

web inzicht

{ digital } communication & design

DEEP CURRENT

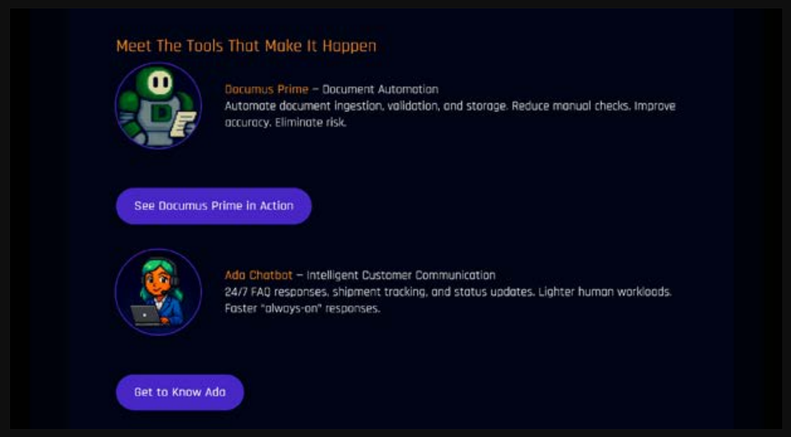
MEDIUM Multilingual Website
SERVICES Web Design, UI Design, WordPress Development, Multilingual Implementation

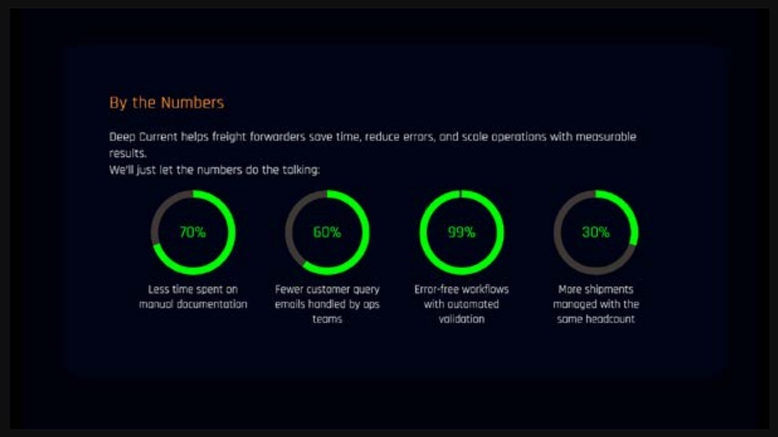
Deep Current is a Norwegian technology company developing AI-powered solutions for the logistics industry. Based on an existing visual identity, we designed and developed the company's English and Japanese websites in WordPress.

The project involves close collaboration with an international team, coordinating website development and communications across continents.







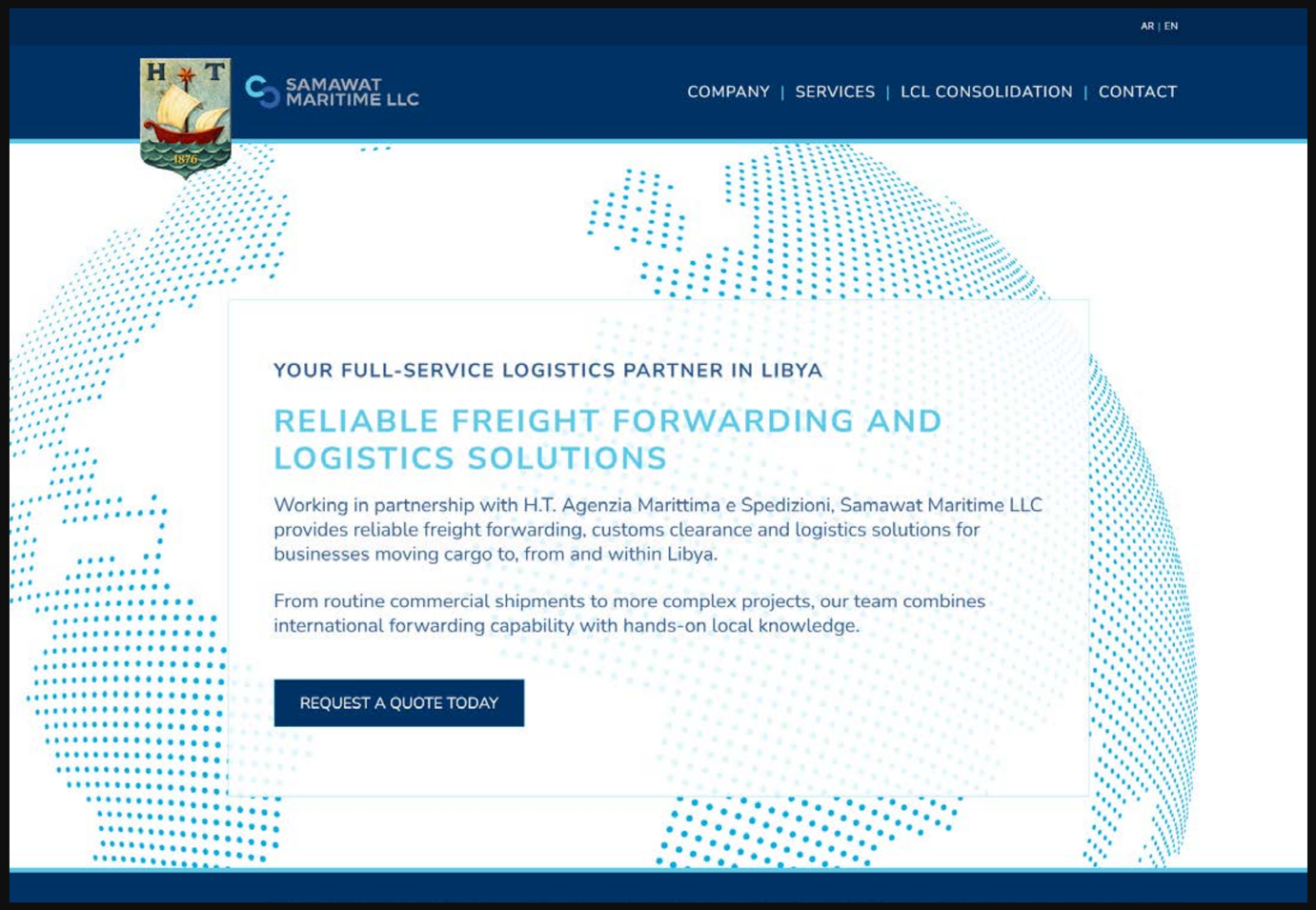


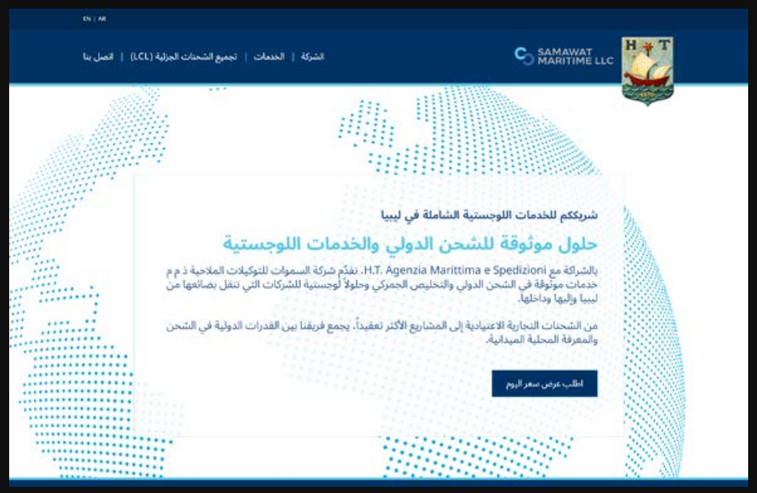
SAMAWAT MARITIME

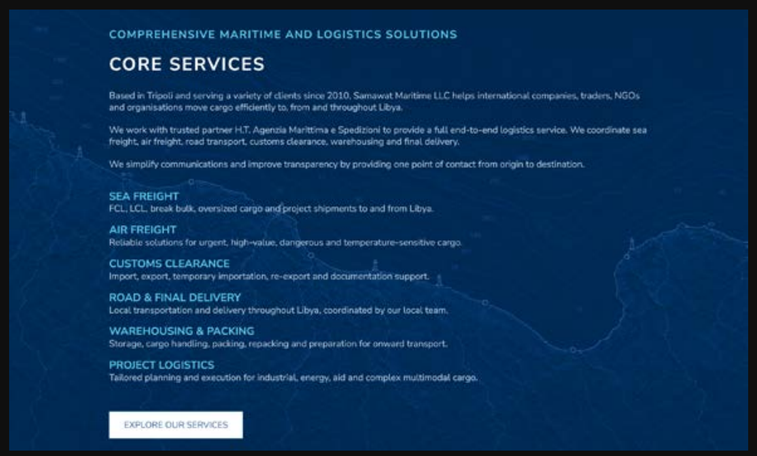
MEDIUM Multilingual Website
SERVICES Web Design, UI Design, WordPress Development, Multilingual Implementation

The partnership between Samawat and Hugo Trumpy prompted a new website for Samawat Maritime LLC, reflecting the company's role in international shipping and maritime logistics.

We designed and developed a bilingual WordPress website in English and Arabic, with a responsive interface adapted for right-to-left reading. Our involvement continues through website maintenance, technical support and ongoing improvements.







AFM OERLINGHAUSEN

MEDIUM Website, Online Event Management, Booking Requests
SERVICES WordPress Development, Custom Plugin Development, Technical Consulting, Accessibility, Training

The Archaeological Open-Air Museum Oerlinghausen in Germany brings history to life through exhibitions, activities and educational programmes.

Working with design agency KOOP Bremen, responsible for the concept and UX/UI design, we developed a custom WordPress website featuring an unconventional navigation system with sliding panels.

Custom-built functionality allows museum staff to manage events and activities, while visitors and school groups can submit booking requests for excursions and educational programmes. Particular attention was given to accessibility, responsive behaviour and ease of maintenance. Museum staff received training to manage the website independently.









ARTISAN STUCCO MORTARS

MEDIUM Logo, Visual Identity, Product Packaging, Brochures, Print
SERVICES Brand Strategy, Copywriting, Graphic Design, Photography, Print Supervision

For Artisan Stucco Mortars, a small producer of natural lime-based plasters and paints, we developed a comprehensive brand identity.

Following market research, competitor analysis and an assessment of the company's values and target audience, we established a brand strategy and visual identity built around four core principles: quality, sustainability, tradition and responsibility.

Warm colours and typography combining traditional and contemporary elements formed the basis for a wide range of communication materials, including product packaging, brochures, technical instructions, stationery and promotional print.









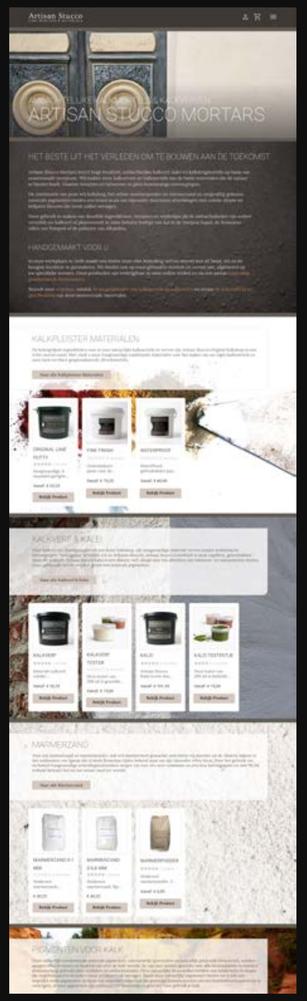
ARTISAN STUCCO MORTARS

MEDIUM E-commerce Website, WooCommerce
SERVICES Web Design, WordPress Development, WooCommerce Customisation, SEO, Website Maintenance

For Artisan Stucco Mortars, we designed and developed a Dutch and English WooCommerce webshop, integrating the company's visual identity into a comprehensive online shopping experience.

The website combines detailed product information, application guidance and e-commerce functionality for both professional and private customers.



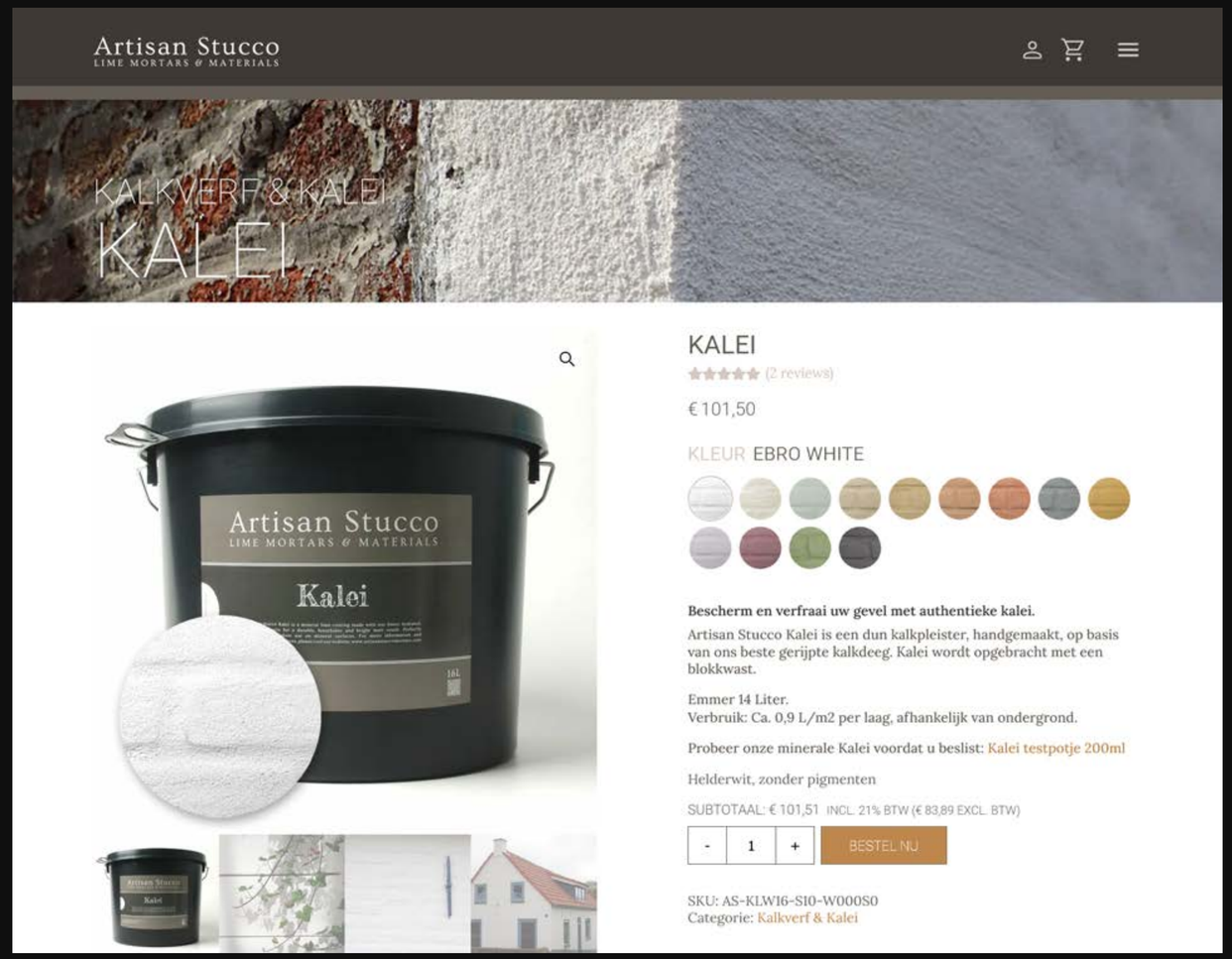


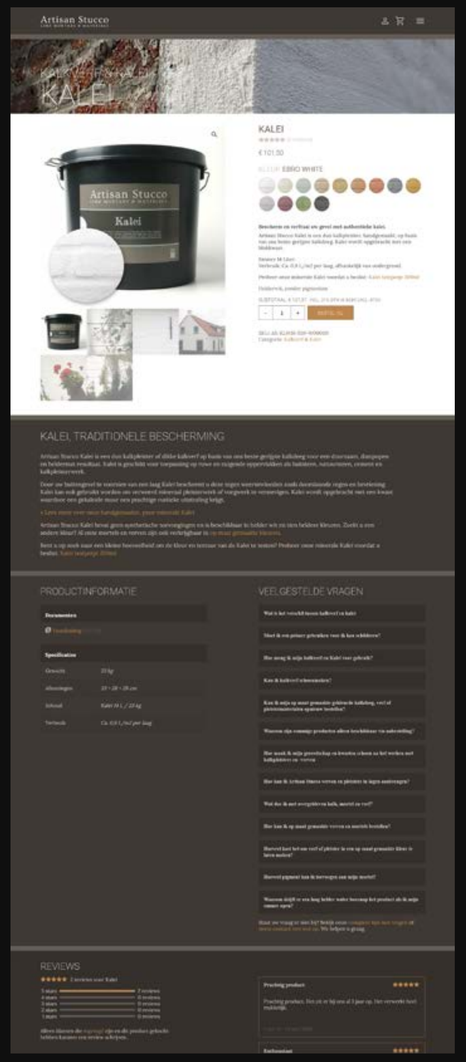
ARTISAN STUCCO MORTARS

MEDIUM E-commerce Website, WooCommerce
SERVICES Web Design, WordPress Development, WooCommerce Customisation, SEO, Website Maintenance

The standard WooCommerce product pages were extensively redesigned to reflect the brand's visual identity and present technical product information and reviews in a clear, accessible format.

Additional custom development supports the specific purchasing and shipping requirements of the product range, while ongoing maintenance and optimisation keep the webshop evolving.







STEINWEIDEN MAGIC RETREATS

MEDIUM Logo
SERVICES Design

For Steinweiden Magic Retreats, a luxurious retreat hotel in the Black Forest in Germany, we developed a brand new logo. The logo is based on the flower of life symbol, an image that resonates with the values of the programs and atmosphere of the hotel.

Design and colour choices were fine tuned to make the logo versatile for use on any background.



STEINWEIDEN MAGIC RETREATS

MEDIUM Website, online reservations
SERVICES Consulting, Photo selection, Design, Construction, WordPress & WooCommerce Development

Retreat hotel Steinweiden needed a brand new website, including a versatile online booking and payment system, integrated with the administration software of the hotel. A tailored solution was created using WordPress and WooCommerce as a starting point.

The design balances the beautiful photography of the location with an uncluttered booking experience. On the front page, the presentation offers a first impression of the hotel using background video and photography, while leaving ample space for products and news.

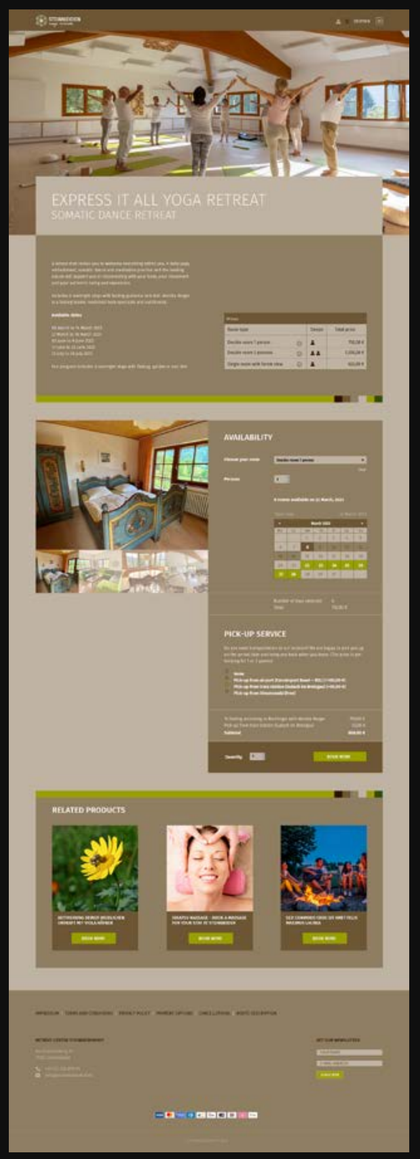


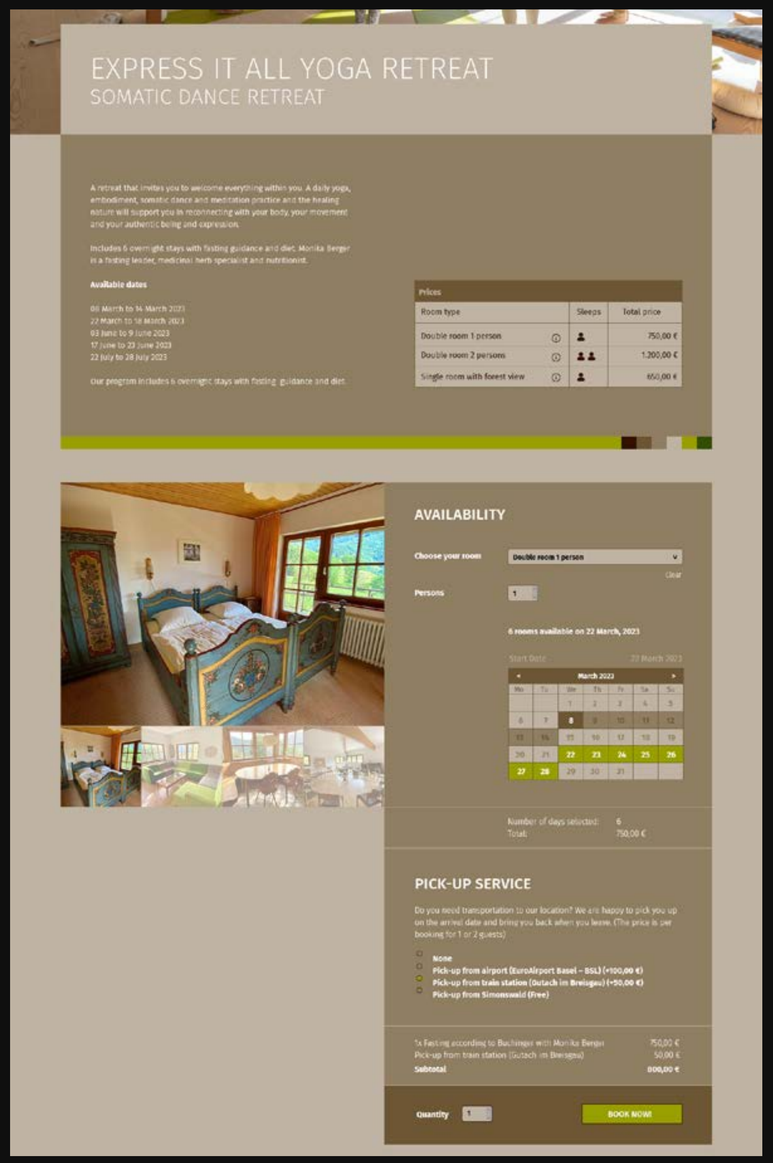


STEINWEIDEN MAGIC RETREATS

MEDIUM Website, online reservations
SERVICES Consulting, Photo selection, Design, Construction, WordPress & WooCommerce Development

The booking pages and payment cycle, serviced by WooCommerce, are customized to give a unique presentation, in line with the atmosphere at the resort. The website is multilingual and special attention is given to the user experience on smaller screens.









ARTISAN STUCCO & CERAMICS

MEDIUM Logo, Letterhead, Business card
SERVICES Consulting, Design, Print supervision

Raquel Rodriguez Puebla is an expert in the restoration of historic stucco in monuments. In addition, her company offers luxury custom wall finishes for projects in the highest market segment, where creativity, craftsmanship and quality are core values.

To reflect the creator's hand in the corporate identity, a logo was designed based on Raquel's artist signature. We chose a serif typeface in a classic style to connect with the historical context of the products. The use of earth tones and carefully selected typography enhances the sense of tradition and craftsmanship, reflecting the company's commitment to quality and heritage.



RAQUEL RODRÍGUEZ PUEBLA

Artisan Stucco & Ceramics

ARTISAN STUCCO & CERAMICS

MEDIUM Booklets, Business card
SERVICES Text, Photography, Photo selection, Art direction

To support the main product groups, two booklets were created. To reinforce the company's core values and appeal to the target audience, sturdy paper and luxury printing with gloss effects were chosen.



















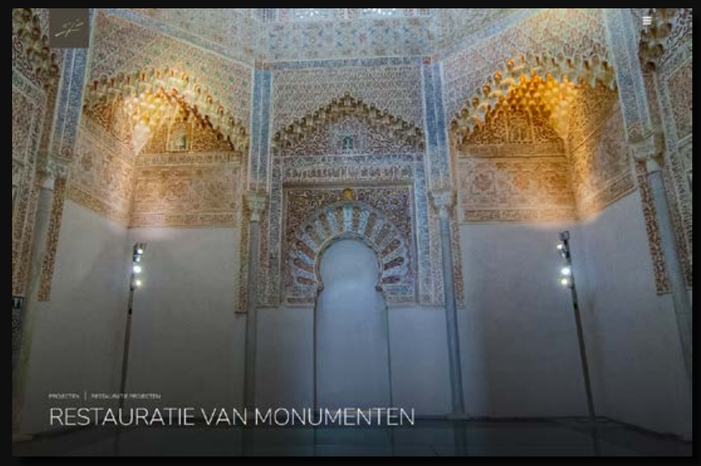
ARTISAN STUCCO & CERAMICS

MEDIUM Website
SERVICES Consulting, Text, Photography, Photo selection, Design, Construction

When creating the new website, the challenge was to emphasize the strengths of the company and the product, the unique look, craftsmanship, high quality and attention to detail, in both the design and the user experience.

A calm design was chosen that focuses on the photography of the different projects, but also gives enough attention to the carefully written texts. While building the website and writing the texts, much attention was given to the search engine optimization of the pages.







ARTISAN STUCCO & CERAMICS

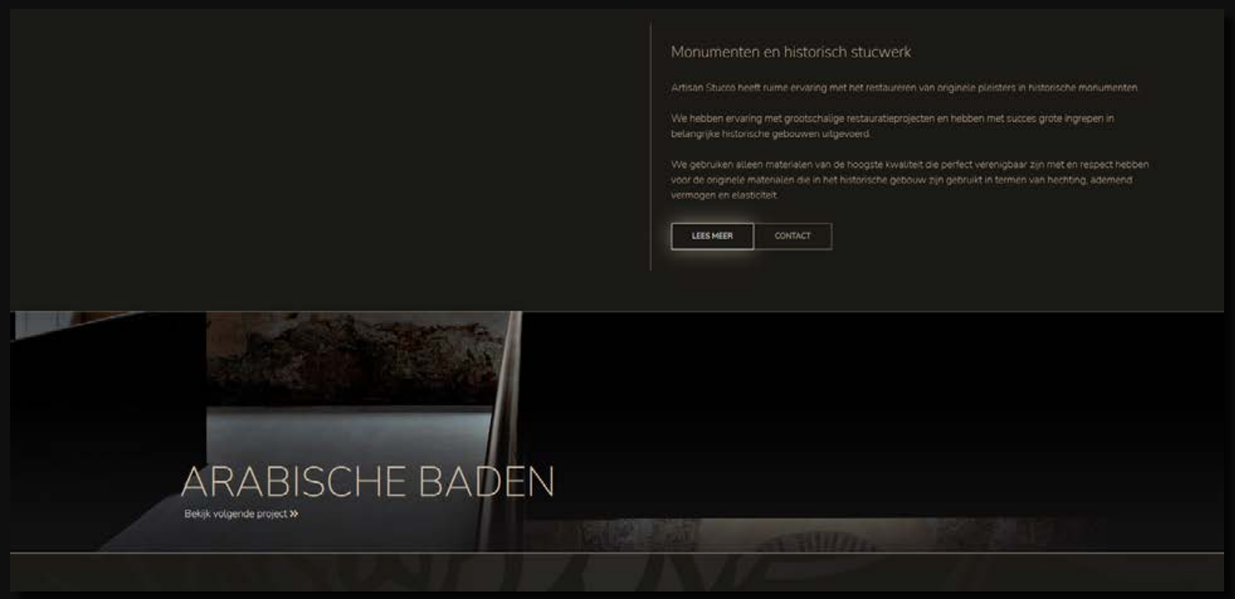
MEDIUM Website
SERVICES Consulting, Text, Photography, Photo selection, Design, Construction

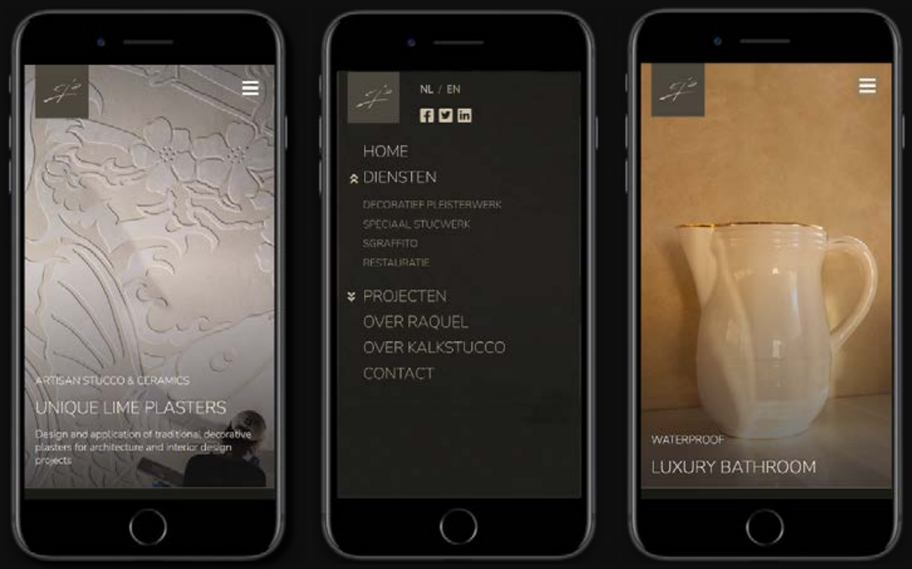
The fluid animations and transitions between pages and page sections create a serene and spatial experience on the screen.
The main content, the projects in the portfolio, are made accessible in multiple ways. The website is multilingual and mobile friendly.











WIJKBEDRIJF SELWERD

MEDIUM Communications Plan
SERVICES Consulting

The foundation Wijkbedrijf Selwerd aims to help the residents of the Selwerd neighborhood to develop activities for the benefit of themselves and the neighborhood. Research in the neighborhood showed that the visibility of the Wijkbedrijf was not optimal. In addition, there was a need for an overarching communication strategy.

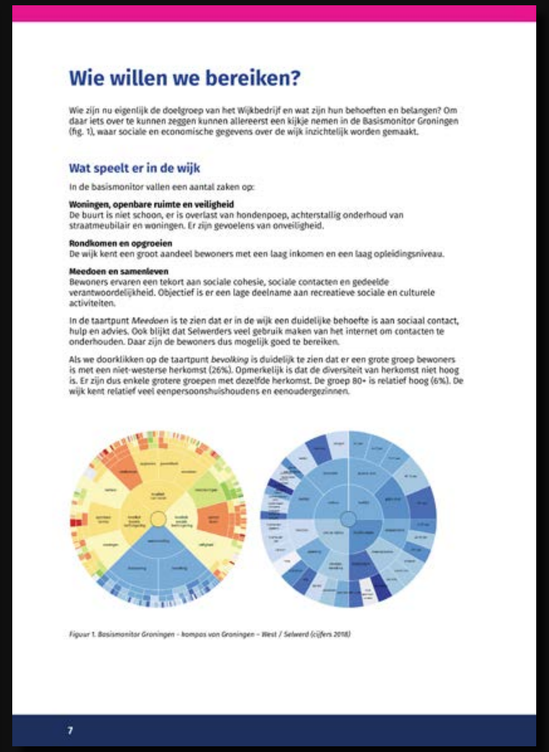
Based on the goals of the organization, an inventory of the situation in the neighborhood and available figures, a plan of action was made in which different target groups, means and quantifiable goals were defined. This resulted in a concrete communications schedule.



WIE IS HET WIJKBEDRIJF?

Communicatieplan voor Wijkbedrijf Selwerd – 2021/2022

WIJKBEDRIJF SELWERD



Wie willen we bereiken?

Wie zijn nu eigenlijk de doelgroep van het Wijkbedrijf en wat zijn hun behoeften en belangen? Om daar iets over te kunnen zeggen kunnen allereerst een kijkje nemen in de Basismonitor Groningen (fig. 1), waar sociale en economische gegevens over de wijk inzichtelijk worden gemaakt.

Wat speelt er in de wijk

In de basismonitor vallen een aantal zaken op:

Woningen, openbare ruimte en veiligheid
De buurt is niet schoon, er is overlast van hondenpoep, achterstallig onderhoud van straatmeubilair en woningen. Er zijn gevoelens van onveiligheid.

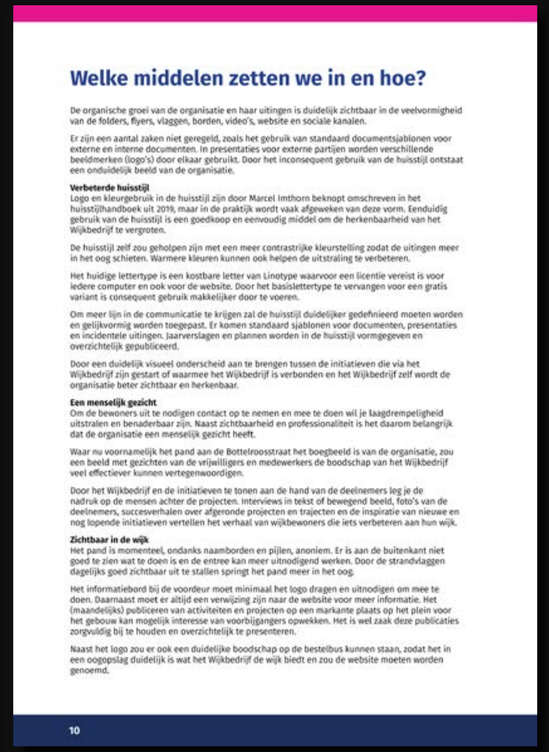
Rondkomen en opgroeien
De wijk kent een groot aandeel bewoners met een laag inkomen en een laag opleidingsniveau.

Meedoen en samenleven
Bewoners ervaren een tekort aan sociale cohesie, sociale contacten en gedeelde verantwoordelijkheid. Objectief is er een lage deelname aan recreatieve sociale en culturele activiteiten.

In de taartpunt *Meedoen* is te zien dat er in de wijk een duidelijke behoefte is aan sociaal contact, hulp en advies. Ook blijkt dat Selwerders veel gebruik maken van het internet om contacten te onderhouden. Daar zijn de bewoners dus mogelijk goed te bereiken.

Als we doorklikken op de taartpunt *bevolking* is duidelijk te zien dat er een grote groep bewoners is met een niet-westerse herkomst (26%). Opmerkelijk is dat de diversiteit van herkomst niet hoog is. Er zijn dus enkele grotere groepen met dezelfde herkomst. De groep 80+ is relatief hoog (6%). De wijk kent relatief veel eenpersoonshuishoudens en eenoudergezinnen.

Figuur 1. Basismonitor Groningen - kompas van Groningen – West / Selwerd (cijfers 2018)



Welke middelen zetten we in en hoe?

De organische groei van de organisatie en haar uitingen is duidelijk zichtbaar in de veelvormigheid van de folders, flyers, vlaggen, borden, video's, website en sociale kanalen.

Er zijn een aantal zaken niet geregeld, zoals het gebruik van standaard documentsjablonen voor externe en interne documenten. In presentaties voor externe partijen worden verschillende beeldmerken (logo's) door elkaar gebruikt. Door het inconsequent gebruik van de huisstijl ontstaat een onduidelijk beeld van de organisatie.

Verbeterde huisstijl
Logo en kleurgebruik in de huisstijl zijn door Marcel Imthorn beknopt omschreven in het huisstijlhandboek uit 2019, maar in de praktijk wordt vaak afgeweken van deze vorm. Eenduidig gebruik van de huisstijl is een goedkoop en eenvoudig middel om de herkenbaarheid van het Wijkbedrijf te vergroten.

De huisstijl zelf zou geholpen zijn met een meer contrastrijke kleurstelling zodat de uitingen meer in het oog schieten. Warmere kleuren kunnen ook helpen de uitstraling te verbeteren.

Het huidige lettertype is een kostbare letter van Linotype waarvoor een licentie vereist is voor iedere computer en ook voor de website. Door het basislettertype te vervangen voor een gratis variant is consequent gebruik makkelijker door te voeren.

Om meer lijn in de communicatie te krijgen zal de huisstijl duidelijker gedefinieerd moeten worden en gelijkvormig worden toegepast. Er komen standaard sjablonen voor documenten, presentaties en incidentele uitingen. Jaarverslagen en plannen worden in de huisstijl vormgegeven en overzichtelijk gepubliceerd.

Door een duidelijk visueel onderscheid aan te brengen tussen de initiatieven die via het Wijkbedrijf zijn gestart of waarmee het Wijkbedrijf is verbonden en het Wijkbedrijf zelf wordt de organisatie beter zichtbaar en herkenbaar.

Een menselijk gezicht
Om de bewoners uit te nodigen contact op te nemen en mee te doen wil je laagdrempeligheid uitstralen en benaderbaar zijn. Naast zichtbaarheid en professionaliteit is het daarom belangrijk dat de organisatie een menselijk gezicht heeft.

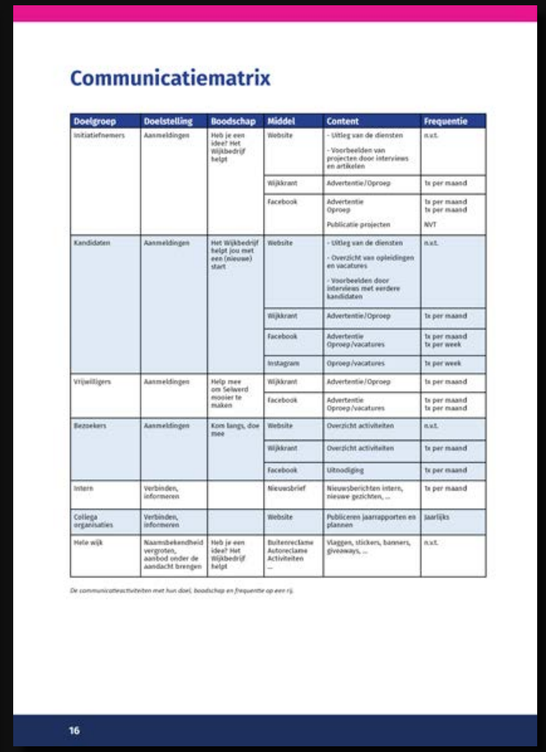
Waar nu voornamelijk het pand aan de Botteroosstraat het boegbeeld is van de organisatie, zou een beeld met gezichten van de vrijwilligers en medewerkers de boodschap van het Wijkbedrijf veel effectiever kunnen vertegenwoordigen.

Door het Wijkbedrijf en de initiatieven te tonen aan de hand van de deelnemers leg je de nadruk op de mensen achter de projecten. Interviews in tekst of bewegend beeld, foto's van de deelnemers, succesverhalen over afgeronde projecten en trajecten en de inspiratie van nieuwe en nog lopende initiatieven vertellen het verhaal van wijkbewoners die iets verbeteren aan hun wijk.

Zichtbaar in de wijk
Het pand is momenteel, ondanks naamborden en pijlen, anoniem. Er is aan de buitenkant niet goed te zien wat te doen is en de entree kan meer uitnodigend werken. Door de strandvlaggen dagelijks goed zichtbaar uit te stallen springt het pand meer in het oog.

Het informatiebord bij de voordeur moet minimaal het logo dragen en uitnodigen om mee te doen. Daarnaast moet er altijd een verwijzing zijn naar de website voor meer informatie. Het (maandelijks) publiceren van activiteiten en projecten op een markante plaats op het plein voor het gebouw kan mogelijk interesse van voorbijgangers opwekken. Het is wel zaak deze publicaties zorgvuldig bij te houden en overzichtelijk te presenteren.

Naast het logo zou er ook een duidelijke boodschap op de bestelbus kunnen staan, zodat het in een oogopslag duidelijk is wat het Wijkbedrijf de wijk biedt en zou de website moeten worden genoemd.



Communicatiematrix

Doelgroep	Doelstelling	Boodschap	Middel	Content	Frequentie
Initiatiefnemers	Aanmeldingen	Heb je een idee? Het Wijkbedrijf helpt	Website	- Uitleg van de diensten - Voorbeelden van projecten door interviews en artikelen	n.v.t.
			Wijkkrant	Advertentie/Oproep	1x per maand
			Facebook	Advertentie Oproep Publicatie projecten	1x per maand 1x per maand NVT
Kandidaten	Aanmeldingen	Het Wijkbedrijf helpt jou met een (nieuwe) start	Website	- Uitleg van de diensten - Overzicht van opleidingen en vacatures - Voorbeelden door interviews met eerdere kandidaten	n.v.t.
			Wijkkrant	Advertentie/Oproep	1x per maand
			Facebook	Advertentie Oproep/vacatures	1x per maand 1x per week
			Instagram	Oproep/vacatures	1x per week
Vrijwilligers	Aanmeldingen	Help mee om Selwerd mooier te maken	Wijkkrant	Advertentie/Oproep	1x per maand
			Facebook	Advertentie Oproep/vacatures	1x per maand 1x per maand
Bezoekers	Aanmeldingen	Kom langs, doe mee	Website	Overzicht activiteiten	n.v.t.
			Wijkkrant	Overzicht activiteiten	1x per maand
			Facebook	Uitnodiging	1x per maand
Intern	Verbinden, informeren		Nieuwsbrief	Nieuwsberichten intern, nieuwe gezichten, ...	1x per maand
Collega organisaties	Verbinden, informeren		Website	Publiceren jaarrapporten en plannen	Jaarlijks
Hele wijk	Naamsbekendheid vergroten, aanbod onder de aandacht brengen	Heb je een idee? Het Wijkbedrijf helpt	Buitenreclame Autoreclame Activiteiten ...	Vlaggen, stickers, banners, giveaways, ...	n.v.t.

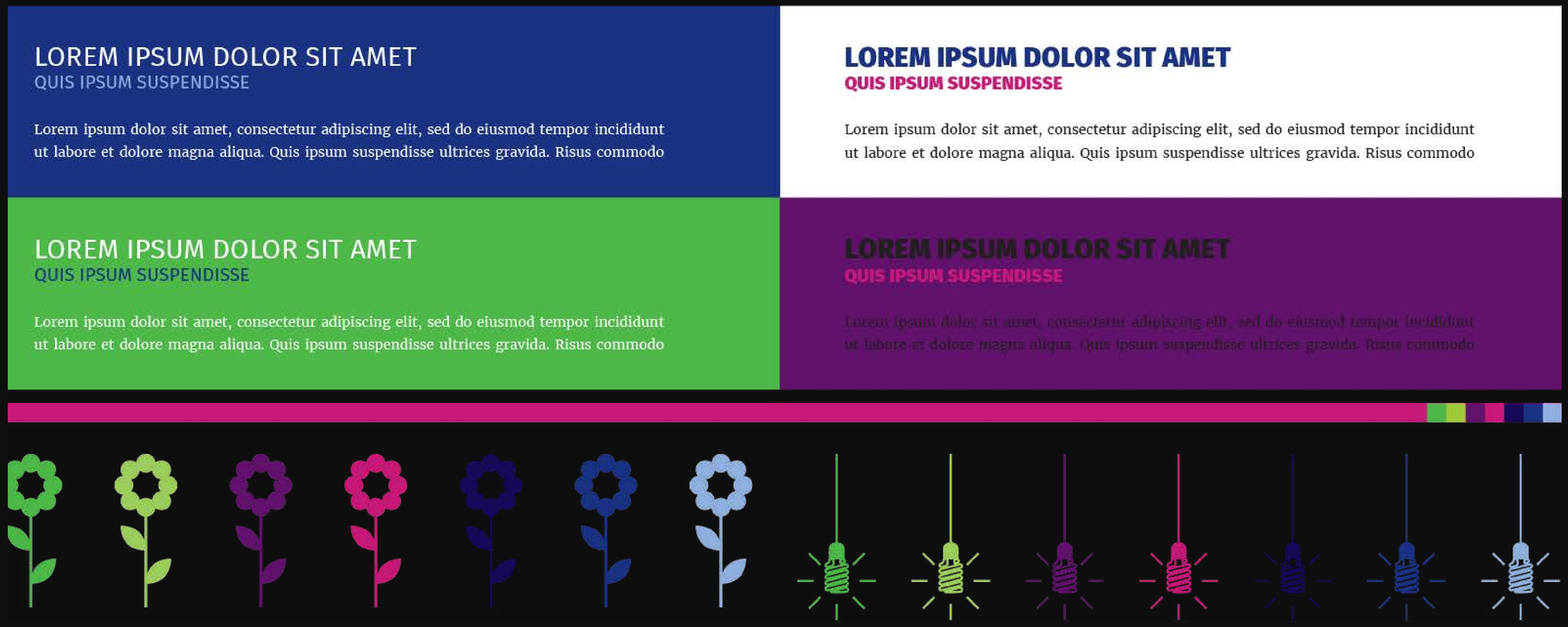
De communicatieactiviteiten met hun doel, boodschap en frequentie op een rij.

WIJKBEDRIJF SELWERD

MEDIUM Corporate style
SERVICES Graphic design

The nature of the organization means that the Wijkbedrijf needs a versatile corporate identity, within which the various resident projects have the freedom to create their own atmosphere. Bright colors and uniform typography ensure that the Wijkbedrijf's recognizability in the neighborhood is reinforced and guaranteed.





WIJKBEDRIJF SELWERD

MEDIUM Corporate style
SERVICES Graphic design

Concept designs for future information leaflets and designs for refrigerator magnets.







WIJKBEDRIJF SELWERD

MEDIUM Website
SERVICES Consultancy, Text, Photo selection, Design, WordPress

The design of the new website for the Wijkbedrijf emphasizes accessibility and an inviting atmosphere. Photography of residents, volunteers and staff show the human face of the organization, and the (preliminary) texts invite people to contact them. Non-native-speaking neighborhood residents also have access to key information.





WIJKBEDRIJF SELWERD | Groente & Fruit project

MEDIUM Facebook & Instagram
SERVICES Consultancy, Text, Photo selection, Design, Publication

A social channel campaign was created for the “Fruit and Vegetable” project of the Wijkbedrijf. The purpose was to draw attention to the project for 15 weeks with a weekly post on both channels, each time with a “fresh fruit or vegetable” photo and accompanying text providing a reference to the project’s web page.



“Every Thursday, at Wijkbedrijf Selwerd, you can order fresh fruits and vegetables directly from the farm.”

WIJKBEDRIJF SELWERD | Doe-Lokaal

MEDIUM Facebook & Instagram
SERVICES Consultancy, Text, Photo selection, Design, Publication

The project “Doe-Lokaal” of Wijkbedrijf Selwerd aims to attract volunteers from the neighborhood to repair broken items for neighborhood residents. A campaign was set up for this project with two goals. To recruit volunteers to help with repairs in the workshop and to persuade local residents to bring in their broken things for repair. Two series of three posts were designed with accompanying texts, a flyer and a web page.

Below are the posts aimed at recruiting volunteers in the neighborhood.



“Are you handy with a wrench and Phillips head? Then the Doe-Lokaal could really use your help.

In the Doe-Lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!”



“Are you very good with mending? Then the Doe-Lokaal could really use your help.

In the Doe-Lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!”



“Can you solder and repair? Then the Doe-Lokaal could really use your help.

In the Doe-Lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!”

WIJKBEDRIJF SELWERD | Doe-Lokaal

MEDIUM Facebook & Instagram
SERVICES Consultancy, Text, Photo selection, Design, Publication

The posts below were aimed at area residents who have broken items.



“Do you have a hole in your new pants? Are your curtains too long? Is the zipper on your coat broken? Stop by the Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store.”



“Is your iron not working? Is your toaster broken? Is there no sound coming from your radio? Stop by the Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store.”



“Is your favorite chair in need of a new fabric? Are the legs of the kitchen table loose? Do the wheels on your office chair no longer turn? Stop by the Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store.”

WIJKBEDRIJF SELWERD | BuurtDesk

MEDIUM Facebook & Instagram
SERVICES Consultancy, Text, Photo selection, Design

In the BuurtDesk project, volunteers offer the neighborhood residents of Selwerd support with computer problems. To promote the BuurtDesk, a series of posts, a poster and flyer and a web page have been designed.







“Having problems with your computer or do you actually need a computer? The experts of the BuurtDesk are ready for you!

- First aid for computer problems - Transfer files / backup / destroy old data - Recycle old PC
- Help with purchasing a new PC - General help with digital issues

Computer problems? The BuurtDesk helps. Call, email or drop by!”

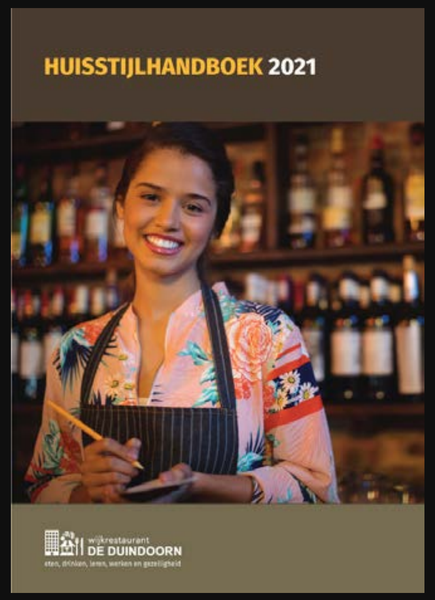
RESTAURANT DE DUINDOORN

MEDIUM Survey form, House style manual
SERVICES Consultancy, Text, Photo selection, Design, Print supervision

Restaurant De Duindoorn, part of the Wijkbedrijf Selwerd, wanted to improve its reputation in the neighborhood and better align its product offering with the needs of the neighborhood. To this end, a questionnaire was prepared in which the restaurant introduced itself and inquired about the expectations of neighborhood residents. The questionnaire was delivered to all addresses in the neighborhood. Those who returned the completed survey had a chance to win a free three-course dinner.

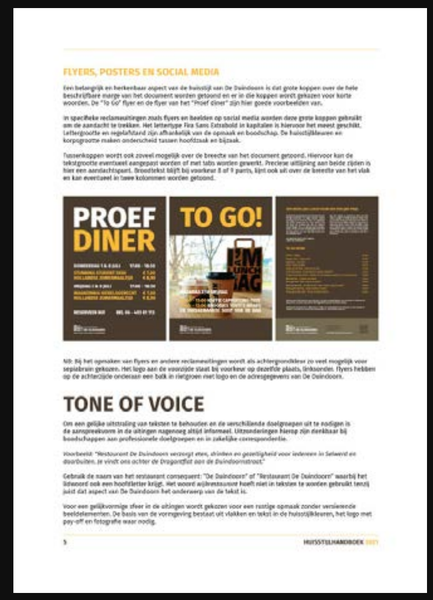
De Duindoorn did not have a defined house style. A new corporate identity was created based on the existing logo. Warm colors were chosen to reflect the friendly atmosphere of the restaurant and match the interior. Simple but unambiguous typography increases the recognizability of the restaurant. In order to firmly embed the corporate identity in the organization, a handbook was written, in which color usage, typography and other relevant matters are defined.











RESTAURANT DE DUINDOORN

MEDIUM Signage, Print
SERVICES Text, Design, Print supervision

The Duindoorn is somewhat hidden, in a quiet corner of the neighborhood. To better direct visitors to the restaurant, billboards and flags were placed at strategic locations. The effect of these directional signs was immediately noticeable in the restaurant's turnover.

The restaurant is located near the famous Pieterpad hiking trail. A mention on the Pieterpad website and clear signposts from the route now regularly bring hikers to the restaurant.





RESTAURANT DE DUINDOORN

MEDIUM Print
SERVICES Text, Design, Print supervision

Also within the restaurant, all printed items, such as menus, placemats, coupons, business cards and information boards were done in the new corporate identity.



RESTAURANT DE DUINDOORN

MEDIUM Print
SERVICES Text, Image selection, Design, Print supervision

To encourage neighborhood residents to come to the restaurant, The Duindoorn organizes regular activities and promotions. These are advertised through flyers, posters in the neighborhood and posts on social channels. Below is a selection of the posters and flyers created.









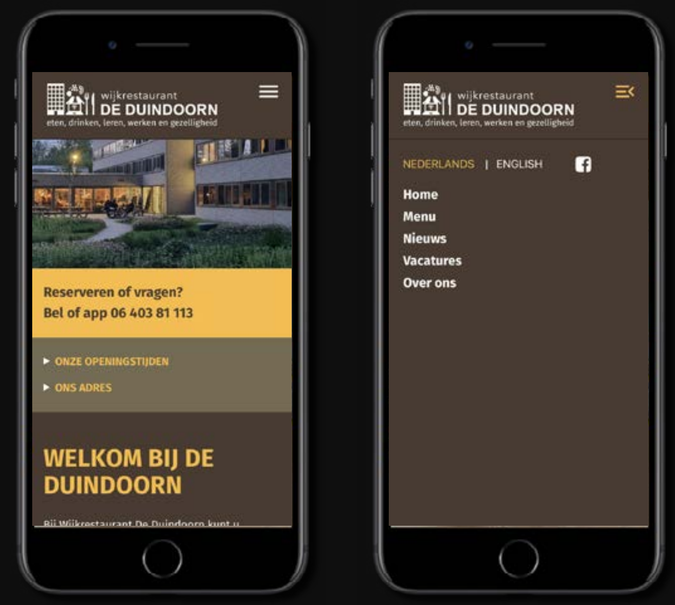
RESTAURANT DE DUINDOORN

MEDIUM Website
SERVICES Consulting, Text, Photo selection, Design, Construction, WordPress

Following the changes to the corporate identity, the website naturally deserved a remake as well. The new website is restructured, extended, multilingual, suitable for mobile use and, using WordPress, easy to maintain by the restaurant staff.

Part of the design is a clear button at the top of the website that allows the visitor to contact the restaurant directly. On the mobile version of the website, this button is also prominently displayed. It was also ensured that important information, such as opening hours and the address, is readily available, while on small screens it does not take up the entire space. On the website, visitors are invited to leave a review on Google.





RESTAURANT DE DUINDOORN

MEDIUM Facebook & Instagram
SERVICES Text, Photo selection, Design, Publication

News about De Duindoorn and menu updates were regularly posted on the restaurant's social channels. These posts have a relatively large reach and are regularly liked and shared by area residents.



"Will you come to the Easter brunch at De Duindoorn on Friday, April 15?

The Easter Bunny has hidden eggs in the garden and on the terrace. Look for them all. Will you find the GOLDEN egg? Then you will win a nice prize!"



"Hooray!!! De Duindoorn has a new website!

As you've come to expect from our food, now our website has also been made fresh. You'll find our menu, the latest news and a big yellow button to reserve a table or ask a question.

When you're at home on your computer, or on your phone, we welcome you too. Stop by at https://www.restaurantduindoorn.nl

Also available in English!"



"Hooray!!! Our application to sell alcoholic beverages has been approved by the municipality.

From now on you can have a nice beer or glass of wine with us in the sun on our terrace. And in our dining room too, of course. Cheers!"

This portfolio is far from complete. Below are some of the clients we had the pleasure to work with.

What can we do for you?

Let’s connect! mark@webinzicht.nl