

A photograph of a bridge at night with vibrant, swirling light trails in shades of orange, red, and pink. The trails create a sense of motion and energy. In the background, a city skyline is visible under a dark blue sky.

Service Quick Look

# DESIGN

Conceiving intuitive expressions of ideas and objectives through visual and technical creativity.

**Strategy + Design + Technology + Marketing**

# Designing for results, not awards

Our basic philosophy on visual and solution design at Hedgehog incorporates two concepts: design for outcomes and design for platforms.

Designing for outcomes incorporates objectives and constraints into every aspect of the process, ensuring creativity is balanced with results.

It's naïve to ignore the strengths and weaknesses of the underlying marketing technology stack. At Hedgehog, our deep knowledge of platforms influences design, ensuring implementable and manageable results.

## DESIGN SERVICES



### WEBSITE DESIGN

We design and build beautiful, sophisticated sites on a variety of platforms.



### BRAND STANDARDS

Well-defined brand guidelines get the most out of your marketing budgets.



### USER EXPERIENCE

Make your web experiences intuitive and effortless.



### INFORMATION ARCHITECTURE

Good navigation, site taxonomy, and page structures lead to better experiences.



### GRAPHIC PRODUCTION

Effective, attractive, and consistent print, email, in-store, and web graphic design.



### ACCESSIBILITY

WCAG 2.0 accessibility standards have substantial influence over modern design.

## CLIENTS

REVLON®

AMETEK

scansource®