



exesios bdd

dba Association
Member



IBRAVE WEBSITE
A VIRTUAL HOME

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IBRAVE WEBSITE

CREATING A HOME

- The project needed a home
- Exesios would create a website for IBRAVE
- Modern branding methods

DEVELOPMENT

REQUIREMENTS

- Content managed
- Responsive
- Resources section for each partner
- Resources section for each meeting
- News
- Log in

IBRAVE WEBSITE
DEVELOPMENT

DEVELOPMENT

CONTENT MANAGEMENT

- A way of controlling website content
- Open source and bespoke options

DEVELOPMENT

OPEN SOURCE

- Free
- A wide variety of plugins/support
- Over engineered
- Not optimised
- Security risks
- Design limitations

DEVELOPMENT

BESPOKE

- More expensive
- A better user experience
- Optimised
- Unrestricted design options

**WOULD YOU RATHER
WEAR A SUIT OFF A
SUPERMARKET SHELF?**

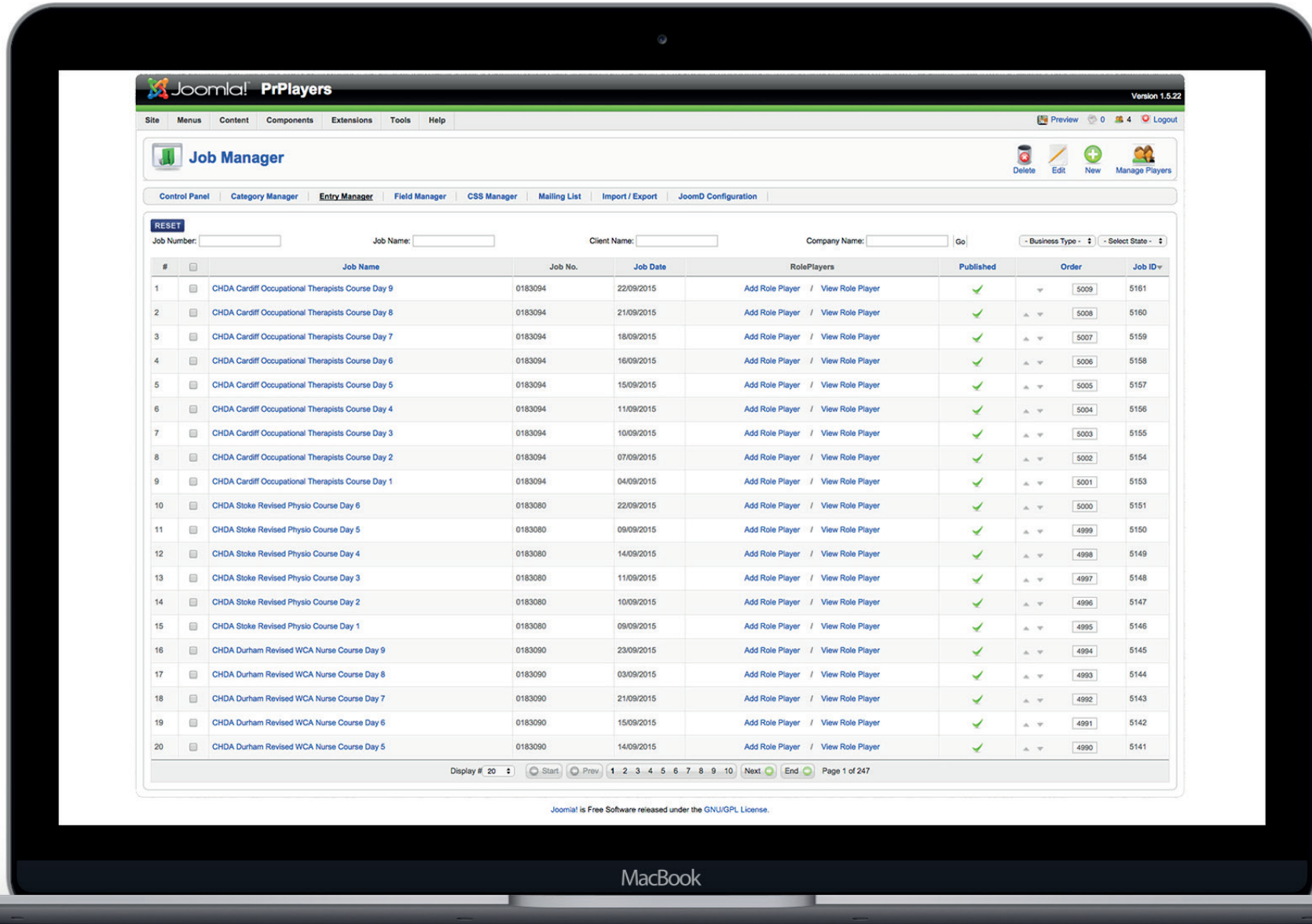


**OR A TAILORED SUIT
TO MAKE THE BEST
IMPRESSION**





Joomla!™
...because open source matters



Joomla! PrPlayers Version 1.5.22

Site Menus Content Components Extensions Tools Help Preview 0 4 Logout

Job Manager

Control Panel **Category Manager** Entry Manager Field Manager CSS Manager Mailing List Import / Export JoomlaD Configuration

Job Number: Job Name: Client Name: Company Name: Go Business Type - Select State -

#	Job Name	Job No.	Job Date	RolePlayers	Published	Order	Job ID
1	CHDA Cardiff Occupational Therapists Course Day 9	0183094	22/09/2015	Add Role Player / View Role Player	✓	5009	5161
2	CHDA Cardiff Occupational Therapists Course Day 8	0183094	21/09/2015	Add Role Player / View Role Player	✓	5008	5160
3	CHDA Cardiff Occupational Therapists Course Day 7	0183094	18/09/2015	Add Role Player / View Role Player	✓	5007	5159
4	CHDA Cardiff Occupational Therapists Course Day 6	0183094	16/09/2015	Add Role Player / View Role Player	✓	5006	5158
5	CHDA Cardiff Occupational Therapists Course Day 5	0183094	15/09/2015	Add Role Player / View Role Player	✓	5005	5157
6	CHDA Cardiff Occupational Therapists Course Day 4	0183094	11/09/2015	Add Role Player / View Role Player	✓	5004	5156
7	CHDA Cardiff Occupational Therapists Course Day 3	0183094	10/09/2015	Add Role Player / View Role Player	✓	5003	5155
8	CHDA Cardiff Occupational Therapists Course Day 2	0183094	07/09/2015	Add Role Player / View Role Player	✓	5002	5154
9	CHDA Cardiff Occupational Therapists Course Day 1	0183094	04/09/2015	Add Role Player / View Role Player	✓	5001	5153
10	CHDA Stoke Revised Physio Course Day 6	0183080	22/09/2015	Add Role Player / View Role Player	✓	5000	5151
11	CHDA Stoke Revised Physio Course Day 5	0183080	09/09/2015	Add Role Player / View Role Player	✓	4999	5150
12	CHDA Stoke Revised Physio Course Day 4	0183080	14/09/2015	Add Role Player / View Role Player	✓	4998	5149
13	CHDA Stoke Revised Physio Course Day 3	0183080	11/09/2015	Add Role Player / View Role Player	✓	4997	5148
14	CHDA Stoke Revised Physio Course Day 2	0183080	10/09/2015	Add Role Player / View Role Player	✓	4996	5147
15	CHDA Stoke Revised Physio Course Day 1	0183080	09/09/2015	Add Role Player / View Role Player	✓	4995	5146
16	CHDA Durham Revised WCA Nurse Course Day 9	0183090	23/09/2015	Add Role Player / View Role Player	✓	4994	5145
17	CHDA Durham Revised WCA Nurse Course Day 8	0183090	03/09/2015	Add Role Player / View Role Player	✓	4993	5144
18	CHDA Durham Revised WCA Nurse Course Day 7	0183090	21/09/2015	Add Role Player / View Role Player	✓	4992	5143
19	CHDA Durham Revised WCA Nurse Course Day 6	0183090	15/09/2015	Add Role Player / View Role Player	✓	4991	5142
20	CHDA Durham Revised WCA Nurse Course Day 5	0183090	14/09/2015	Add Role Player / View Role Player	✓	4990	5141

Display # 20 1 2 3 4 5 6 7 8 9 10 Page 1 of 247

Joomla! is Free Software released under the GNU/GPL License.

MacBook

Jobs

Jobs

Browse Calendar Templates

No.	Name	Date	Status
0183006	GMC TOC Manchester Emergency Medicine, Day 1/1	29th October, 2015	Archived
0183156	GMC TOC Manchester GP, GMC TOC Manchester GP	8th October, 2015	New
0183140	Birmingham Mock CASC, Birmingham Mock CASC	1st October, 2015	Completed

Actions

Create Job

Filter

Search by id or name

Any status

MM/YYYY

Apply

Reset

DEVELOPMENT

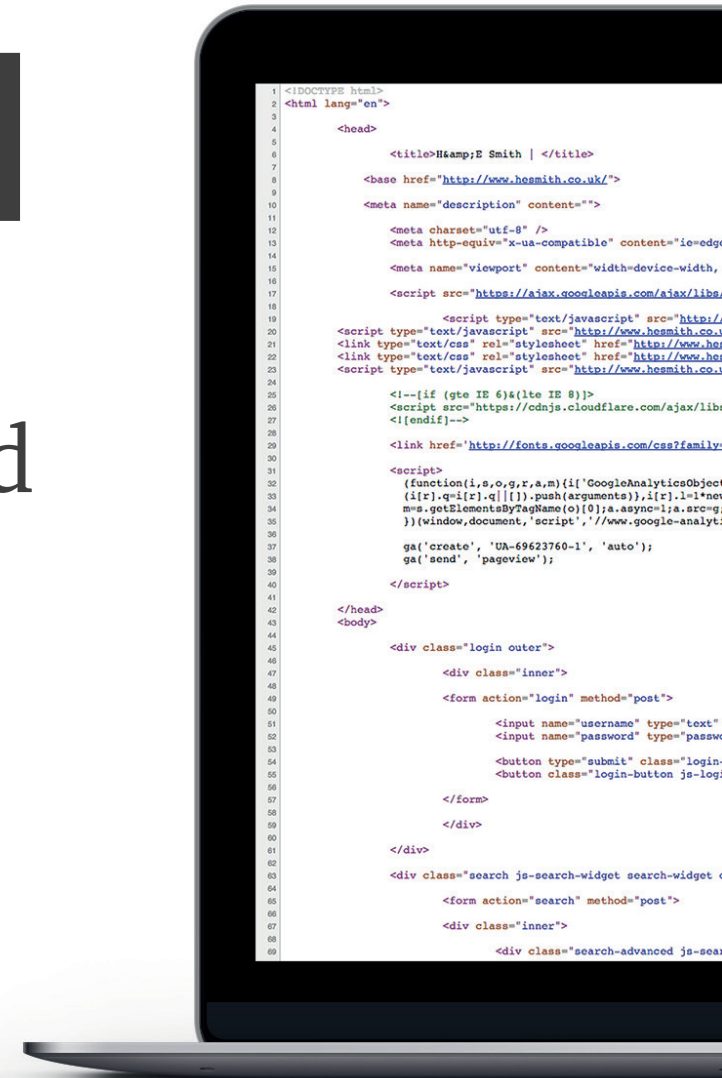
PAGE OPTIMISATION

- Optimised code reduces page file size, increasing load speed

- Example - Ansons

Exact same design using our CMS

60% reduction in page file size







IBRAVE WEBSITE
RESPONSIVE

DEVELOPMENT

RESPONSIVE

- Mobile/Tablet friendly
- Text is readable without tapping or zooming
- Tap targets are spaced appropriately
- Pages avoid unplayable content or horizontal scrolling

DESKTOP



- HOME
- PROJECT
- PARTNERS
- MEETINGS
- NEWS
- TOOLKIT

8 EUROPEAN PARTNERS

LATEST NEWS

MacBook

TABLET



MOBILE

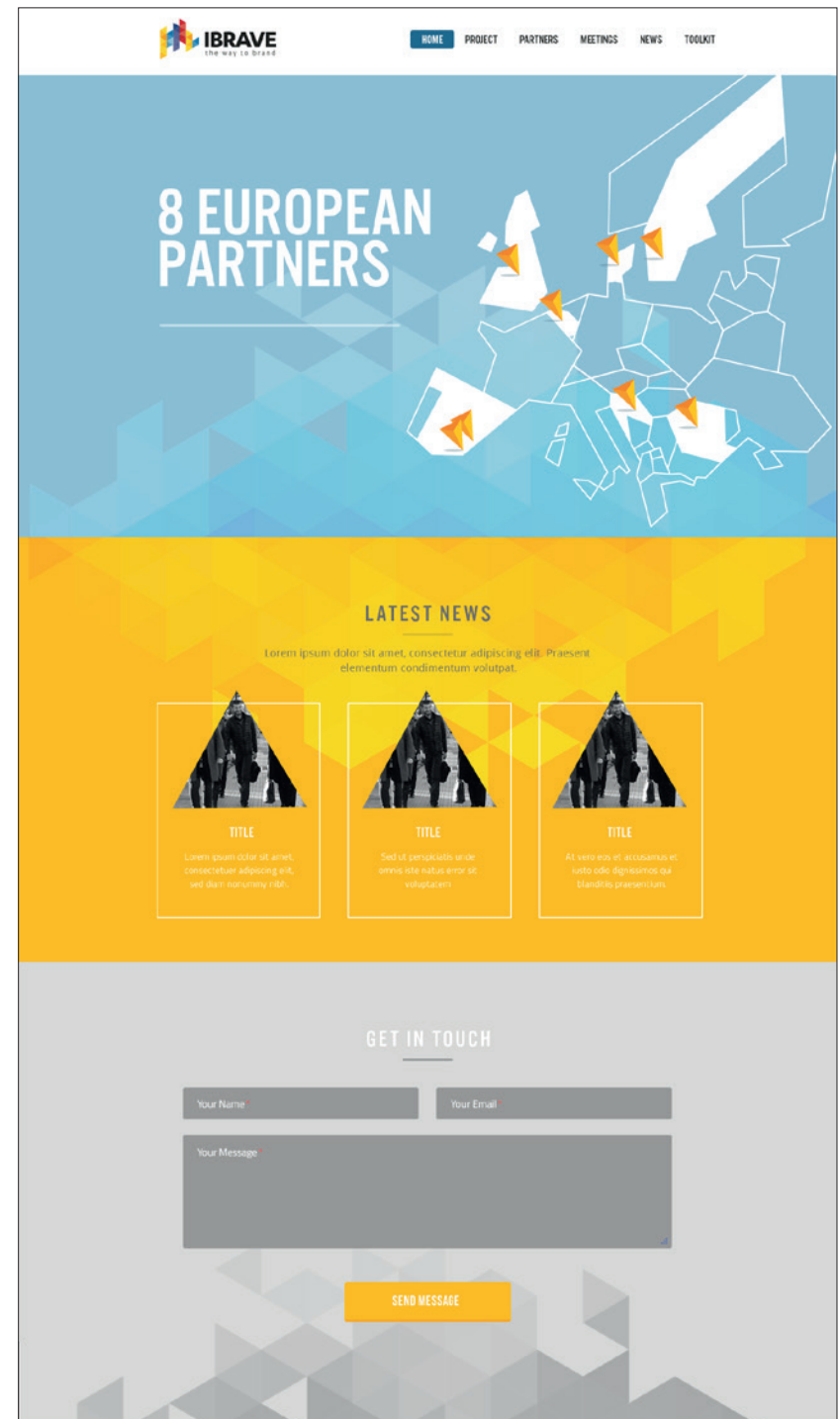


IBRAVE WEBSITE
FEATURES

FEATURES

HOME

- Transitional headers
- Latest news
- Contact



FEATURES

PROJECT



IBRAVE
the way to thrive

HOME PROJECT PARTNERS MEETINGS NEWS TOOLKIT

THE PROJECT

2-year project aimed at creating more attractive local areas for residents and tourists through developing vocational skills by exploring existing branding methods.

Co-financed by Erasmus + KA2.
Starting in September 2014 – End August 2016
Ceuti (Spain) is the project owner / project coordinator.

MAIN OBJECTIVES

To develop through cross-border cooperation vocational skills by exploring existing branding methods, and identify the most effective methods on a municipality level to strengthen the link between local SME's and the municipality. There will be a special emphasis on SME's with focus on tourism, to create more attractive local areas where residents and tourists want to come and stay, and to create work opportunities.



TARGET GROUPS

FIRST TARGET GROUP
Professionals working in the partners' organisations
Teachers working in the partners' organisations

SECOND TARGET GROUP
SME's in the tourism sector
Students of vocational schools
Politicians
New entrepreneurs in the tourism sector

PROBLEMS THE PROJECT INTENDS TO ADDRESS

Population is decreasing in rural areas and leaving small municipalities if not located in a big city area.

A lack of common and comprehensive branding understanding among partners which represent local municipalities.

Need to find methods to involve SMEs and cooperate with them.

Need to train vocational students and entrepreneurs on branding methods, local attractiveness and new technologies which can be used.

FEATURES

PARTNERS

- Partner information
- Resource upload
- Regional gallery
- Contact details

The screenshot displays the IBrave website interface. At the top, the IBrave logo is on the left, and navigation links for HOME, PROJECT, PARTNERS, MEETINGS, NEWS, and TOOLKIT are on the right. Below the navigation, a horizontal menu lists various countries: CEE/IT-SPAIN, SWEDEN, BELGIUM, ROMANIA, CROATIA, MURCIA-SPAIN, DENMARK, and UNITED KINGDOM. The main content area is titled "SWEDEN TRANEMO KOMMUN" and features a large white graphic of a hand holding a yellow triangle. Below the title, there is a block of text describing the municipality's population and economic situation. A "RESOURCES" section contains a grid of six items, with "ITEM 1" highlighted in yellow. A "CONTACTS" section shows two placeholder icons for people, each with a "NAME" label and contact information. At the bottom, there is a "VIEW GALLERY" button and a photo gallery preview showing a building and a person.

FEATURES

MEETING

- Resource upload
- Gallery upload

The screenshot displays the IBRAVE website interface. At the top, the IBRAVE logo is on the left, and navigation links for HOME, PROJECT, PARTNERS, MEETINGS, NEWS, and TOOLKIT are on the right. Below the navigation, a horizontal menu lists four workshops: WORKSHOP 1: CEUTI, WORKSHOP 2: LEMVIG, WORKSHOP 3: LEMVIG, and WORKSHOP 4: LEMVIG. The main content area is titled 'WORKSHOP 1 CEUTI' and includes the subtitle 'Global/ European/ National/ Local scanning'. It features a large white map of the CEUTI region with a small orange triangle. Below the map, there are three paragraphs of text describing the workshop's focus on branding methods, local resources, and international approaches. A 'RESOURCES' section contains a grid of six 'CEUTI NEWSLETTER' buttons. At the bottom, there is a call to action 'see all the photos from the first workshop' with a 'VIEW GALLERY' button, and a collage of photos showing workshop participants and a building.

FEATURES NEWS

IBRAVE
the way to brand

HOME PROJECT PARTNERS MEETINGS **NEWS** TOOLKIT

PROJECT NEWS

NEWS TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus at elit et ullamcorper. Donec vehicula neque ornare vulputate condimentum.



NEWS TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus at elit et ullamcorper. Donec vehicula neque ornare vulputate condimentum.



NEWS TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus at elit et ullamcorper. Donec vehicula neque ornare vulputate condimentum.



NEWS TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus at elit et ullamcorper. Donec vehicula neque ornare vulputate condimentum.



FEATURES LOGIN

iBrave Manager Pages News Admin Access Logout

Pages Pages

Browse Settings





Name

[Home](#)

[Project](#)

[Partners](#)

[Meetings](#)

»»» Ceuti	Delete	
»»» Lemvig	Delete	
»»» Wingene	Delete	
»»» Tranemo	Delete	

[News](#) Manage

[Toolkit](#)

About

Manage the content of pages of the website.

Available actions

[Create Page](#)

IBRAVE WEBSITE
BENEFITS

DEVELOPMENT

BENEFITS

- Taken more seriously
- Clearly explained in English
- Strong project brand style
- Order and consistency

DEVELOPMENT

SO FAR...



CONSISTENCY
CONSISTENCY
CONSISTENCY

THE KEYSTONE TO ALL EFFECTIVE BRANDS

THANK YOU

ANY QUESTIONS?