

inSide
studio

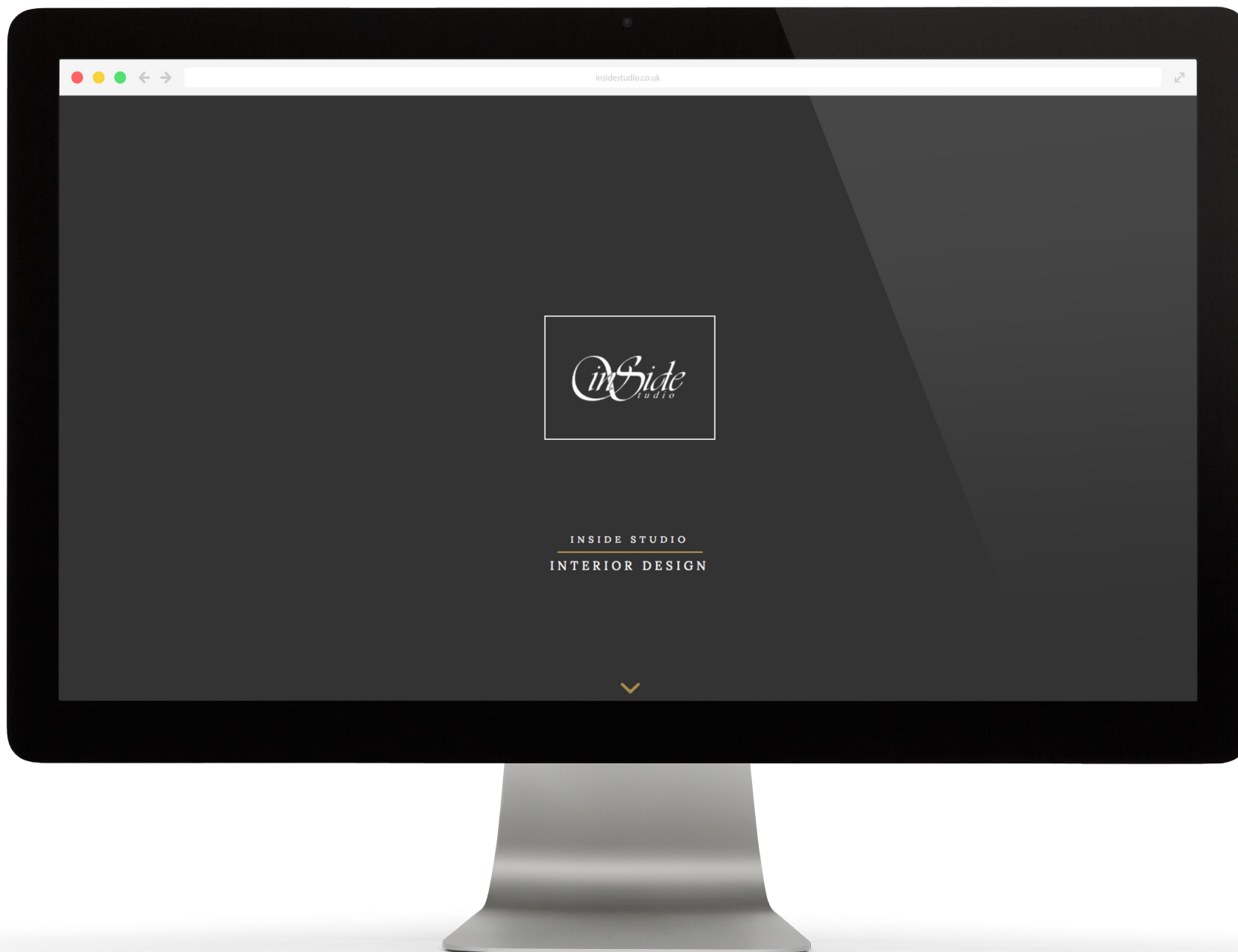
BACKGROUND

Inside Studio is a Preston-based interior design studio offering services to residential, commercial and property development customers.

As a design-led company it was vital that their web-site reflected their design aesthetic as well as being a professional shop window that performs well in search.

Given Alisa's budget the best approach was to implement a WordPress site alongside a highly customisable theme that allowed us to deliver a bespoke design that really enhanced the brand.

The design process was highly iterative, reflecting Alisa's attention to detail and the value she places on the design quality.



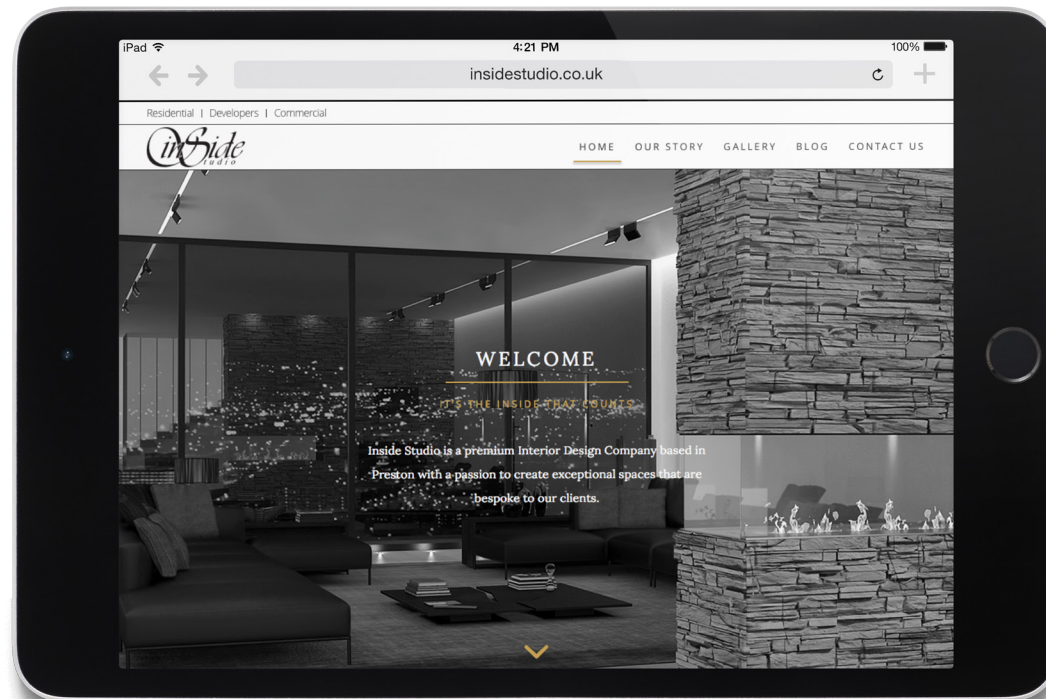
HOME

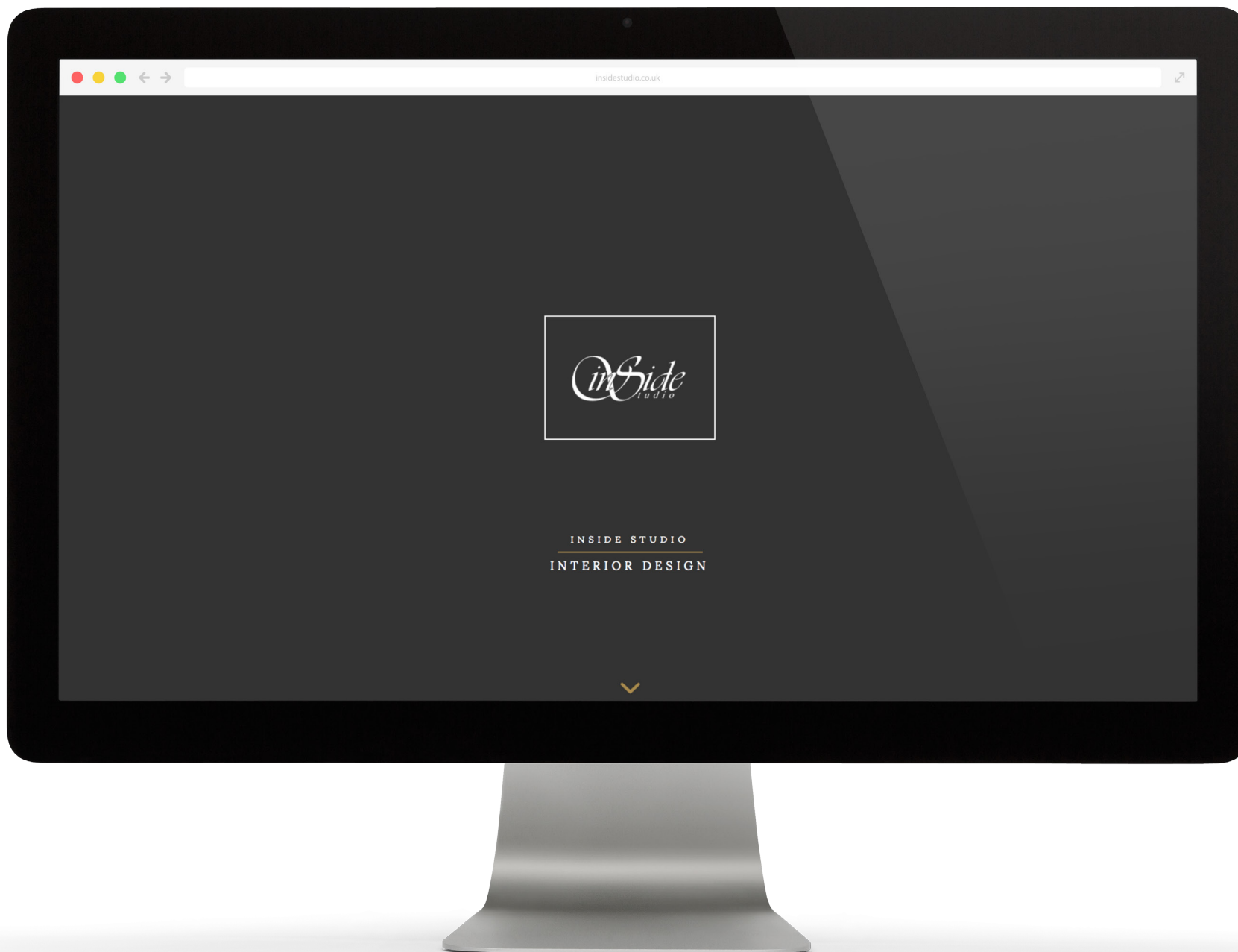
Simple, clean and stylish. The home page reflects the sleek modern looking designs created by Alisa.

We needed to produce a homepage that quickly related Alisa's aesthetic values, to do this we needed to go as simple and clean as possible.

The page starts off with a bold grey background to let the Inside Studio logo stand out, along with stylish gold text and a modern font to support the logo and show the audience who Inside Studio are.







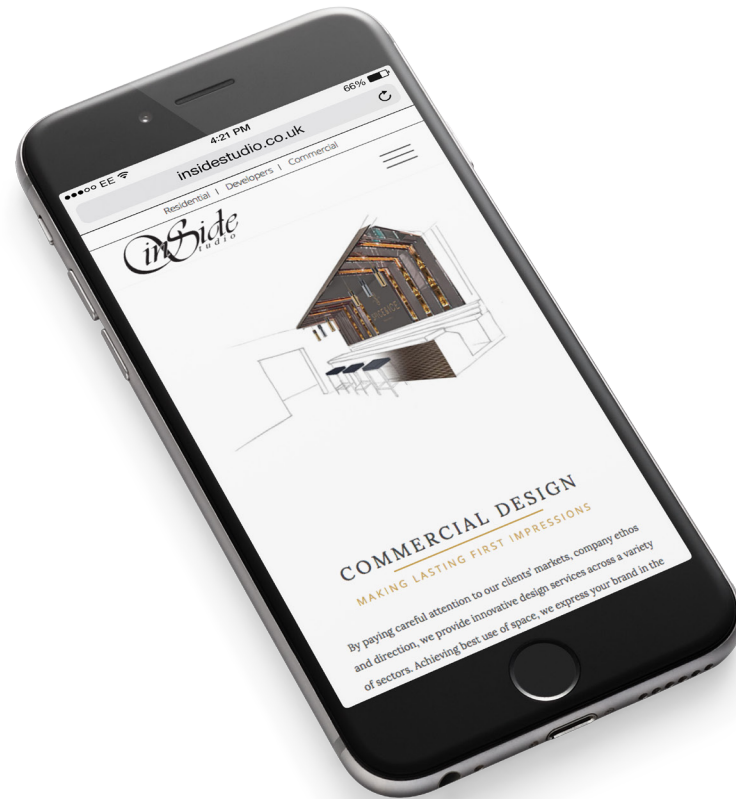
SERVICES

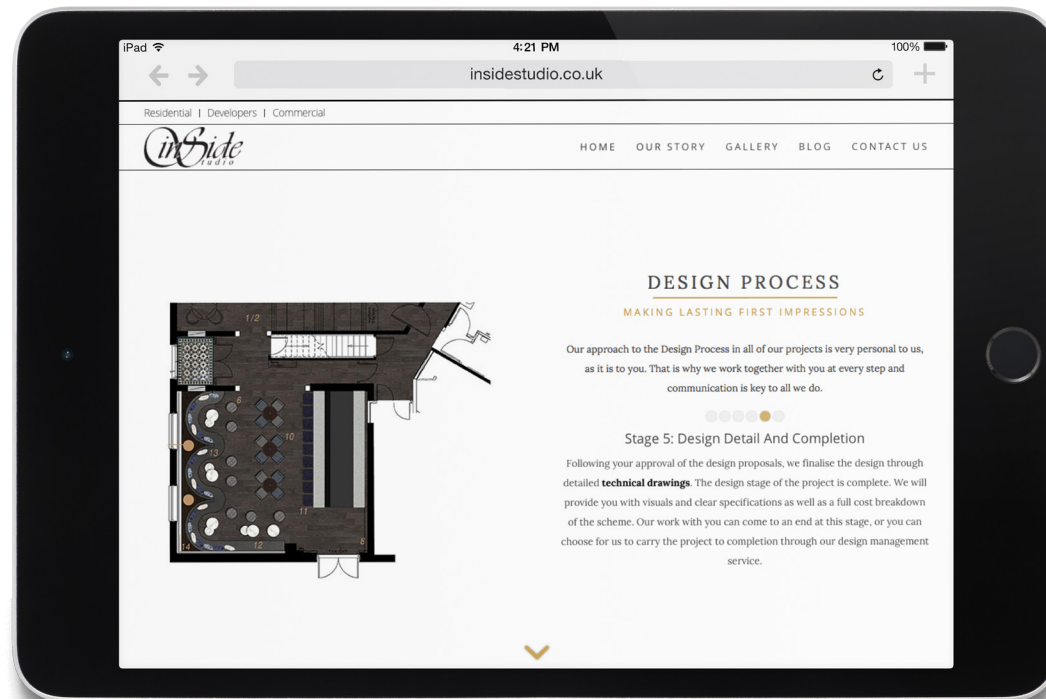
Inside Studio offers services to three types of customer, each needed different emphasis, but the same high quality design.

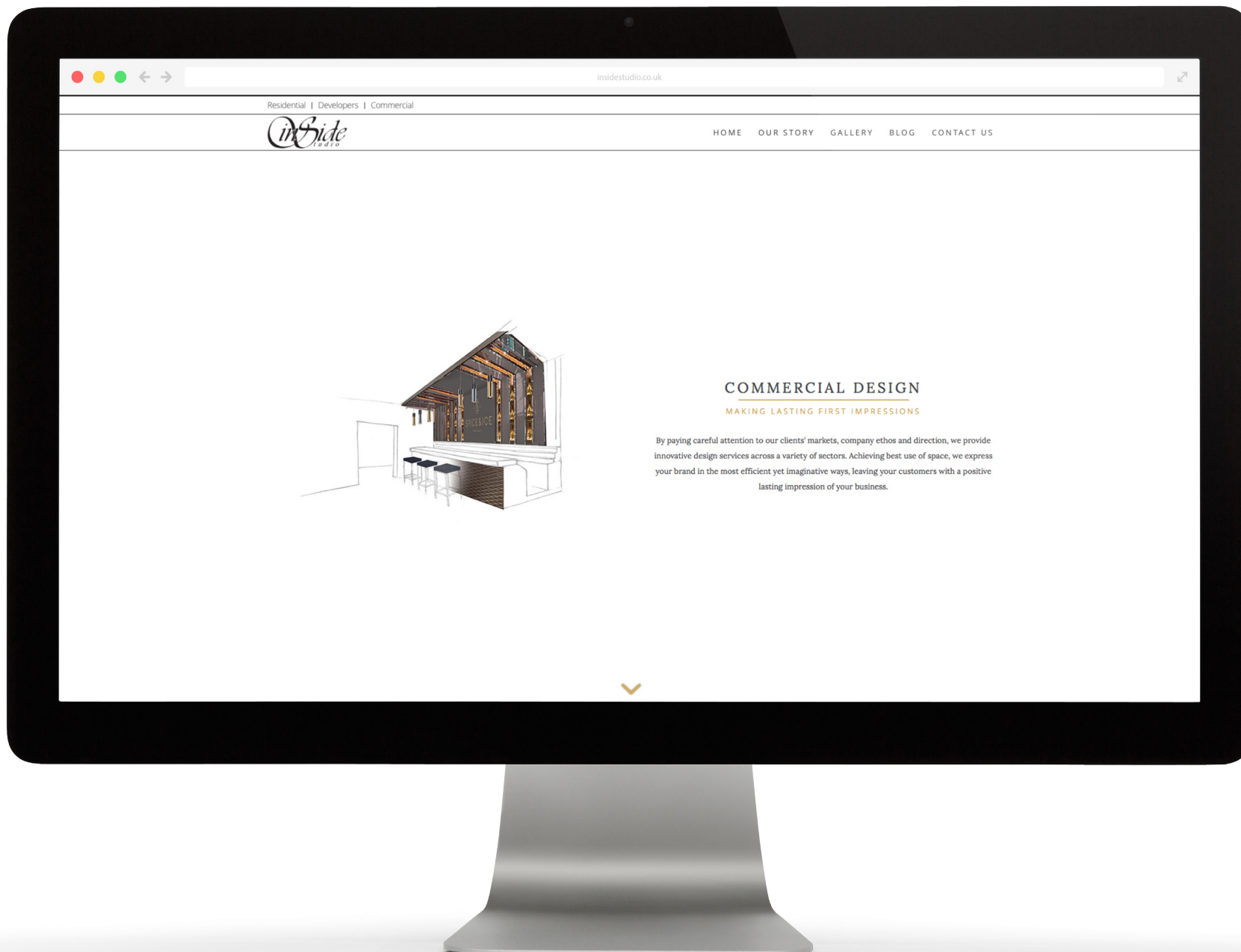
Each of the services Residential, Developers and Commercial all the same modern design and the layout really highlights the work.

The pages are laid out with a nice big picture on one half to illustrate the text to the right of the image. Word counts are kept low and the typeface is easy to read, which draws customers into the page.

To break up the sections we have created a full width solid colour background with a gold text on top. The text is a mixture of quotes and titles to separate the sections.







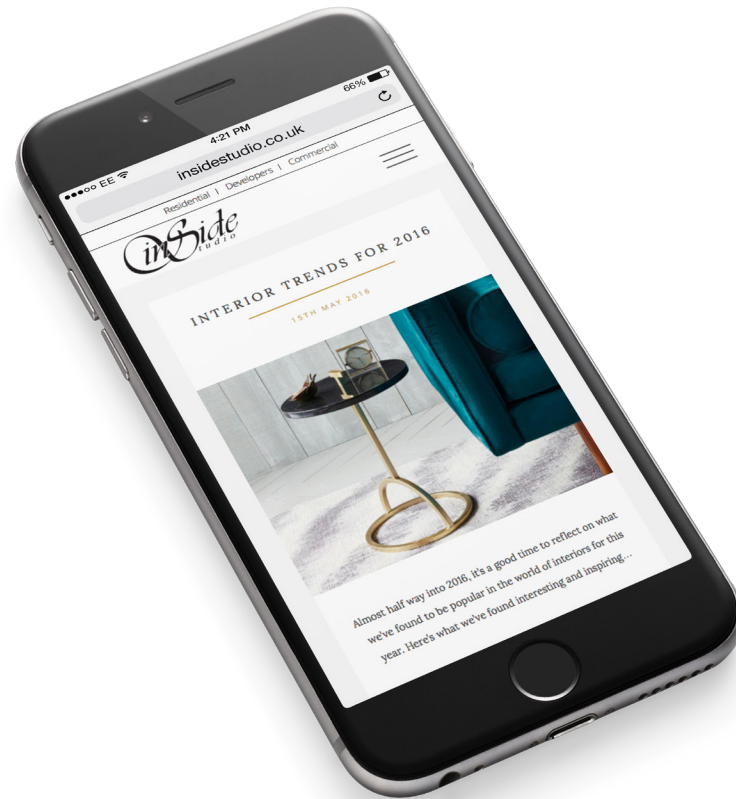
BLOG

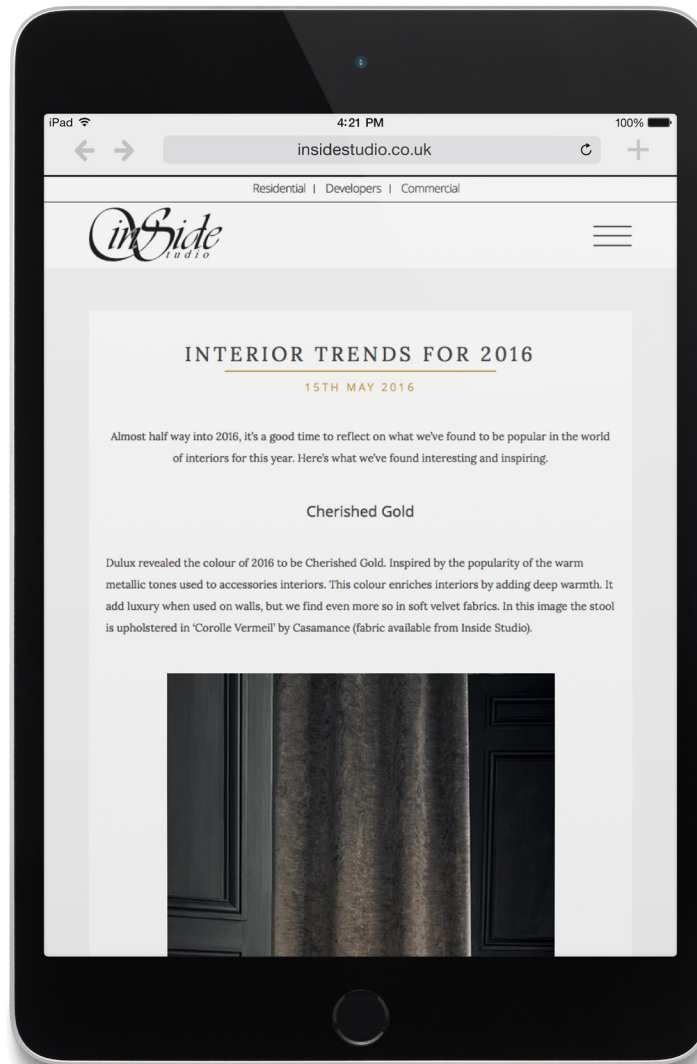
Modern and brilliantly designed the blog really shows off the sleek design of the website whilst also offering useful information about interior design.

Alisa had shown us some examples of blogs she had seen and liked the look of and asked us to make the blog with a similar feel, but unique.

The blog consists of a full width image of Alisa to introduce the blog and indicate that Alisa writes and publishes her own material. Underneath you will find the blog itself, which has a somewhat traditional layout with articles on the left and a sidebar to the right.

We paid particular attention to the layout of the blogs themselves, working hard to give them the same premium feel as the rest of the site.





INTERIOR TRENDS FOR 2016

15TH MAY 2016



Almost half way into 2016, it's a good time to reflect on what we've found to be popular in the world of interiors for this year. Here's what we've found interesting and inspiring...

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NEWSLETTER

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First Name

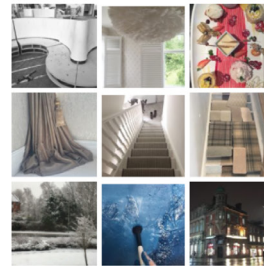
Last Name

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INSTAGRAM



GALLERY

The Gallery really provides a great insight into the quality of work produced by Inside Studio.

Inside Studio have beautiful 3D renders to show off so we needed a great solution . We did this by using a masonry gallery, which looks great on desktop but also flows well on mobile.

The gallery was heavily customised to get it to the way it looks now. All the images are displayed initially in black and white and turning to the true colour with titles when hovered. This approach allows customers to browse comfortably with the focussed image standing out clearly, with fewer distractions.







insidestudio.co.uk



Residential | Developers | Commercial



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All / 3D Visuals / Commercial / Developers / Residential



“A huge thank you to the team at lighten for their hard work in creating a website for my business that has exceeded my expectations. I came to enlighten with particular requests and ideas, which they not only executed but improved and perfected through their professional ideas and advice. The whole process has been smooth, starting from the concept designs through to the minute details and content that is bespoke to my business. In the short time the site has been launched we have had a lot of interest, enquiries and even secured quality new clients.”

Alisa Bowen

Founder & Lead Interior Designer