Grandexghana
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BRIEF

Introduction:

Our creative agency website is to better showcase our portfolio and services. Grandex Ghana is an award-winning full-service advertising agency with a focus on social media & digital, based in Accra. We manage brands' social media platforms (Facebook, Twitter, Instagram, YouTube etc), develop their online strategy, manage their advertising and come up with creative ideas for digital campaigns and projects.

We are a young, vibrant team of writers, designers, animators and thinkers who live, work and play on social media. We develop seasonal campaigns and create all content in-house, including photography, images, motion graphics, voice-overs and jingles. We are the leaders in social media marketing in Ghana, and have a proven track record since 2019.
We are seeking a web design agency to help us create a modern, visually stunning website that is user-friendly and optimized for conversions.

Target Audience:

Our target audience includes potential clients looking for creative services such as branding, graphic design, and web development. We also aim to attract potential employees to join our team, so the website should reflect our company culture and values.

Goals:

1. Showcase our portfolio of work and services offered in a visually compelling way.

2. Increase conversion rates for potential clients through intuitive user experience and clear call-to-actions.

3. Establish our brand personality and values through the website design.

4. Attract potential employees by highlighting our company culture and career opportunities.

5. Ensure the website is responsive, fast-loading, and optimized for search engines.

Design guidlines:

1.Modern and minimalist design, with a focus on bold typography and high-quality imagery.

1.Use of our brand colors, which are dark blue (#25274D), light blue

2. Use of white space to ensure a clean, uncluttered design.

3. Incorporation of interactive elements, such as hover effects, to enhance the user experience.

4. The website should be easy to navigate, with clear headings and a logical layout.

5. The design should reflect our company values, which include creativity, innovation, and collaboration.

6. The website should be optimized for fast loading times, with a mobile-responsive design that works across all devices.

7. The website should be built with SEO in mind, with clear meta descriptions and optimized content to improve search engine rankings.

Functional Recquirement :

1. The website should have a content management system (CMS) that allows us to easily update and manage content.

2. The website should have a blog section where we can share news and updates about our company and industry.

3. The website should have an online portfolio section where we can showcase our work in a visually appealing way.

4. The website should have a contact form and clear call-to-actions to encourage potential clients to get in touch.

5. The website should be integrated with our social media channels, allowing users to easily follow and engage with us.