

# BIOP Website re-design

Design brief + Brand guidelines  
September 2013

# The task at hand is turning existing content into a professional and engaging website, using Wordpress as CRM



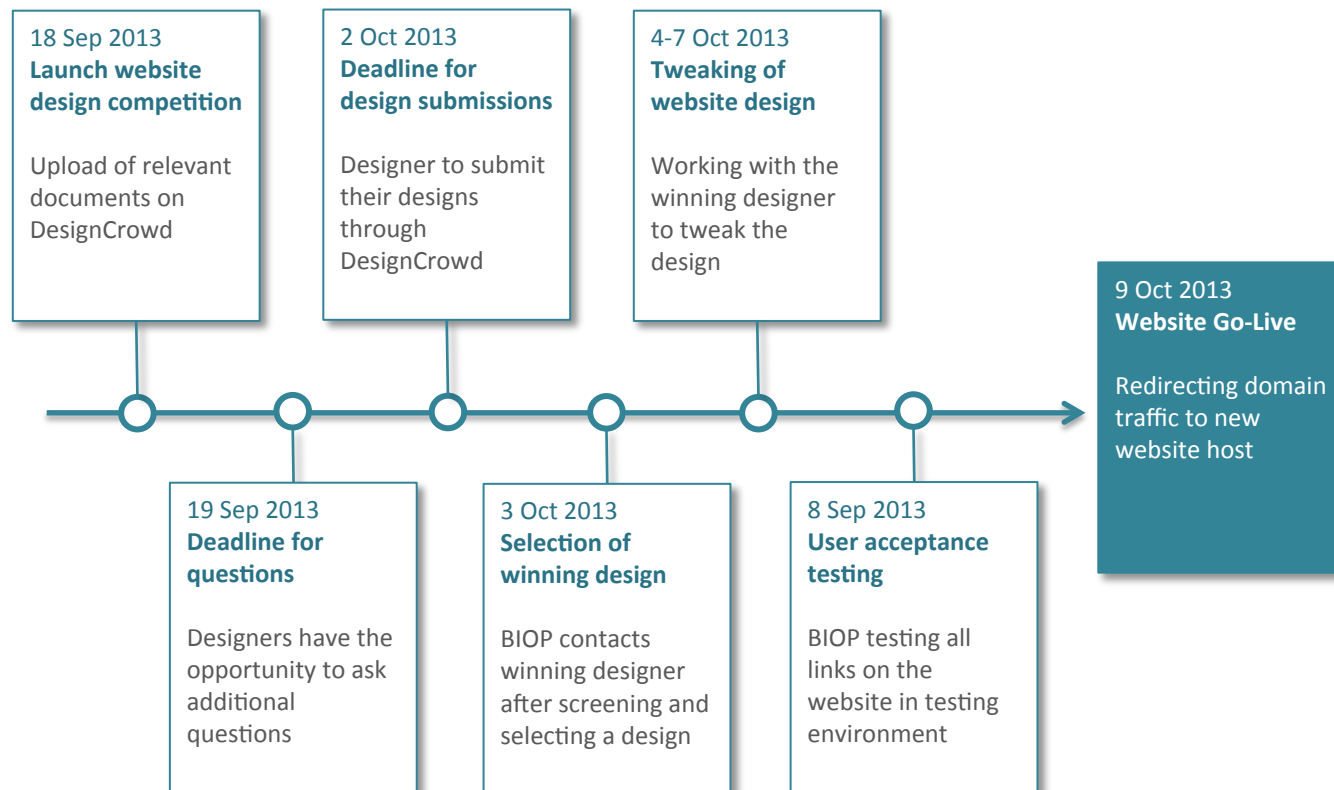
## WEBSITE BRIEF

Objective	To create a website that can act as sales brochure for the company providing prospects with key information about and creating confidence in our BIOPAR® technology, our licensing offers and products, as well as our company as a whole		
Audiences	<b>Primary audience: Plastic compounders</b> Create pellets/resin for plastic production either from oil or gas, or renewable sources	<b>Secondary audience: Plastic converters</b> Convert pellets/resin into plastic products (e.g. packaging)	<b>Tertiary audience: Brand owners</b> Order packaging for their branded goods and face demands for more environmentally friendly packaging
Key messages	<b>Access new market segments and innovating products</b>	<b>Offer your clients bio-based or biodegradable plastic products</b>	<b>Satisfy end consumer demands for greener and more sustainable plastic packaging</b>
Technical requirements	<ul style="list-style-type: none"> <li>○ Content management system (CMS)</li> <li>○ Responsive website design (for computer, tablet, and mobile phone)</li> <li>○ Animated showcase on homepage</li> <li>○ Multilingual (to start with English and German; ideally French and Spanish)</li> <li>○ Blogging functionality</li> <li>○ Contact form (with reason selection)</li> <li>○ Document download/library (e.g. technical product sheets, licensing brochure)</li> </ul>		
Desired outputs	<ul style="list-style-type: none"> <li>○ Website design (for user experience outlined on slide 6 and website structure on slide 7)</li> <li>○ Picture selection and cropping (using royalty free pictures)</li> </ul>		

With our company's re-launch imminent we need to get the website live w/c 7 Oct



## PROJECT TIMELINE



# Our brand guidelines outline what can be and can't be done in creating marketing materials



## BRAND GUIDELINES

### Brand promise

At the heart of our brand is the promise 'friendly by nature'. This is a cheeky word play on the fact:

- Our BIOPAR® technology is friendly to our clients' P&L thanks to creating new revenues from access to new market segments and product innovation
- Our products are environmentally friendly as they can be bio-based and/or 100% biodegradable
- Our people's attitude towards clients, suppliers, and each other internally is friendly too

### Brand values

Any design needs to bring alive our brand values:

- **Clean** – Our products contribute to a cleaner world; and our people work in a way that minimises resource consumption.
- **Stepping stone** – For our clients we are a stepping stone to access new market segments; and for our people towards a challenging and exciting career.
- **Front runner** – Together with our clients and research partners we develop cutting edge products and applications; and for our people thinking out-of-the-box is a default.
- **ROI** - Our clients generate higher margins or additional revenues through the best cost/price ration in the market; and our people share-in the companies success.

### Logo/Graphic device



The logo must:

- Be on a white background
- Go together with our tagline 'friendly by nature'
- Be separated by an exclusion zone from text or any graphic device
- Be on the top left for the website, top / bottom right on other materials

The hexagon in our logo can be used as a graphic device (e.g. as a complete or partial cut-out of images).

### Font(s)

Our principal font is **Calibri**, which can be used in normal, bold, italic, or underlined. For our tagline, headlines, and quotes we use the font **Chalkduster** (or similar font for internet). Any text should be in BIOP Dark Grey (except taglines, headlines, and quotes).

### Imagery

We want to be portrayed as a serious technology business, whose products benefit the environment. Therefore the images used should be a balanced mixture between 'technical, industrial, and business-like' as well as 'green' imagery. Images can be used widely and boldly to support the relevant message – showcasing human beings and creating an emotional response. All images should be royalty free.

Sample image library (Dos and Don'ts):



### Colour scheme

#### Primary colours

- BIOP Green  
Red 42 | Green 114 | Blue 134
- Black  
Red 0 | Green 0 | Blue 0
- Dark Grey  
Red 89 | Green 89 | Blue 89
- White  
Red 255 | Green 255 | Blue 255

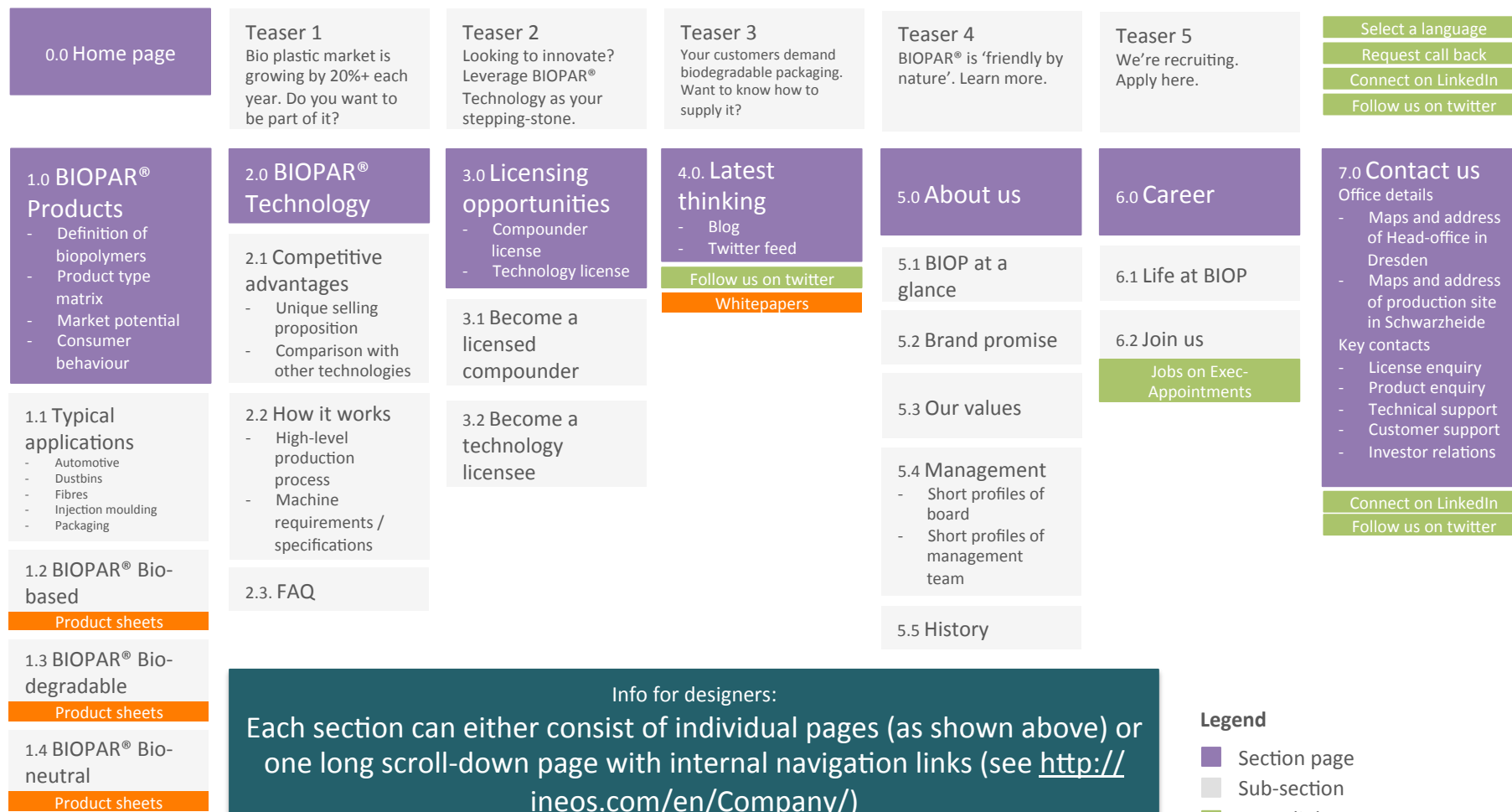
#### Highlighting colours

- BIOP Dark Green  
Red 29 | Green 78 | Blue 89
- Light Green  
Red 155 | Green 187 | Blue 89
- Orange  
Red 255 | Green 102 | Blue 0
- Purple  
Red 128 | Green 100 | Blue 162

# For the structure of our website we envisage currently a homepage and seven section pages



## WEBSITE STRUCTURE



# The website design should enable three key user journeys



## TARGET AUDIENCE SPECIFIC USER JOURNEYS

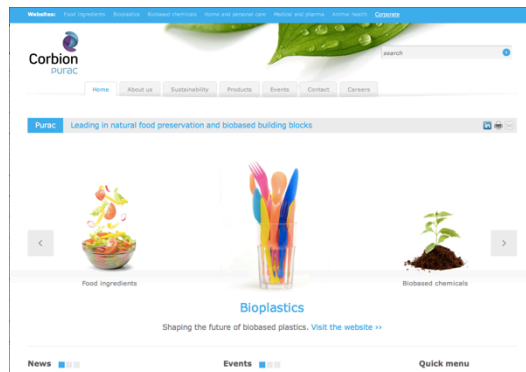
Teaser	Objectives	Expected user journey	Desired action
<b>Teaser 1</b> Compounding licensee	<b>To create interest in becoming a licensed BIOPAR® compounder</b> by showcasing: <ul style="list-style-type: none"> <li>How BIOPAR® can positively impact the bottom line</li> <li>Advantages of a BIOPAR® compounding license</li> </ul>		Plastic compounder enquires about compounding license
<b>Teaser 2</b> Technology licensee	<b>To create interest in becoming a BIOPAR® technology licensee</b> by showcasing: <ul style="list-style-type: none"> <li>What makes BIOPAR® different</li> <li>How a technology license can help grow a business</li> </ul>		Plastic compounder enquires about technology license
<b>Teaser 3</b> Plastic converter / Brand owner	<b>To trigger interest in BIOPAR® resin/pellets</b> by showcasing: <ul style="list-style-type: none"> <li>Breadth of potential applications (technical)</li> <li>Financial benefits of using BIOPAR® pellets</li> </ul>		Plastic Converter requests contact details of suppliers for BIOPAR® pellets



# Our competitors' websites focus predominantly on their 'green credentials' and use a similar green colour



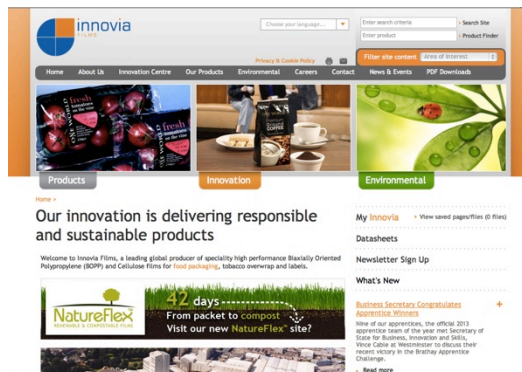
## WEBSITES OF COMPETITORS / POTENTIAL CLIENTS



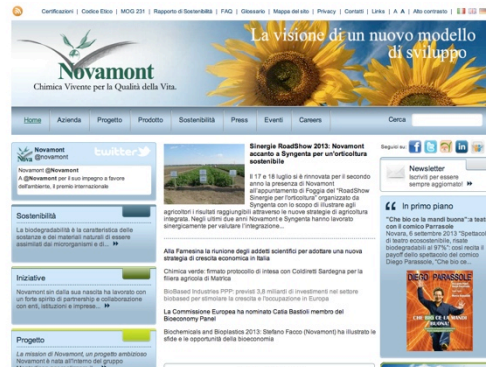
Carbion Purac  
<http://www.purac.com>



Metabolix  
<http://www.metabolix.com>



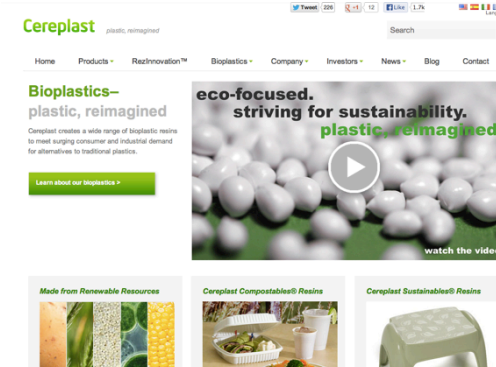
Innovia Films  
<http://www.innoviafilms.com>



Novamont  
<http://www.novamont.com>



Arkema  
<http://www.arkema.com>

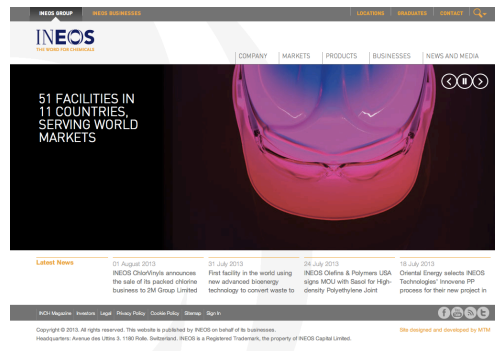


Cereplast  
<http://www.cereplast.com>

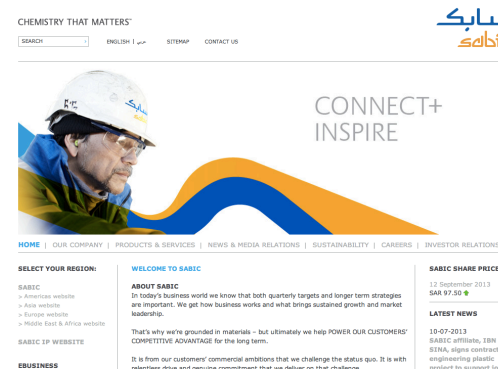
In other B2B websites we admire the clear messages, use of imagery, clean design, and straightforward navigation



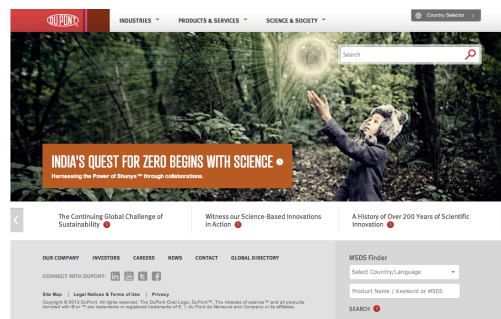
## B2B WEBSITES WE LIKE



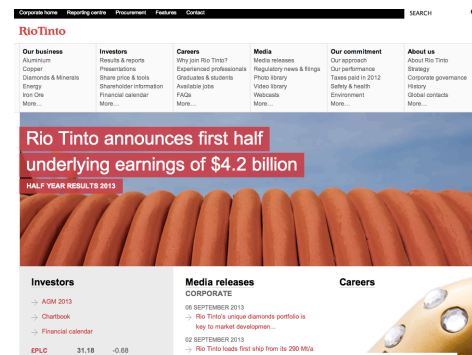
INEOS  
<http://www.ineos.com>



SABIC  
<http://www.sabic.com>



DUPONT  
<http://www.dupont.com>



RIO TINTO  
<http://www.riotinto.com>



We want to be able to update our website regularly,  
therefore we're considering Wordpress



## WORDPRESS DESIGNS WE LIKE

1.

The 'incentive' theme is shown on a desktop monitor, a tablet, and a smartphone. The desktop view features a large, colorful abstract image with a white arrow pointing right. The tablet and smartphone views show the same content adapted to their respective screen sizes. The theme is by parallelus, as indicated by the logo at the bottom left.

- › Responsive Design
- › Parallax Backgrounds
- › UberMenu Mega Menus
- › Visual Composer
- › Revolution Slider
- › Retina Ready
- › WPML Ready
- › Runway Framework
- › And much more...

parallelus

2.

The 'StartUp' theme is shown on a desktop monitor and a tablet. The desktop view features a large, dark image of a city skyline at night with the word 'StartUp' in a large, white, sans-serif font. The tablet view shows the same content adapted to its screen size. The theme is by SHOWBIZ & MORE, as indicated by the logo at the bottom left.

- Responsive
- Visual shortcodes
- SEO ready
- Powerful backend
- Flexible options
- Video tutorials

HTML5  
CSS3  
WOO  
COMMERCE  
WordPress  
Visual Composer  
SHOWBIZ  
& MORE

3.

The 'NEVADA' theme is shown on a desktop monitor, a tablet, and a smartphone. The desktop view features a large, white image of a woman smiling. The tablet and smartphone views show the same content adapted to their respective screen sizes. The theme is by UNITED THEMES, as indicated by the logo at the bottom right.

NEVADA

A professional responsive multi-purpose WordPress theme perfect for companies of any size as well as small online stores!

UNITED THEMES

4.

The 'NEBRASKA' theme is shown on a desktop monitor, a tablet, and a smartphone. The desktop view features a large, white image of a man smiling. The tablet and smartphone views show the same content adapted to their respective screen sizes. The theme is by UNITED THEMES, as indicated by the logo at the bottom right.

NEBRASKA

A powerful responsive multi-purpose WordPress theme perfect for services & products.

UNITED THEMES

# Any questions?

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