



CLIENT NEED

A European consultancy wanted to better put their professional services on display.

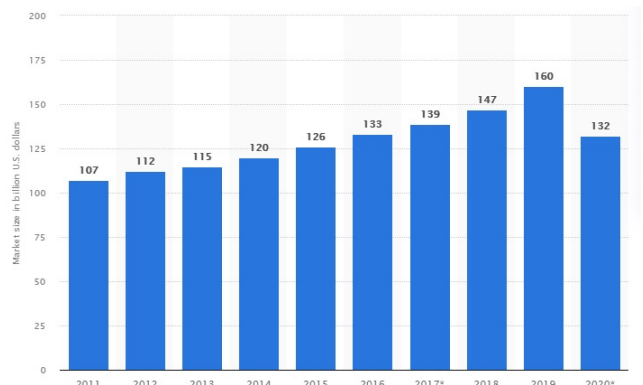
We were called to design a website with traditional consultancy style and modern character.

We provided end-to-end content strategy and site design.

WE DESIGNED A COMPLETE WEBSITE FOR AN INTERNATIONALLY-OPERATING CONSULTANCY.

INDUSTRY

The global consulting market is valued at 160 billion U.S. dollars. Due to the coronavirus outbreak, this figure is estimated to decrease to 132 billion U.S. dollars in 2020.



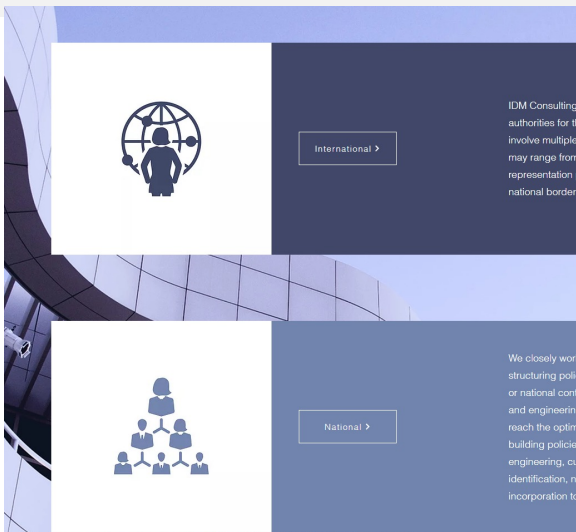
OUR PROCESS

We started with desktop research on the market and consulting industry.

Our second step was to improve the branding and visual imagery. OC's designers took a traditional and minimalistic approach to reflect the consultancy's values. All images were designed to better represent our client while catching the eye of viewers.

We examined the consultancy's expertise and created content to showcase their capabilities.

After finalizing the previous stages, we designed the ideal UI/UX for the website. We focused on the displaying our client's services.



THE CONCEPT

It all began in the 2000s, when the founder and Director of IDM Consulting, Dr. Thanos Koulos, realized the gap in the international scene of an organization providing consulting services on issues of identity. More than others, politicians, public servants and bureaucrats are required to deal with sensitive issues that touch upon collective identifications with enormous social, political, economic, symbolic and emotional implications, lacking relevant expertise and guidance. In many cases, mismanaged identity issues have led to unrest and instability, while identity conflicts are consequential for policies on welfare, education, immigration and other issues. This realization turned out to a concrete plan and a few years later, IDM Consulting was established to fill in this gap and provide high-quality professional expert services on identity issues. IDM is based out of the Netherlands and operates globally.

IDENTITY

Group identities are never the result of coincidence, but rather the outcome of a project of social and political engineering.

Once formed, identities are extremely durable; however, they are never fixed or static but in a constant state of formation and transformation. After all, they need to be reproduced for every new generation. Identity engineering is therefore a process to be carried out methodically and with great care in order to reach and sustain the desired outcome. For this reason, identity projects need meticulous planning, expert guidance and proper execution.

WHAT WE DO

IDM is a consultancy that focuses on group identity issues (ethnic, national, supra-national, regional, civic, cultural, linguistic, religious), providing valuable support to national, regional, international, and supranational authorities. We provide policymakers with strategic policy advice, decision-making guidance, risk analysis, strategy development, and - to an extent - strategy execution with regards to identity issues. Our role is to help define the vision, mission, and strategy of an identity project as well as the best practices and methods for its implementation. We have a strong professional network stretching from regional to international bodies that we utilize according to the needs of the project.

As a design and innovation consultancy, we did the followings:

- Research
- UX/UI Design
- Content Strategy
- Branding/Visual Identity
- SEO Optimization

WE AT ORANGE-CIRCLE

We delivered a unique, modern website. Collaborating effectively with our client helped us portray their values.

The positive impact of communication is why we invest in building relationships with clients.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET'S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US
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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)