



Windfall Design

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Web Development

Beau Aesthetica Spa and Clinic specialise in Cosmetic Dermatology and Lipo Sculpture. Based in the Leicester region of the UK, they have developed a solid customer base due to their range of services and their modern, clean and fresh atmosphere within their clinic.

To attain even more success, they needed a stronger online presence. It had to be visually pleasing and suitable as well as appearing well established. Trust is always a concern when it comes to body and health issues.

Windfall developed a fresh and modern looking website; it mimics the clinic environment and is also easy to maintain. It was important for the homepage to shout the loudest, in a cluttered market this page has to gain instant interest. Information on services, a call to action, price listings, map & directions etc is all featured on this page.

Resources

- Research
- Brand Development
- Positioning
- Tagline development
- Identity Guidelines