Brief for Midlands Cyber Website

About Midlands Cyber.

Midlands Cyber is the regional cyber Security Cluster for the West Midlands. Advanced Manufacturing, Automotive, Rail and Fintech are all key industries in the region, creating the heartbeat to Britain's economy. The aim of Midlands's cyber is to unite this network with local and international companies in the same fields; building regional and international cyber partnerships and encouraging inward investment.

Our official reach spans across the West Midlands, however our influence as a region is far greater. As a result of our established international links with the US, major European powers and Dubai we are a driving international force in the high growth global Cyber industry.

Midlands Cyber are ideally located in The Midlands Manufacturing heartland, with close connections to the assets of the MHSP, SAS base Hereford, and GCHQ in Cheltenham. Coupled with established transport links with London, Cardiff, Birmingham, Bristol and Manchester, Midlands Cyber has a unique market Niche. Connections with the Manufacturing and Automobile industries has concentrated our focus on supporting 'Security by design' (think built in security to practical everyday tech). The cluster has the duel focus of encouraging inward investment, from national and international organisations, as well as providing business innovation for established SMEs in the area.

You can see our existing website here - https://www.midlandscyber.com/, it has largely not been worked on since 2015 when it was originally designed and we are looking for a rebrand/update. The purpose of this document is to provide an overview of what we hope to achieve through a website rebrand.

Above all it is important that our site is flexible and easy to adapt. As the new brand develops we need the ability to change the headings and layout with ease.

Target Audience and proposed Website users.

The new website for Midlands Cyber needs to attract the attention of businesses based in the West Midlands as well as internationally. We can advertise the fact that we are based in the midlands but not be so obviously regional and rural to distract from overseas investment (no images of the Malvern Hills, fields, flowers ect). We need to appeal to both established and emerging businesses. With a key focus on cyber, tech and manufacturing firms (most likely to be interested in our security by design niche).

Although the target audience is broad, nearly all of our clients will sit in the Business, Manufacturing and Tech industries in the UK and internationally.

Competitor's sites for inspiration.

There are many cyber clusters across the UK, therefore we have full visibility of our competitor's websites and promotional materials.

Clusters situated close to Midlands Cyber whose websites we like the style of are –Bristol and Bath Cyber Cluster (https://bristolandbathcyber.com/), and CYNAM (https://cynam.org/). Both are clean and simple in different ways. As long as our new website achieved a similar clear message to the above, we would be open to seeing mock-ups of a Dark and Light theme.

Midlands Cyber work closely with both BETADEN (https://www.beta-den.com/) and Worcestershire LEP (https://www.wlep.co.uk/). Both sites have distinct separate brands and this is what we hope to achieve for Midlands Cyber. We like the design of Beta Den, but want to avoid any overlap between the sites in terms of colouring, hence the decision to avoid using Oranges and greens on midlands cyber and go for blues, Greys and Aqua colours instead.

All Pages/ site requirements:

All pages on the site need to have.

- The option to add PNG files with a transparent background (without this turning into a white background)
- Freedom to change the headings, Subheadings and text on each page.
- The option to overlay an image with text.
- Images should get slightly larger when scrolled over.
- We do not want the site to be too rigid in terms of where text can and cannot be added.
- We would like to arrange a call with the web designers to agree on three main formats that we can stick to so that page design does not become too formulaic.
- The option in insert and remove 'Contact us' boxes from all web pages, and to amend the text within these. For example we need the option for the contact us boxes to have different functions, 'Contact us to sign up to our newsletter' or 'Contact us to find our more on How Midlands Cyber can help your business'.
- The option to include Video Thumbnails.
- The option to hide/remove/edit all headings that appear on the dropdown menus.
- The option to Imbed links from YouTube
- The option to Hyperlink text and link to partner's websites.
- We would like to discuss the option to have click tracking inbuilt, rather than using google analytics.

Additional: I will send you a mock up Log to use on the landing page and the top right corner of the site. This is something we will need to change at a later date but can be used for the mockups.

I will also send over some example images and graphics for the site, these are not the final copies but will help with the mock-ups. If you read the site page breakdowns below it will be obvious where these are needed.

Look and Feel.

The website needs to feel clear clean and bright. We don't want the website to be overly corporate as it needs to appeal to both large businesses as well as smaller start-ups; however it still needs to be clear that it sits in the Cyber and Tech field.

We want to use aqua colours/ dark greys and stone blues, which tie into the idea of the Malvern Hills and Malvern spring water. It may be interesting to include an accent colour such as a bright orange or yellow, we would be open to seeing mock-ups including this.

While there is nothing wrong with the logo and colour scheme of our current site, the shades are dulled and unengaging and the logo is outdated, we are looking to start afresh for the relaunch. A few example colour theme swatches we like are below for reference.

Overall just a brighter and more engaging Colour pallet, the site needs to look fresh and not at all dated.
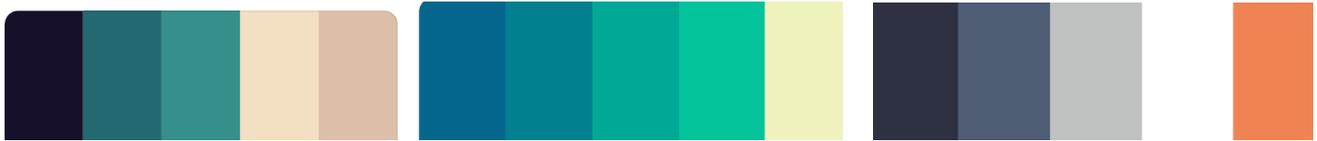
There should be a **landing page** before you enter the site.

A plain image or slow moving video background with the new logo in the top left corner and then geometric shapes in the centre directing to the 4 main pages on the site, Maryland, Events, Who Are Midlands Cyber and International, similar to the image below. In the bottom corner there will be the option to be taken to the site homepage, 'Enter Site'. An example of this is attached below,

Obviously this is the first time that the audience will be introduced to the new brand and we want to keep the design theme consistent. On the new site we want to replicate this geometric diamond design in the image above.

The **top bar** should be static. With the six main headings below and their various drop down options.

The headings are – Home, Who Are Midlands Cyber, Maryland, International, Inward Investment, Skills and Guidance, Events and Blog.

Imagery:

We want to steer away from traditional 'Cyber' type images. Eg, we don't want any shields, padlocks or coding imagery on the new site and would rather reference cyber and tech without being overly obvious.

Inspiration for imagery would be the idea of Innovation, tech, interconnectivity and Global reach. Please contact us using the details at the end of this brief to discuss this further.

Hosting, support and In-House requirements.

The web designers will need to pull together **brand guidelines** for Midlands Cyber, these will be used across all future promotional activity for the brand.

There are only some pages on the site that currently have specific design needs, I have detailed these on the page breakdown further down this document under 'design notes/description'.

For the pages that I have not specified a specific design, we need to agree on three set layouts that we can stick to. We do not want every page to look identical, so would be open to your design suggestions.

Other than this, we will not need a lot of ongoing support with the website besides hosting. We need whoever hosts to set up and guide us through the admin side of the site, then we can spend time populating the pages with the relevant information.

Globals.

On the footer of the website we need to have icons linking to our Social Medias alongside our copyright and a repeat of the headings from the top of page (as in image below).

Although we do not like the design of the below image, it is an example of the information needed.
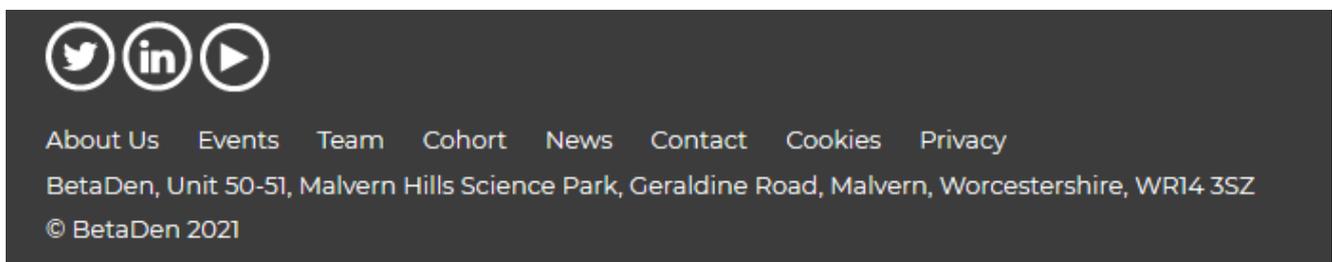
At the bottom of every page on the site above the footer, we need a small contact box asking the audience to subscribe to email communications from Midlands Cyber.

Site Pages

– Additional notes on the plan for the landing page are further up this document under 'look and feel'

Design Notes/Description.

The landing page will be the first impression the audience see when they click into the Midlands Cyber website from an online search, and we want it's design to set the theme. We would like to keep the geometric diamond pattern that you can see from the logo design consistent with the landing page and throughout the site.

The landing page will have options for the audience to click directly into some of our key headings, along with an option to simply 'enter site' in the bottom right corner (these heading are explained further up this document). Entering the site will take you straight to the home page, other clickable options from the landing page will take you to the relevant sections on the site.

On this page we would like to include the tag line 'Connecting International Cyber Networks with Local Industry'

Sub headings.

The four main links into the site should be to the **Events, International, 'Who Are Midlands Cyber' and Maryland** Pages as we expect these to generate the most site traffic. There will also be an option in the bottom right corner to 'Enter Site'. As you can see on the image below.

Inter Site Links.

As above.

Home

Website Top Bar: The top Bar should look something like the below image, The headings are **– Home, 'Who Are Midlands Cyber', 'Maryland', 'International', 'Inward Investment', 'Skills and Guidance', 'Events' and 'Blog'.** All of these need to have drop down options when hovered over with the cursor. The sections below look into each heading and explain the pages which need to appear on the drop down menus.

Design notes/content description.

The homepage content needs to be scrollable and include the following.

The logo needs to be static in the top left corner.

There should be a welcome message below the top panel and site headings. 'Welcome to Midlands Cyber' followed by the strapline 'Open to forming new international connections and partnerships'.

Directly below this we need the option to have live tweets on our home page, we need to be able to switch this to either include the top tweet or the pinned tweet from our profile (**@MidlandsCyber**). This may change depending on upcoming events so it is important to be flexible.

The background of this top section of the home page could either be a slow moving video loop, however if this is not possible then we would be open to seeing mock-ups including a static image (See Guidance on site imagery further up this document).

Below this we need a panel which always shows three **upcoming events**. Similar to the image below. If you click into each of these you need to be taken to the Events page
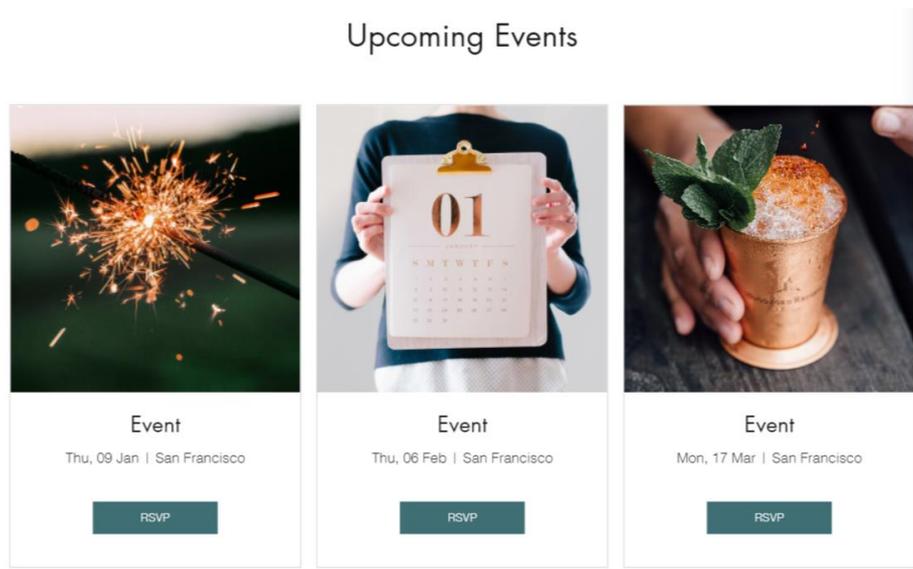
Below this there should be a contact us box …, 'If you have a query about our work and how we can accelerate your business please get in touch and we promise to get back to you'. There needs to be a Tick box option that asks whether they are happy for Midlands Cyber to contact them for marketing reasons.

At the bottom of the page we need a panel showing our partner organisations, similar to the image below with arrows on either side to scroll. We need to have the option to add in Partner Logos at a later date.

At the bottom of the page will be our Meet the Team section. Again we need the webhosts to allow us to add and remove content as we need.

The image below portrays the kind of design we like - just an image, name and job title visible, and then when you hover the cursor over the image you can read a brief description of each team member on a dark transparent background.

This needs to be in keeping with the logo design and landing page theme, therefore the team members images can be in this Diamond shape, with dropped shadows behind. We can discuss this further at the point of design but I am imagining lifestyle type image of each team member, within this diamond design shape. These do not need to be too formulaic in how they are displayed on the web page – please see basic image below for inspiration.
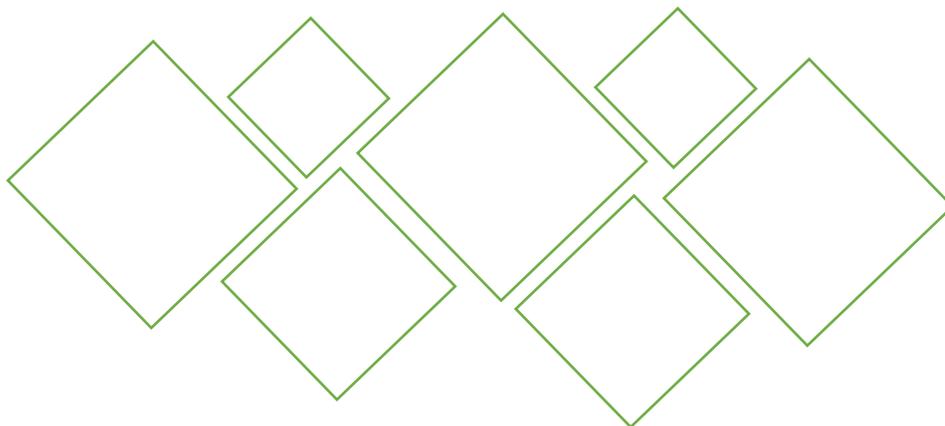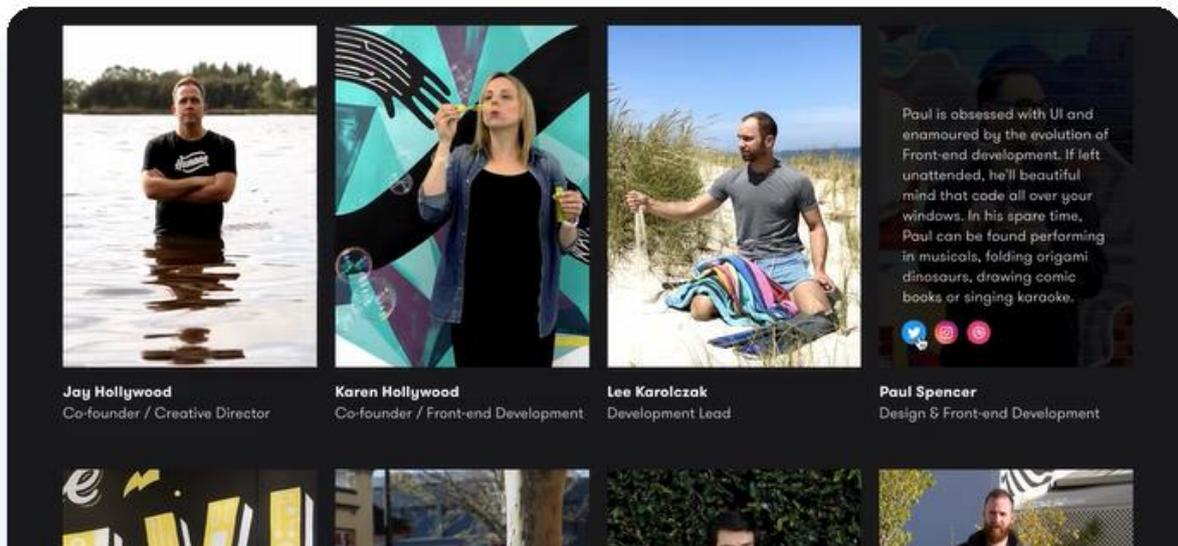
Below this will be the globals, explained further up this document.

Sub headings.

Please see above, The headings are – **Home, Who Are Midlands Cyber, Maryland, International, Inward Investment, Skills and Guidance, Events, and Blog.** All of these need to have drop down options when hovered over with the cursor.

Inter Site Links.

As above.

Sub headings.

The Sub headings are... Who Are Midlands Cyber?, What do Midlands Cyber Do?, History of Midlands Cyber, Contact us, Meet The Team.

Design notes/content description.

On the 'Who are Midlands Cyber' page, there will be an image which shows the various government, defence, academic and business organisations that contribute to the Midlands Cyber network, these will be featured around the new Midlands Cyber logo (example image below).

The image will be followed by a statement '*** number of cyber start-ups in Worcestershire interested to develop their international connections'. Both the image and the text below will be added by us at a later date, we just need the site set up to be set up to do this. I will send the example over to you as this may help with the mockups.

Below this image there will a statement, Considering investing in the Midlands, click here to discover more?'. Clicking this link will take people to the inward investment heading.

Inter Site Links.

The question below the main image on the 'who are midlands cyber' page will need to link directly to Soft-landing section under the Inward Investment section.

Inward Investment

<u>Sub headings.</u> The headings on the dropdown are; **What can Worcester offer?**, **Soft Landing Package**, **Opportunities**, **5G testbed**, **Worcestershire Growth Hub** and **Beta Den**.

<u>Design notes/content description.</u>

What can Worcester offer - Same Layout and a very similar image to the one on the 'Who are Midlands Cyber' page, instead of looking at the organisations who make Midlands Cyber, it will detail the main interest points in the Midlands. Eg, Links to Universities and Transport to Major Cities. For the purpose of the design mock up, please use the same image as in the 'Who Are Midlands Cyber' section above. We will then upload the new image at a later date.

Soft-landing Package – This is a relocation package we can offer for businesses hoping to move into the region. The site page needs to Include Information on the kind of relocation options we can offer with icons representing the different areas, Staff, Office space, Relocation, and Networking Contacts. These icons need to be minimal, similar to those in the image below. All icons will be followed by a very short description. Once clicked, each logo needs to take you to - https://www.business-central.co.uk/inward-investment/. The focus of this page is to redirect the audience to the Worcester Business Central Site.
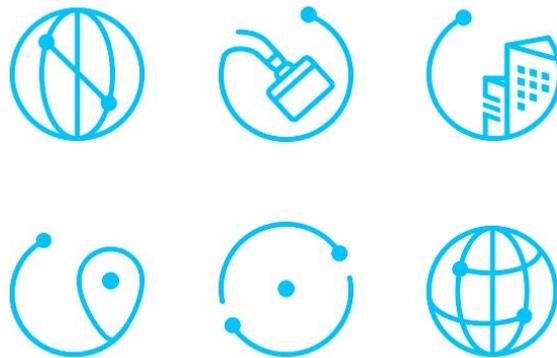
Opportunities- We need the option to turn this heading on and off (It is an opportunity to recruit for Beta Den Cohorts and invite to our partners showcase's).

BetaDen – The only specific design need for this page is that there is a box for the Audience to enter their email address if they wish to sign up to the Beta Den Newsletter.

<u>Inter Site Links.</u>

N/A.

Maryland

<u>Design notes/content description.</u>

N/A

<u>Sub headings.</u> The pages under the heading will be, **Partnership Goals** (What is the economic Partnership), **Upskilling, Previous trade missions, Inward Investment to Maryland, InfoSec** (need the option to turn this heading on and off) and **Automomous Vehicles.**

<u>Inter Site Links.</u>

N/A.

International

<u>Design notes/content description.</u>

Top of page there will be a heading 'Open to new international partnerships!'

Below this line of text there will be a Map image, with linked lines between Malvern Science park and all of our overseas connections - US Maryland, Israel, Eastern Europe, Belfast and North Europe.

There will be pop ups on the map with short blurb describing each international connection, you should be able to click 'read more about our partnership with….', the page should then jump to below the events map and go into more detail about each one.

The Maryland connection will also be included here but will a 'find out more, or take advantage of this partnership' option, which takes you to the Partnership Goals section of the Maryland Heading.

We would like this map image to be designed by our website hosts and be an inbuilt feature of the site, we only want the ability to edit the small amount of text on the map above each connection ourselves. There is an example image below which should detail the kind of design we are after. If you have any questions on this please use the contact details at the bottom of this document.

Example image of how this could look is below, the URL will take you to a webpage which shows an example of the layout we are after. https://cescanutbeem6.wixsite.com/website-1/internatonal

Further down the page there will be a heading named 'Markets of Relevance'. Here we intend to include details of the 5 eyes global security partnership. We will add details of this in at a later date and the connection does not need to appear on the map image.

The three most recent Upcoming events will also appear at the bottom of this page in the same style as on the Home Page.

Sub headings.

NA

Inter Site Links.

'Find out more' option on the Maryland section of the international page will link to the 'Partnership Goals' section of the Maryland Heading.

Skills and opportunities,

Design notes/content description.

This page will contain links to National and Regional skills opportunities. (Notably the DCMS skills offering, Cyber Bursary's opportunities, Links to Women 4 Cyber and Youth 4 Cyber)

There are no sub headings under this page currently, but we need the option to add this in future.

The idea is that there will be a reel of opportunities on a loop which the audience can click through, each with a short description followed by a link to read more which will take you to the relevant external websites. An example of the kind of Mechanism we are after can be found at the base of the following page - https://cescanutbeem6.wixsite.com/website-1/cyber-careers-skills

We need the ability to add content, background images and links to each external site.

Events

Design notes/content description. The events page links the upcoming events in a structure like the one below, with a 'read more' link that scrolls you down the page to that event.

The upcoming events now include webinars and podcasts. There is the opportunity to interview significant business figures in Worcestershire, have recorded interviews with US representatives and host live streamed Q&A's with local businesses.

The events section of the site will also be used to harness new interest and trail some of the larger events in our calendar.

The content can vary massively on this page and we would be interested to see your design suggestions.

Blog

Design notes/content description Similarly to the Events page, the blog section has the potential to feature a range of different content, from guest blogs to press releases and interviews and will be updated every Two Weeks.

We would like to see your suggestions on how is best to display this.

Timeline and Budget.

We are looking to spend around the £5000 mark on our new website, this is flexible but we do not want to go much higher. Please contact us to discuss.

In terms of Time scale, we were originally aiming for the whole thing to ready for an Easter relaunch. Whilst this is now an incredibly tight deadline we do need the site ready as soon as possible, so will discuss an achievable target with the designers individually.