

# Developing the Milton Keynes City Centre Consumer Brand and Website

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# Introduction

MyMiltonKeynes (MyMK) identified a gap in promoting the unique offerings of Milton Keynes City Centre to residents, visitors, and businesses. While an existing B2B platform and visual identity catered to corporate communications, there was no dedicated consumer-facing website or brand which effectively showcased the City's retail, leisure, cultural, and entertainment offerings. Recognising the need for a fresh, consumer-focused identity and digital platform, MyMK embarked on a journey to revitalise the city centre's brand, drive footfall, and strengthen community engagement.

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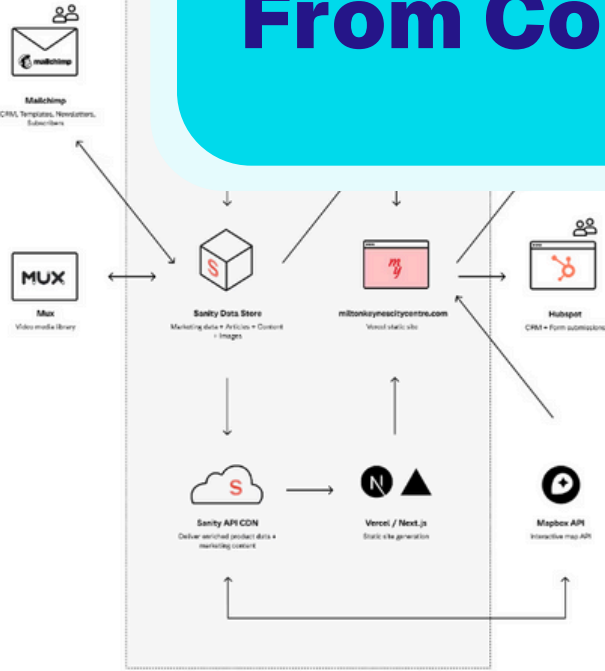
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## Objectives

- **Create a Distinct Consumer Brand:** Develop an inviting visual identity and tone of voice separate from the B2B platform, reflecting the vibrancy and uniqueness of Milton Keynes City Centre.
- **Enhance Visitor Experience:** Provide an intuitive platform where users can discover events, read news and reviews, and easily plan their visit.
- **Support Local Businesses:** Promote levy payers and city centre businesses, integrating features like a business directory and an interactive map.
- **Facilitate Engagement and Growth:** Incorporate best practices in SEO, user experience, and social media integration to attract new visitors, encourage repeat visits, and bolster city centre visibility.
- **Promote the Gift Card:** Establish a dedicated platform to showcase and facilitate the purchase of the new City Centre Gift Card, stimulating local spending and supporting economic activity among participating businesses.

# From Concept to Creation



MyMK began its journey by conducting extensive research and gathering stakeholder input, including through discussions with levy payers. This helped identify user needs and City Centre challenges while also guiding the overall project vision. In parallel, the team performed a competitive analysis, studying similar city destination websites and drawing inspiration from tourism boards, enabling them to pinpoint best practices for visitor engagement.

Building on these insights, MyMK launched a thorough tender process to secure a creative and technical partner capable of delivering a new consumer website and leading the brand design. Ultimately, digital product and design agency evensix was selected, thanks to their proven record in user-centric design and expertise in open-source CMS solutions.



## Key contacts



**Toby**  
Creative Director

Toby boasts over 16 years of experience in leading teams on award-winning branding and digital projects for renowned global companies. With a strong background in design strategy, UX, and development, Toby brings a holistic approach to his work. He leverages his deep understanding of the industry to create compelling brand experiences that resonate with audiences worldwide.

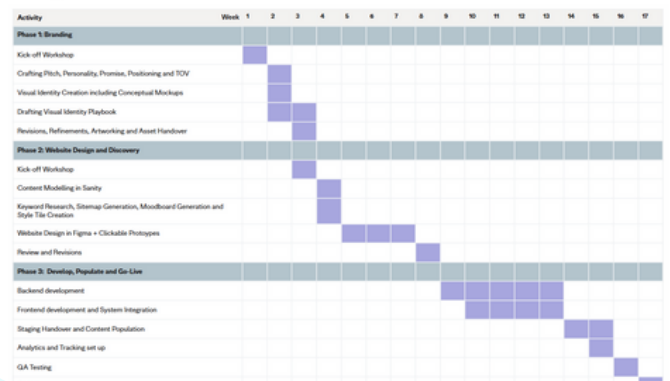
Toby's expertise lies in seamlessly integrating design thinking and cutting-edge technology to deliver impactful solutions that align with business objectives. With a passion for creativity and an unwavering commitment to excellence, Toby consistently exceeds client expectations and nurtures strong client relationships. His contributions to the field have earned him widespread recognition and established him as a sought-after creative mind in the industry.

**Gillian**  
Client Servant

Gillian is an a Specialist, w nurturing, an expertise ext has demonst social media comprehensi

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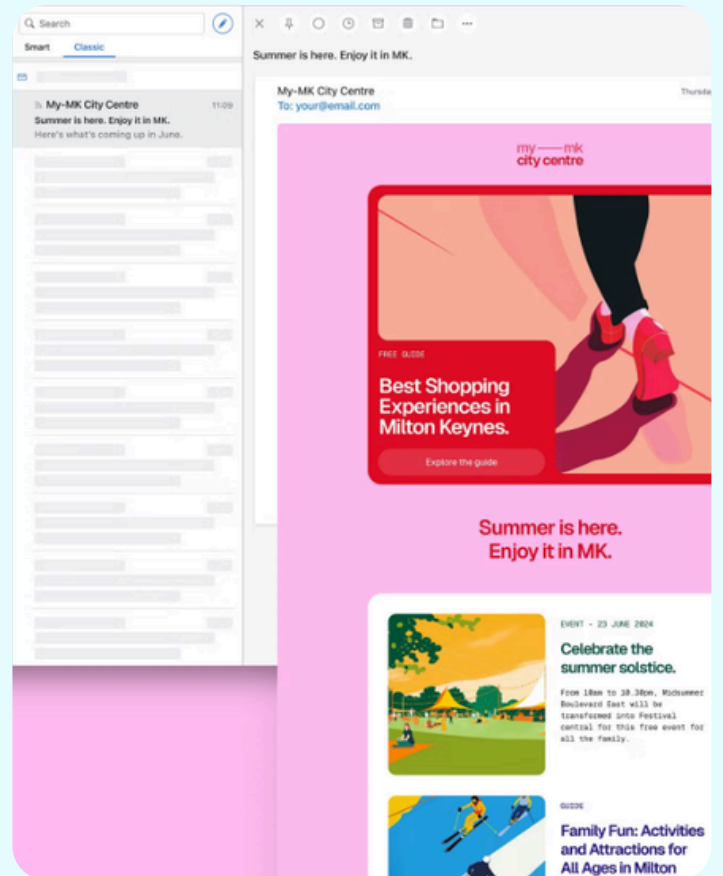
## Project Timeline



### Project Approach

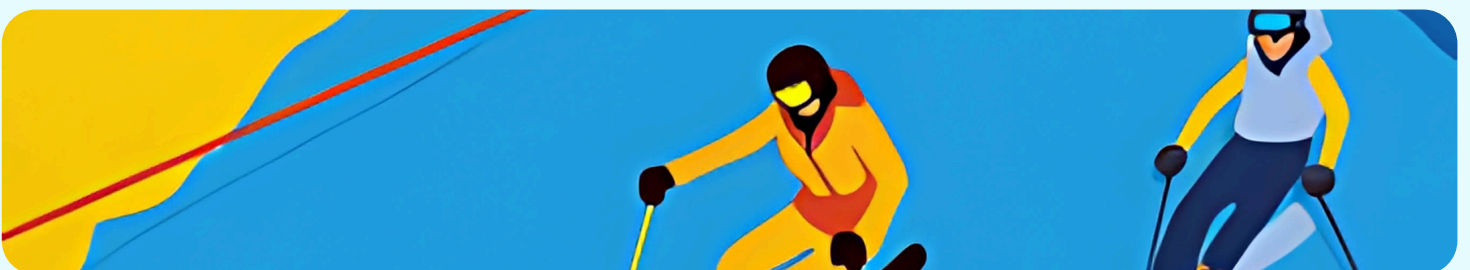
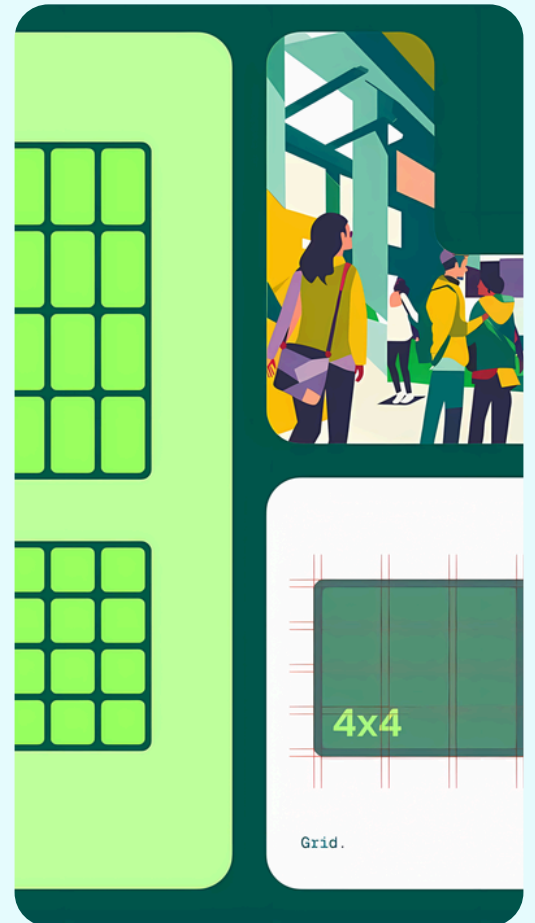
#### Phase 1: Design and Discovery

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| <p><b>1. Kick-Off Workshop</b><br/>Gather insights from key members to align on website goals and needs.</p>                           | <p><b>2. Content Modelling in Sanity</b><br/>Structure the site's content for enhanced user experience and conversion.</p> | <p><b>3. Keyword Research for SEO</b><br/>Conduct keyword research to refine the content model for SEO optimisation.</p>   |
| <p><b>4. Sitemap Generation</b><br/>Map out a clear navigation path to ensure user-friendly website flow.</p>                          | <p><b>5. Mood Board Generation</b><br/>Visual brainstorming to establish the website's aesthetic and vibe.</p>             | <p><b>6. Style Tile Creation</b><br/>Craft the site's visual elements, ensuring they echo the brand identity.</p>          |
| <p><b>7. Website Design in Figma</b><br/>Design key pages, laying out the site's layout and user interface for a tangible preview.</p> | <p><b>8. Clickable Prototypes</b><br/>Develop and share clickable prototypes for review and feedback.</p>                  | <p><b>9. Review and Revisions</b><br/>Refine designs based on feedback, perfecting the site before heading into build.</p> |



With evensix on board, MyMK embarked on a strategic brand refresh for Milton Keynes City Centre. Through an immersion session with evensix, we were able to hone in on what made the City unique, which gave us the foundations to be able to define the personality, tone of voice, positioning and tagline. This informed the creation of the logo and colour ways, and defined the core visual style; which stemmed from the grid system unique to the City. Illustrations brought everything together with a nod to the city's history whilst capturing its futuristic tech-focused identity.

The resulting consumer brand emphasises vibrant colours, lively imagery, and a friendly tone—bringing the area's energy to life. The tone of voice was refined to be inclusive, helpful, and welcoming, ensuring every visitor—local or otherwise—feels at home when exploring what the City Centre has to offer.



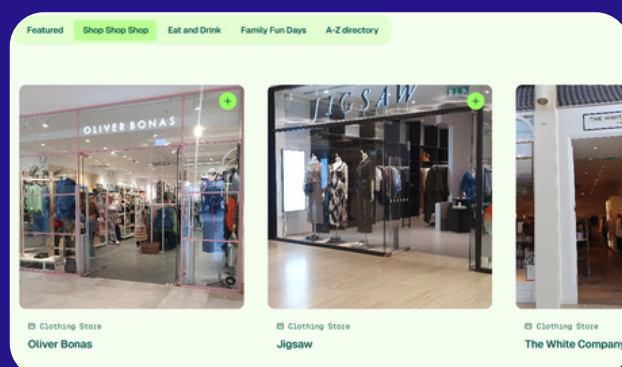
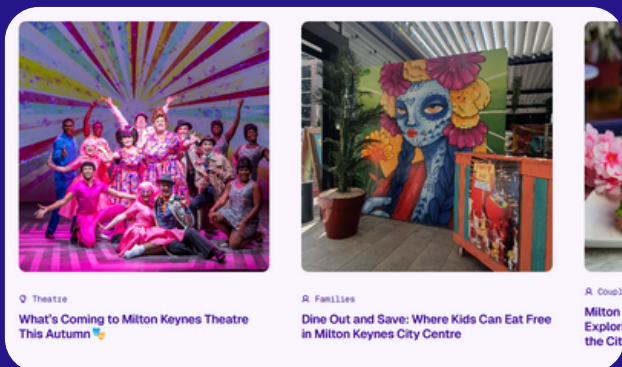
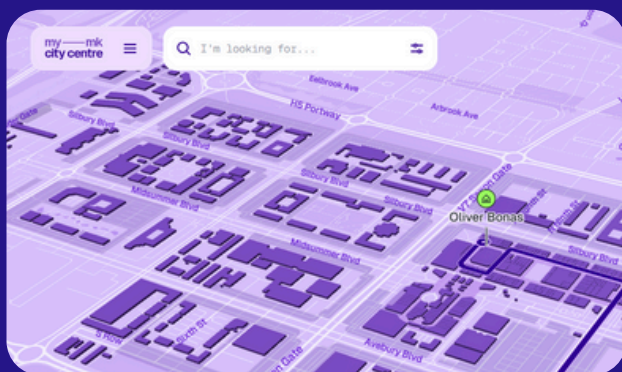
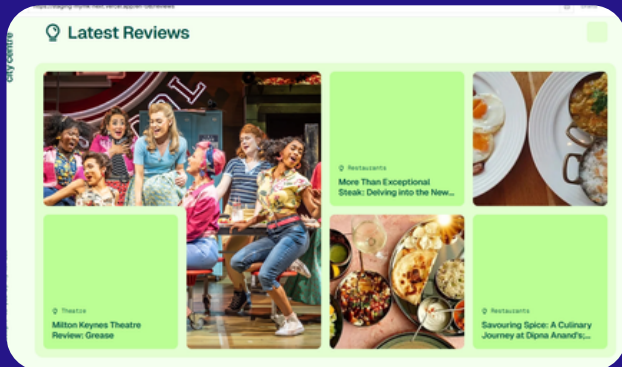
# Website Design and Development

The website embodies the refreshed consumer brand for Milton Keynes City Centre, offering visitors an intuitive platform that highlights local businesses, experiences, and essential information.

Built with flexibility in mind, the site leverages user-focused design principles and modern technology to deliver a seamless and engaging experience for residents, tourists, and businesses alike.

## Key Features:

- **User-Centric Design:** A clean, responsive layout guides visitors effortlessly, with clear calls to action and a mobile-friendly interface.
- **Interactive Map & Business Directory:** Central to the website's functionality, this tool enable users to explore the City Centre through the use of a bespoke schema.
- **Gift Card Integration:** By partnering with Giftyfy, the site allows users to discover all they need to know about the Milton Keynes City Centre gift card.
- **News, Reviews & Guides:** Regularly updated articles and insights encourage repeat visits, keeping visitors informed about the latest events and experiences in the City Centre.
- **Accessibility & SEO:** Built to meet WCAG 2.2 guidelines, the site also implements robust SEO practices—optimised metadata, fast load speeds, and structured URLs—to improve visibility and user satisfaction.





**MyMK publicly unveiled the new consumer brand and website on Thursday 19th September at Milton Keynes Theatre, highlighting its “Our City, Your Way” ethos.**

The launch event attracted over 70 guests, including levy payers, board members, local business owners, and press representatives, demonstrating the strong community interest in enhancing and promoting Milton Keynes City Centre.

Attendees enjoyed a preview of the refreshed brand identity and the website’s key features, with live demonstrations showcasing everything from the interactive map and business directory to the newly produced photography and videography, created using the new brand guidelines. The event also included remarks from MyMK representatives and local stakeholders, underscoring the collaborative efforts required to bring this project to life.



# Conclusion

**By identifying the need for a dedicated consumer platform, implementing a robust creative and technical strategy, and unveiling a dynamic new brand and website, MyMK has successfully elevated the profile of Milton Keynes City Centre.**

Through consistent stakeholder collaboration, a solid digital infrastructure, and engaging content, the brand and website continue to strengthen community ties, promote local businesses, and celebrate the vitality of one of the UK's most forward-thinking urban destinations.

To ensure this success endures, MyMK has established annual KPIs to track key metrics such as visitor traffic, user engagement, and business directory usage. These KPIs guide ongoing content updates, SEO enhancements, and feature developments, ensuring the website remains responsive to user needs and market trends.

