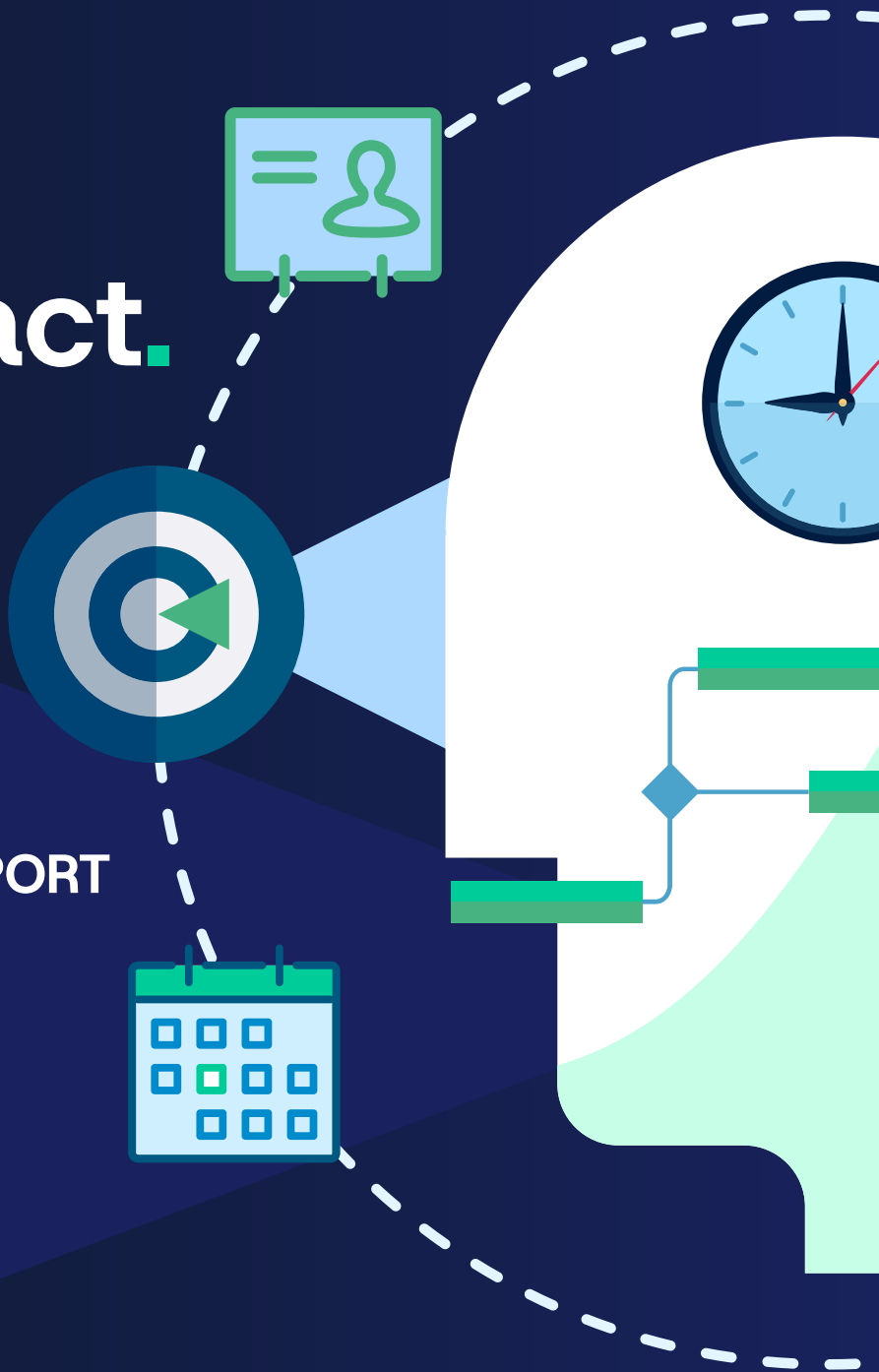


# Maximise your impact.

**WEB DESIGN  
DIGITAL MARKETING  
WEBSITE CARE & SUPPORT**

for

**RESEARCH PROJECTS  
SPIN-OUT COMPANIES  
CONSULTANTS**



Pixelshrink Limited

Company no: 14257815

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# Maximising your impact.

**Pixelshrink is a trusted supplier to research, spin-outs and consultants, designing engaging websites and keeping them running reliably, with the ability to make the complex simple without bombarding you with jargon.**

**We're an approved supplier for:**

You want an experienced partner on board from the start to handle web design and digital marketing.

You're under pressure to measure and meet your targets for impact, engage your target audience and create a buzz.

You're already busy enough as it is, so it's not easy to take on the myriad forms of digital marketing too.

We're some of life's creatives, visionaries, and innovators – just like you, so we speak your language. Delivering boundary-pushing design, state-of-the-art capabilities, and a deep understanding of digital.



**University of Nottingham**  
UK | CHINA | MALAYSIA



**UNIVERSITY OF LEICESTER**



**University of Strathclyde Glasgow**



**ROYAL HOLLOWAY UNIVERSITY OF LONDON**



**Region of Southern Denmark**



**Nottinghamshire Healthcare**  
NHS Foundation Trust

# What we do...



**web  
design**

**digital  
marketing**



**website  
care**

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## to underpin what you do...



**increasing  
research  
impact**

**founding  
trailblazing  
spin-outs**



**providing  
expert  
consulting**

## Our commitment to sustainability



We're proud to be registered with the [Netpositive Supplier Engagement Tool](#), which helps suppliers to Higher Education institutions report on their sustainability. It allows us to continue to clarify and improve our sustainability goals in line with our [Ethical Policy](#).

You can read our [Netpositive Sustainability Action Plan](#) [here](#).

We're also a partner of the [Eco Friendly Web Alliance](#) and provide Carbon-Conscious Website accreditation.

## Your research aims

### Investigate.

how your research  
could advance  
knowledge

### Experiment.

to find out the  
best ways to  
benefit society

## All about us.

Pixelshrink is a nimble virtual agency, benefiting from a distributed team of experts. We're all about bold concepts, creative design and technical expertise. Here's how it all started.



### Gary Morgan: Impact Consultant and Founder

A certified Digital Marketing Professional, Gary has a wealth of public and private sector experience, and it's his mission to build a bridge between organisations who want to change the world and their audiences, cutting through the jargon and creating real engagement and impact.

Offering more availability than a freelancer, without the cost and complexity of a large agency, we think of ourselves as the best of both. It's the type of place where we're never too busy to pick up the phone, where you're always speaking to someone with web design and digital marketing experience, and where everybody knows your name.

## Our approach to work

quick to answer  
requests and  
questions, open  
to feedback

### Responsive.

devising creative  
cost-effective  
solutions, thinking  
outside the box

### Resourceful.



## Challenge.

the status quo  
and shape  
future policy

## Disseminate.

and communicate  
your findings and  
create impact

## Commercialise.

your findings to support  
employment and  
further innovation

# Making a splash with your research

We've been privileged to work with research projects which are really making a difference. Here are some of their achievements:

- **EV-elocity** – The Engineer Collaborate to Innovate Awards 2022 winner – Energy & Environment category  
■ **web design, maintenance & hosting**
- **NEON Project** – National Institute for Health and Care Clinical Research Network Mental health research service user and carer involvement award – 2022 winner  
Also featured on BBC Radio 4's 'All in the Mind'  
■ **user interface and web design**
- **Project Scene** – The Engineer Collaborate to Innovate Awards 2019 winner – Energy & Environment category  
■ **web design, maintenance and hosting**



using plain English  
rather than  
technobabble or  
marketing jargon

## Relatable.

well-organised,  
trusted partner  
with a sharp  
attention to detail

## Reliable.

a perfect blend of  
experience,  
conscientiousness  
and natural flair

## Remarkable.

# Our specialist services.

Throughout a project's life-cycle, we can support you in disseminating your findings and creating impact, leaving you time to get on with your important research.

## Pre-project



### What's in a name? **PROJECT ACRONYM CREATOR**

Finding it hard to make an IMPACT (Innovatively Masterminded, Powerful Acronym to Create Trust)? Save time by using our Project Acronym Creator service. Send us the project brief and relevant keywords, we'll send you 3 acronym ideas, along with suggestions of available web addresses.

### Dot what? **DOMAIN NAMES**

Domain names are the web address that people can find your website with – for example, ours is pixelshrink.com. We can supply .ac.uk and .gov.uk domains as well as the generic ones like .com and .org.uk. We work with trusted suppliers, and renew on time to ensure continuity of service.



### Want to turn heads? **BRANDING IDENTITY DESIGN**

It's important to have a memorable brand identity so that it is easily recognisable and consistent across your website and marketing materials. An effective logo can make your project more accessible and increase its reach. We can also devise brand guidelines to ensure it's applied uniformly.

### No content yet? **HOLDING PAGES**

You want to get the project website up and running as soon as possible, but there's little content before the project has actually started. So we can set up a simple placeholder page giving brief details and a contact form, while the full website gets developed in the background.



### Is Wix worth the worry? **WEB DESIGN**

The ads for website builders like GoDaddy make it look so easy, but that's not the case. If you're time-poor, we provide cost-effective, mobile-friendly web design with crystal-clear user interfaces. We've launched sites for many prestigious research projects, innovating with specialist services such as:

**ACCESSIBILITY**

**LIVE GRAPHS**

**USER ENGAGEMENT**

**MULTILINGUAL**

## Losing sleep?

### WEBSITE CARE PLANS

A big part of maximising your impact comes after the website has launched, working to ensure a consistently high-quality user experience – nobody likes blank screens and error messages. Even worse, hackers work hard to uncover user data.

That's why we recommend our [website care plans](#). We do software updates on our high-performance hosting to minimise the risk of hacking. We can also keep on top of content for you and fix broken links for added peace of mind. [Find out more here](#).



## During the project

### Hiding away?

#### SEARCH ENGINE OPTIMISATION

Your project's online presence won't have much of an impact if your target audience can't find it. After all, finding one research project among thousands is like looking for a needle in a haystack! We have lots of strategies available to improve your ranking on Google, increasing your reach.



### Where do I get the time?

#### CONTENT CREATION

Blog posts, newsletters and website copy don't grow on trees, and your pleas for contributions from colleagues may fall on deaf ears. We can create human-made content to keep your audience engaged, and repurpose academic papers to engage with a more general audience.

### Make it pop?

#### SPECIALIST DESIGN SERVICES

Visuals are key in expressing complex concepts accessibly. Whether we're designing your research poster or some custom infographics, icons, or animations, our visuals will let your research speak and bridge the gap between you and your target audience.



## Post-project

Don't let all your hard work disappear. Protect your legacy with these specialist services.

### Legacy Protect

An add-on for our website care plans, this allows problems on the website to be fixed long after the completion of the project, ensuring impact for years to come.

### Legacy Archive

Make a functional offline copy of your website for archiving or submission to REF.

### Legacy Showcase

Whether it's in a printed or digital format, we can design a brochure or leaflet, tangibly showcasing your project's achievements. This can be used as a deliverable in itself.

### Legacy Social

We can schedule social media posts to continue engaging your followers, explaining your achievements and drawing new audiences to your website after project completion.

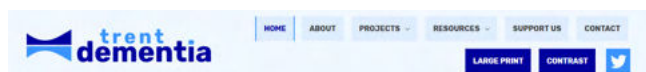


# Our specialist services.

If you want your research to have maximum impact, it pays to work with a specialist. Here's some examples of how our websites go the extra mile to reach their target audience.

## Accessibility helps everyone

An accessible website helps all users interact with it effectively, not just those with disabilities. We embedded accessibility features into the menu design of the **Trent Dementia** website, with large print and high-contrast options particularly targeted to the target user base. This helps comply with the 2018 Accessibility Regulations.



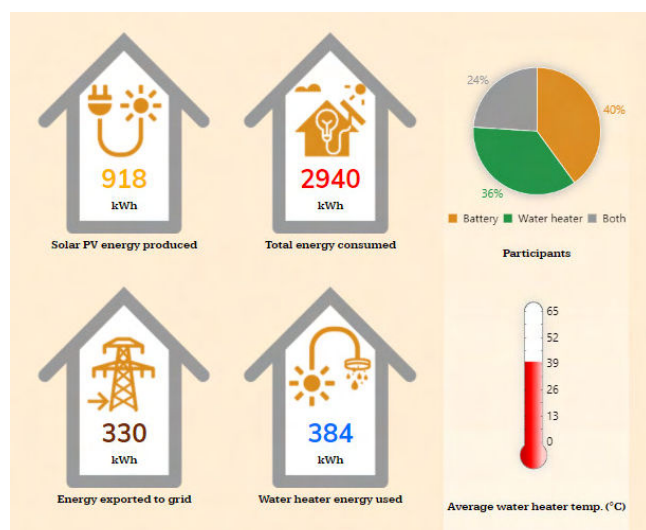
## Searching for engagement?

Our custom web developments can make a targeted impact with stakeholders. We turned a printed PDF of guidance from **Dementia Induct** into an interactive web app, allowing the 50+ recommendations to cross-reference each other, and providing easy access to categories and guidance themes.



## Make your data come alive

**Project Sensible**, a pan-European community energy project, needed to demonstrate the amount of energy and CO<sub>2</sub> emissions saved. Our **simple graphs and custom-made icons** connected to live project data and demonstrate impact in an accessible way. Our custom web developments can make a targeted impact with stakeholders.



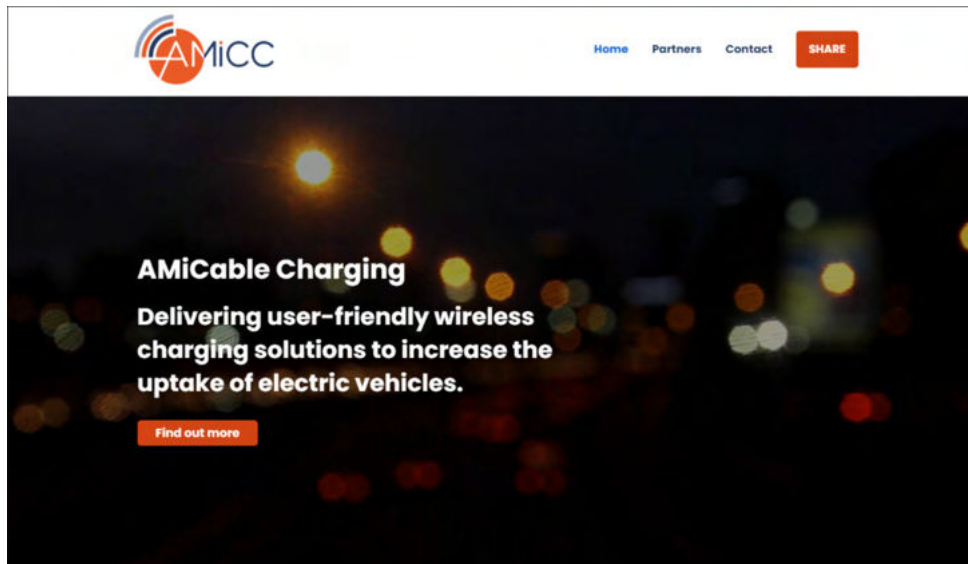
## We speak your language(s)

Many of our projects involve partners all over Europe and beyond. Our languages expertise allows us to handle and display multiple languages accurately and clearly, as shown on **Sensible**.





# Case studies.



## Website design for sustainability project

### The brief

Pixelshrink has had a long association with the department, so it was a pleasure to launch the website for another of their innovative sustainability projects.

The brief was to produce an attractive website using their existing logo, that has the capacity to grow as the project produces its deliverables and makes an impact.

### About the client

**Project AMiCC** is a research project based at the **University of Nottingham's Department of Architecture and Built Environment**, and funded by **Innovate UK**. It seeks to demonstrate how wireless vehicle charging technology can unlock a range of the blockers to the market transitioning to electric vehicles and decarbonised cities.

### Our approach

The existing logo gave us our vibrant colour scheme of orange and navy, though we use a slightly darker orange on the website's buttons and links to help comply with the 2018 Accessibility Regulations. The Art Deco-style logo's curves are complemented by the readable and popular Poppins font.

The video background for the header gives a subtle sense of dynamism to the site. The attractively animated Project Aims section clearly guides the user to interact with it. We're also proud of the Partners page's stylish layout and 'Read more' elements to minimise clutter.

We integrated a news section and case studies as the project progressed.

# Case studies.

## Cancer research project website redesign



**PREMIO**  
COLLAB

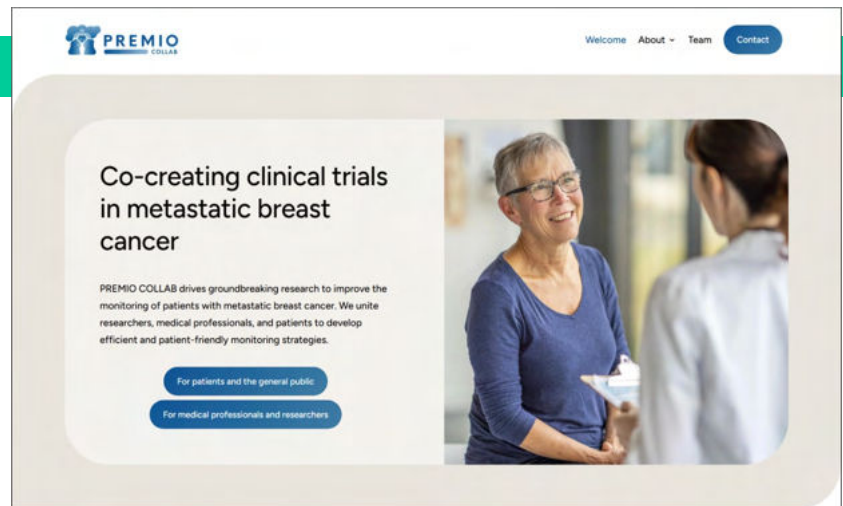
### About the client

PREMIO COLLAB is a research project with partners all around Europe including the University of Strathclyde, funded by Horizon Europe and others. It drives groundbreaking research to improve the monitoring of patients with metastatic breast cancer.



We are very pleased with Pixelshrink. They did an outstanding job of transforming our highly academic and content-heavy ideas into a visually engaging and user-friendly platform... The final website reflected exactly what we had envisioned.

**Malavika K. Amarnath**  
Department of Computer & Information Sciences  
University of Strathclyde



### The brief

The project had an existing website and logo, but wanted to expand it and make it more attractive and engaging. The team also wanted to benefit from our support in updating the content of the website.



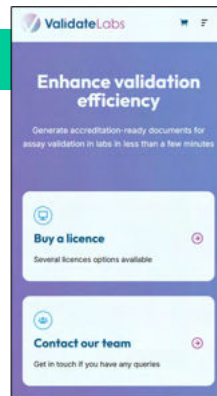
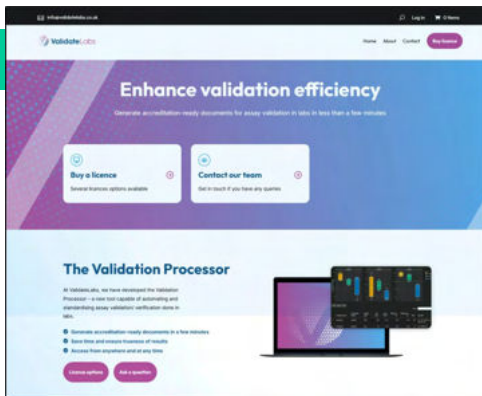
### Our approach

We took the existing logo and adapted it to better suit the website format. We then used it to inform the colour palette. Meanwhile, we took the project team through our design process, building the structure for the site and its content, and originating ways to present the text and make the site more engaging.

We support the project with updating website content, and developing interactive elements like the adapting the work package diagram and creating an animated explainer video.

# Case studies.

## E-commerce website and branding for spinout



## The brief

ValidateLabs was supported by the VentureVersity programme, and we connected at one of their events.

The company needed a website to outline their product offer, with an e-commerce facility which for customers to buy a software subscription. The software needs to only be available to subscribers, so an authentication application needed to be developed.

## Our approach

We designed the branding identity and logo in collaboration with the client giving them several modern and vibrant alternatives to choose from.

Then the website was designed, with a structure that allows the site to expand in tandem with the company's growth.

In parallel, custom web development for the Azure app connector to their website was coded, so that only customers who have a subscription can access the software.

## About the client

ValidateLabs is a university spin-out company and medtech startup based at the University of Leicester.

Their ground breaking B2B SAAS product for clinical laboratories automates the test validation process, saving time and money



As a University spin-out, resources were initially limited within our then small team, and we needed support with our website and brand development.

The quality of work was superb... and the support we have received is excellent. Pixelshrink's communication was clear and jargon-free. The service was great value for money too.

Because of this, we have paid for... tailor-made plug-ins for our app service connectivity as well as the development of payment systems.

**Dr Dan Lane**  
Department of  
Cardiovascular Sciences  
University of Leicester

# Next steps.

If you'd like to find out more about how we can maximise impact for your project, [please get in touch](#).

We'd love to find out more about what you want to achieve, with no obligation.

**GET IN TOUCH**



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