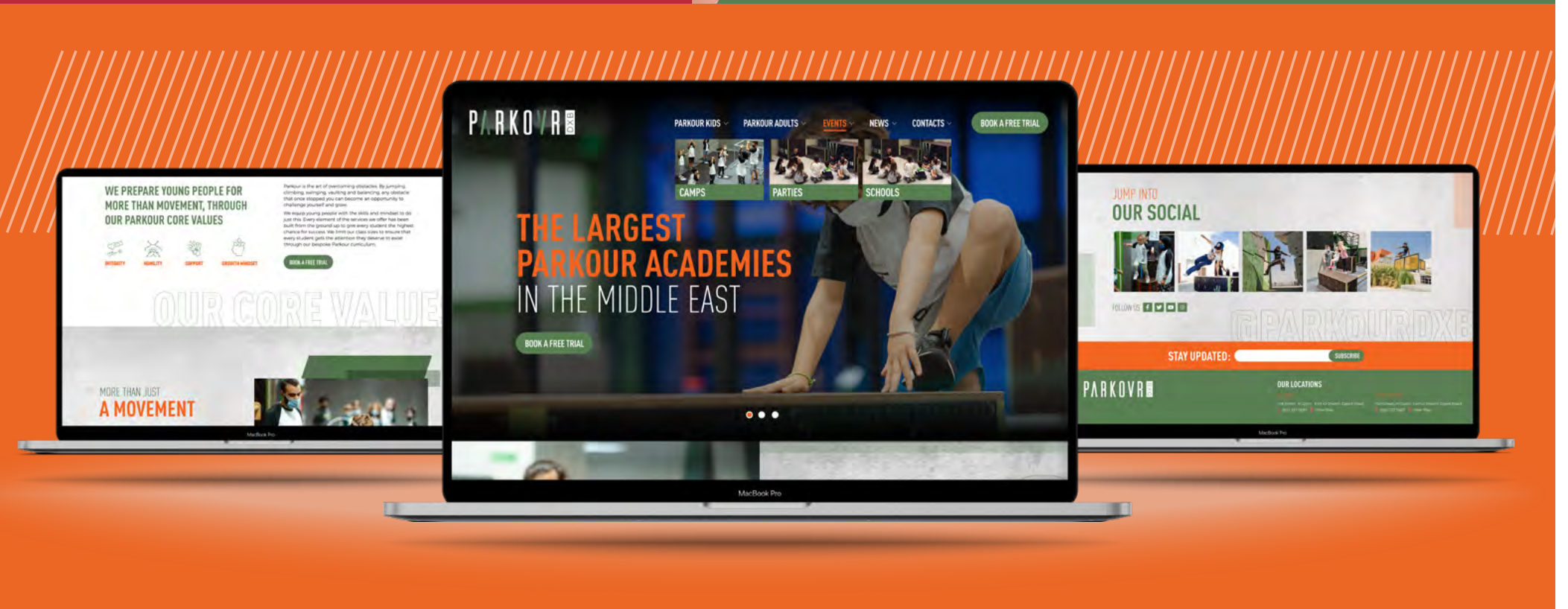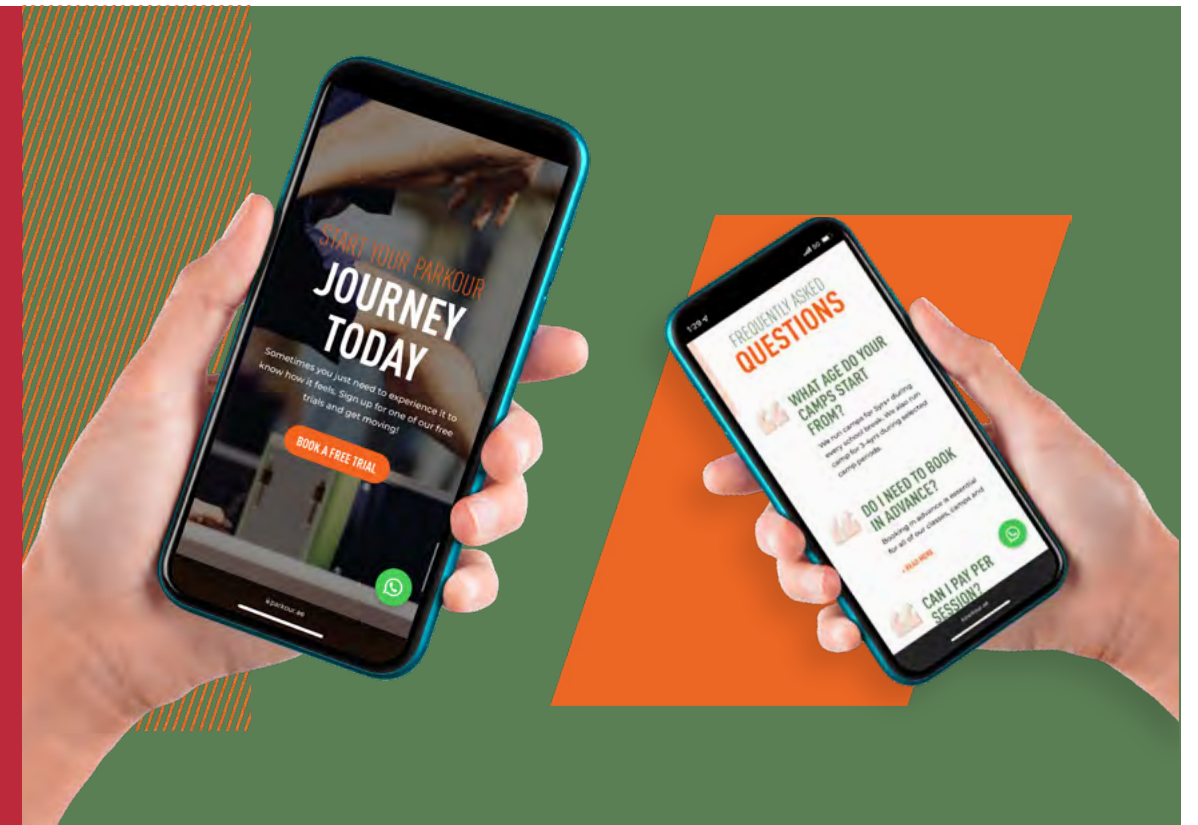

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parkourdxb.com - Website Design & Build

To celebrate their 5th birthday, Parkour DXB approached us to redesign and relaunch their website to be inline with the direction the business has taken during this time.

The site has been designed to reflect the movement and dynamism of Parkour as an activity. This is enhanced with moving and interactive elements that appear as the user scrolls down the page.

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# shopmayple.com - Ecommmerce Re-design & Targeted Landing Page
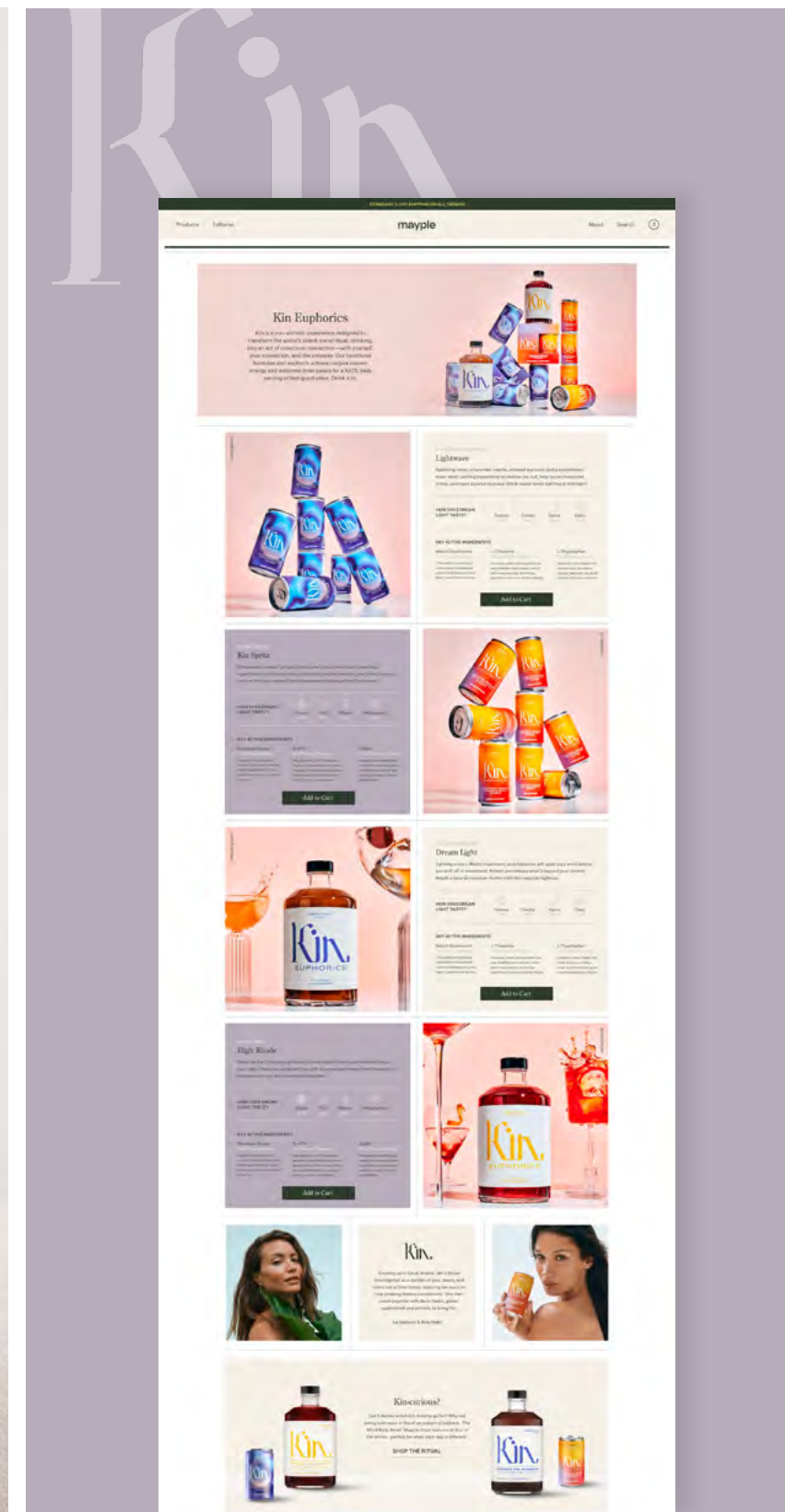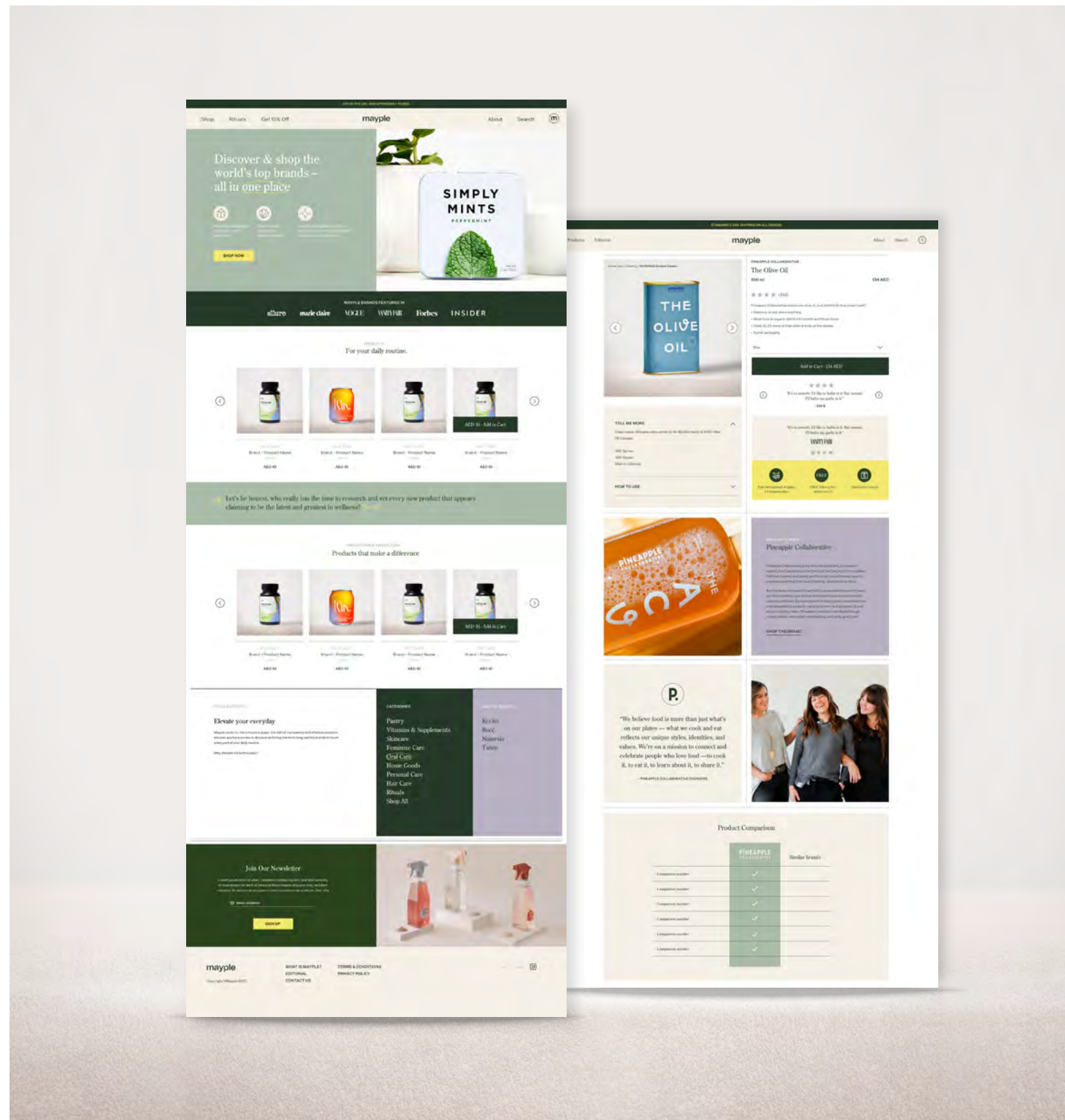
Mayple (shopmayple.com) is an D2C ecommerce platform that allows consumers to access products from brands around the globe.

The website reskin allowed for more products to be featured on the pages, whilst the addition of extra carousels and USP sections allows for more info for the consumer.

The targeted landing page for one of Mayple's most shopped products enables a smoother, more direct shopping experierce for the consumer.
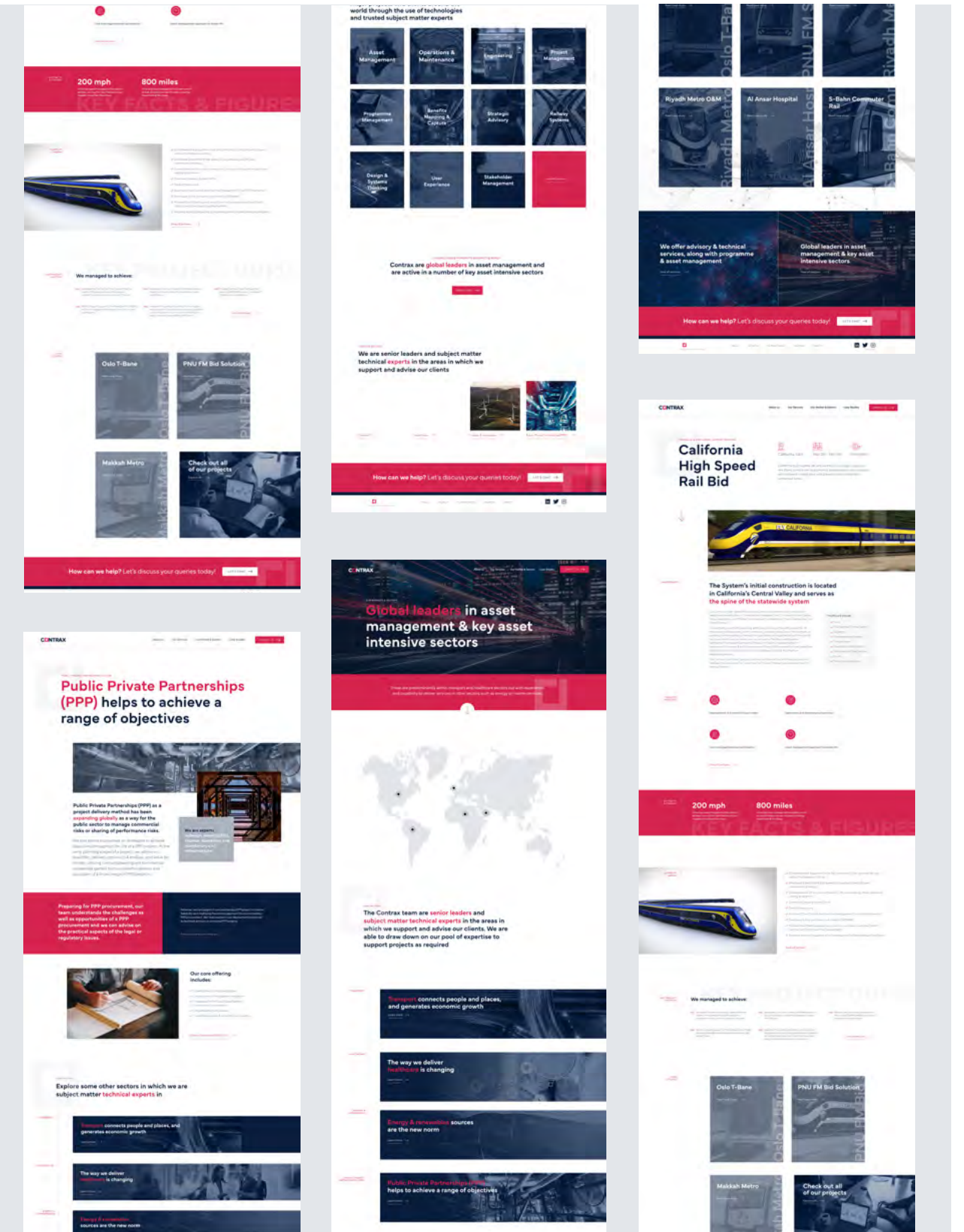
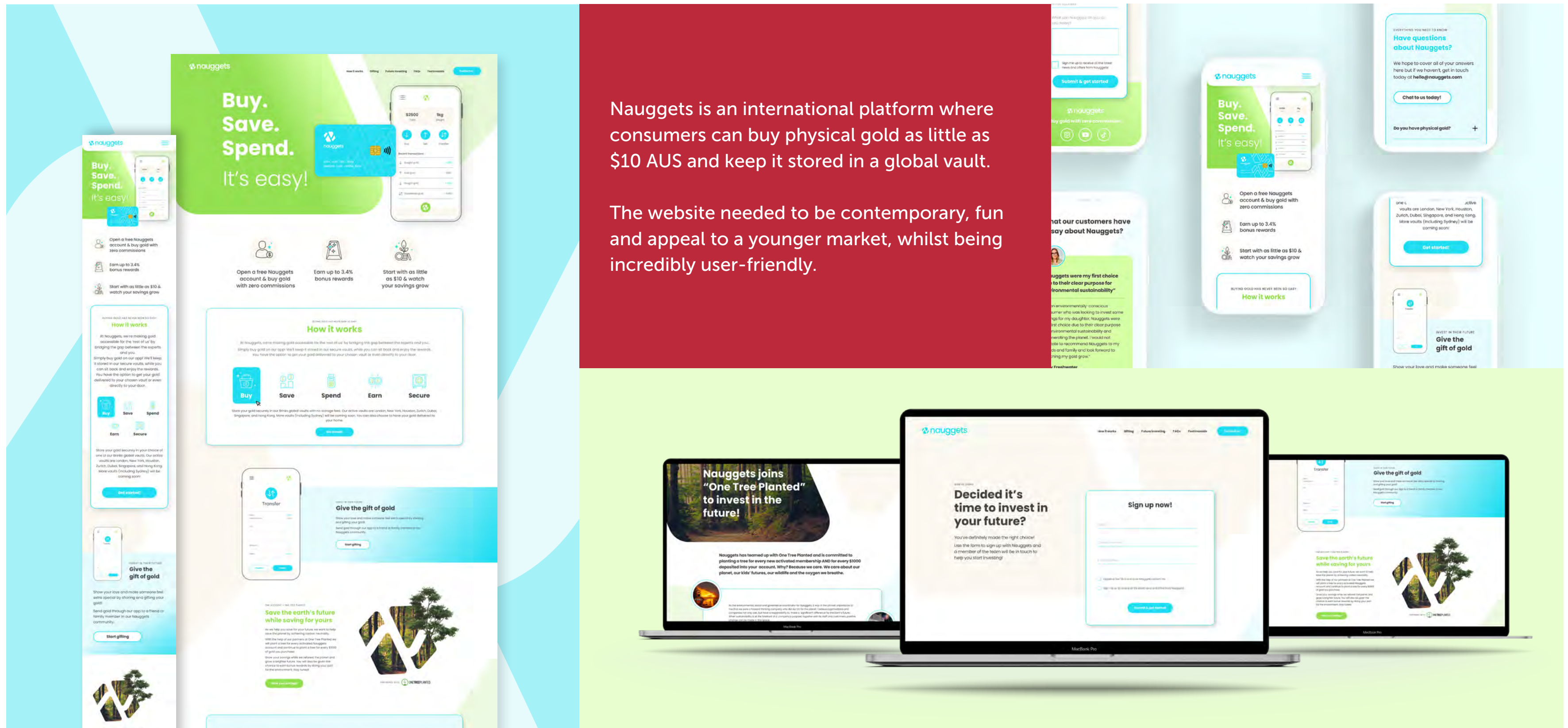VISIT NOW →

contraxco.com - Website Design & Build
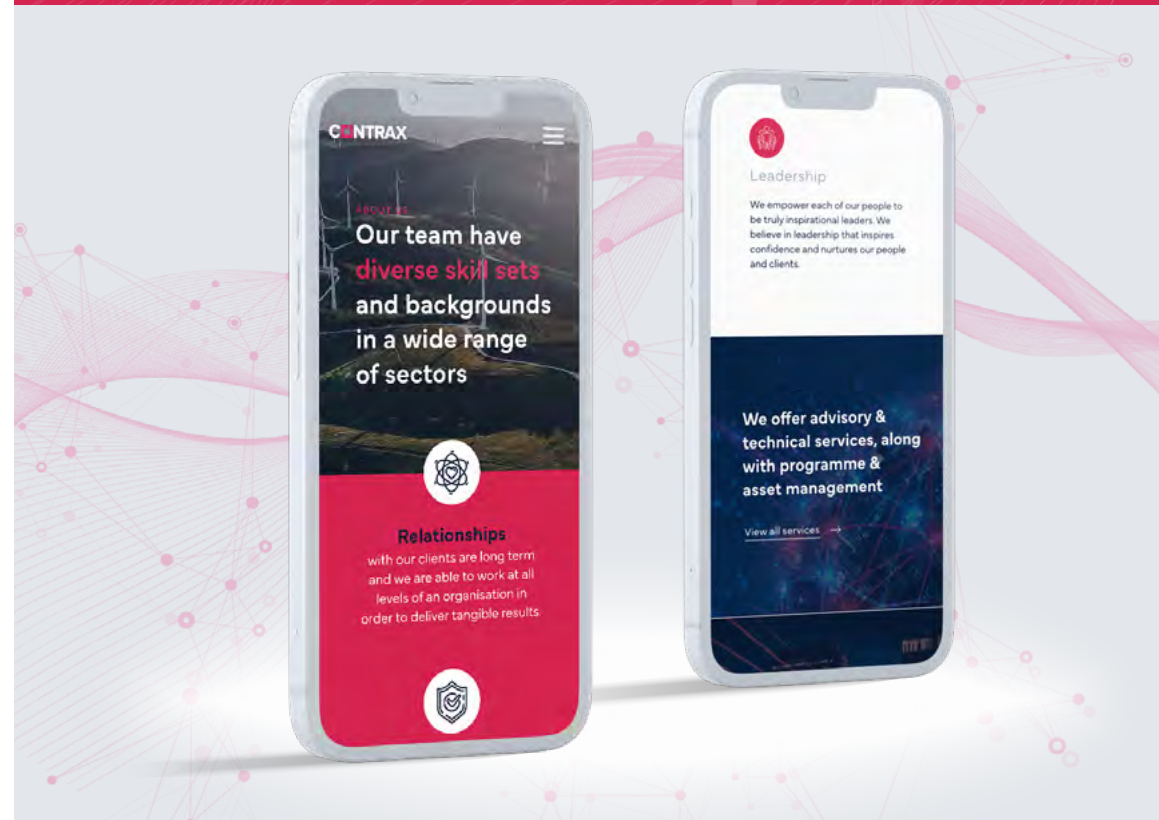
We were tasked with designing and building a bespoke website for Contrax, a global asset management company, who required an interactive, contemporary website that would set them apart from others and make a lasting impression.

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nauggets.com - Website Design & Build

Nauggets is an international platform where consumers can buy physical gold as little as $10 AUS and keep it stored in a global vault.

The website needed to be contemporary, fun and appeal to a younger market, whilst being incredibly user-friendly.

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A Selection of Our Clients

Don't just take our word for it...

"After working with a number of designers who struggled to get it right, Formulate nailed it the first time. We have since gone on to build an ongoing working relationship with them and they now provide us with regular design support."

Cara Nazari, Managing Director
AmCham Dubai

"Formulate work with you in true partnership - they listen deeply and quickly and are also willing to challenge your ideas. They met with us and after one meeting understood exactly what we were trying to do and the personality we wanted to create."

Charlotte Siffre, Group Vice President
People & Culture, Al Ghurair

"I approached Formulate at the start of my journey in creating Energie. We spoke openly and honestly and I really like that about them. I immediately felt a sense of trust, and I knew we would have a good working relationship. They got it right at every level."

Tyler Davis-Smith, Founder
Energie Entertainment

Formulate