

# Hedge.

## We design brands and build websites for clients in the alternative investment industry and financial services

**We are a design agency supporting ambitious businesses with branding, strategy, web development, digital campaigns and content.** We bring together big agency expertise with both branding and digital tools, to build client experiences that shape relationships and drive commercial success.

01

### 20+ years expertise

At HedgeDigital, we have a proven track record in brand creation and custom-built website design. Our co-founders lead dedicated, senior-level teams with cross-disciplinary expertise to ensure project success.

02

### Investment focused

We are focused on the alternative investment industry. Our expertise spans asset and wealth management, hedge funds, family offices, and more. Our clients trust us, to help them achieve their strategic goals and build their industry reputation.

03

### Client-centric design

Your client is at the heart of everything we do. We understand that a strong digital presence is crucial for your business. Our services enable you to showcase your value and transform the way the world perceives you.

04

### Future proofed

We create innovative designs that can easily scale and sustain your business goals. Our approach integrates the latest technologies with industry best practice, allowing for seamless adaptability and growth.

**We successfully partner with  
the following types of businesses**

Asset management · Wealth management · Hedge funds · Family offices · Private equity  
Venture capital · Investment firms · Fintech · Crypto · Digital ledger · Web<sup>3</sup>

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## HedgeDigital handles all your digital marketing needs, allowing you to focus on what you do best.

Explore our range of digital services below.

### Branding

At the core of our approach, we maintain that brand and UX are closely connected and work together. We specialise in creating and representing digital brand identities across channels, providing strategy assistance and guidelines to ensure consistency.

- Brand research
- Brand strategy
- Visual identity
- Brand guidelines
- Brand architecture
- Naming
- User experience (UX)
- User interface design (UI)

### Website

A website is the most important channel to showcase your brand to clients. We build websites to give users the best experience possible while also meeting your goals.

- Website design
- Website development
- Content strategy
- Frontend & backend development
- CMS implementation
- API integrations
- Content production
- IR tools
- Document systems

### Maintenance

We maintain your website and online systems throughout their life span. Our services include content updates, security patches, and CMS upkeep. We monitor performance and optimise load times, so you can focus on your business.

- Technical support 24/7
- Scalable website hosting
- CMS maintenance
- Server maintenance
- Performance monitoring
- Security updates
- SEO maintenance
- Backup and recovery

### Digital

Our digital services leverage creativity and data insights to build impactful strategies that resonate with your audience. We ensure every customer touchpoint is measured and optimised to increase retention, engagement and acquisition.

- Social media
- Creative campaigns
- Digital advertising
- SEO integration
- Presentation materials
- E-newsletters and blogs
- Finance guides & whitepapers
- Reports & market commentary

### Content

Authentic content is essential for customer engagement. We work with brands to identify unique content drivers and deliver custom-made assets that positively engage with your audience. We use content to reflect your business identity and build a positive reputation.

- Digital & graphic design
- Art direction
- Illustration/infographics
- Photography
- Animation
- Video production
- 3D creative
- Event design