

Website Redesign and Brand Refresh for Harbour & Co

Prepared for Sarah Whitfield, Harbour & Co · 4 Aug 2026

Executive summary

Harbour & Co has grown into a 12-person practice, but the website hasn't grown with it. An eight-year-old site that doesn't work properly on a phone is quietly costing you enquiries from exactly the sort of client you want to attract: owner-managed businesses weighing up who to trust with their numbers.

This proposal covers a brand refresh and a complete website rebuild in Webflow, delivered over ten weeks from mid-September 2026. You get a refreshed identity, a design system, eight responsive page templates, a CMS you can actually update without a developer, and training so your team feels confident using it.

We've built three websites for professional services firms in the South West, so we understand the balance between looking modern and looking dependable. Your current site stays live and untouched until the day we switch over. The investment is £24,000, paid across three stages.

Our understanding

You're a well-established Bristol practice with no in-house marketing resource, which means whatever we build has to be genuinely maintainable by people whose day job is accountancy, not content management.

The brief has two halves that are easy to confuse. The first is presentation: the brand looks older than the firm feels, and the site fails on mobile, where a large share of first visits now happen. The second is positioning. You want owner-managed businesses rather than individual tax returns, and a site that speaks to both audiences equally speaks to neither. The redesign needs to make that choice visible in structure, hierarchy and tone.

Sarah, you've flagged disruption as your main concern, and that's fair. Nobody wants a half-finished website or a broken enquiry form during a busy stretch. We've shaped the work so that everything happens in a separate build environment. Your existing site keeps running, keeps ranking and keeps taking enquiries right up to the moment we go live, and the switch itself takes minutes rather than days.

Proposed approach

We'll run the project in four phases, each ending with something you can look at and sign off before we move on. That keeps decisions small and reversible, and it means your involvement is concentrated into short, scheduled sessions rather than spread thinly across ten weeks.

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We start with a discovery workshop and interviews with your stakeholders. The aim is to understand how owner-managed clients actually find and choose you, what your partners want the firm to be known for, and which pages on the current site are doing any work at all. That shapes the sitemap and the brand direction rather than us guessing at both.

The brand refresh is deliberately an evolution, not a reinvention. A refreshed logo, a considered colour palette and a typographic system that reads clearly on a small screen. Recognisable to existing clients, noticeably more current to new ones.

From there we build a design system and component library, so the eight templates are assembled from consistent, reusable parts. This matters beyond launch: when you want a new service page in two years, the pieces already exist and it looks right by default.

The build is in Webflow, with the CMS structured around the content you'll realistically maintain, such as team profiles, insights and service pages. We migrate your existing content, preserving URLs where they carry value and mapping redirects where they don't. Finally, we run a training session and leave you with written handover documentation, so an update is a fifteen-minute job for someone in the office rather than a call to us.

Scope of work

A full brand refresh and Webflow website rebuild, from discovery through to launch, training and handover. Everything below is included in the £24,000 fee unless listed under exclusions.

- **Discovery workshop and stakeholder interviews** — A half-day workshop with your partners plus individual interviews with key staff. Covers audience, positioning towards owner-managed businesses, competitor review and a content audit of the current site. Output is a short findings note and an agreed sitemap.
- **Brand refresh: logo, palette, typography** — Refreshed logo in all required formats, a primary and secondary colour palette tested for accessible contrast, and a typographic scale that works from mobile up. Presented as two directions, narrowed to one for refinement.
- **Design system and component library** — A documented set of reusable components including buttons, cards, forms, navigation, headers and content blocks, with spacing and layout rules. Built in the design tool and mirrored in Webflow so the site stays consistent as it grows.
- **Responsive website design, 8 templates** — Eight page templates designed for mobile, tablet and desktop. Expected set: home, service overview, service detail, about and team, team member, insights index, insight article, and contact. Final list confirmed at the end of discovery.
- **Webflow build and CMS setup** — Full build of the approved designs in Webflow, including CMS collections for insights, team members and services, working enquiry forms, basic on-page SEO fields, and cross-browser and device testing before launch.
- **Content migration** — Migration of existing pages and any published articles worth keeping into the new structure, formatted to the new templates, with a redirect map so existing links and search rankings are preserved.

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- **Training and handover documentation** — A live training session for your team on editing pages, publishing insights and adding team members, plus written documentation and short screen recordings covering the common tasks. All accounts and assets transferred to Harbour & Co.

Not included

- Copywriting for new pages. We'll provide a page-by-page content brief with word counts and guidance, but the words themselves are written by Harbour & Co.
- Ongoing SEO retainer. Technical SEO foundations and redirects are included at launch; continuing optimisation and content work is not.
- Photography and video. We'll advise on shot lists and specify where imagery is needed, and can recommend a photographer, but commissioning and fees sit outside this proposal.
- Third-party subscriptions, including Webflow hosting plans and any font or stock imagery licences.
- Integrations with practice management or accounting software beyond standard enquiry form delivery.

Timeline

Ten weeks from mid-September 2026, in four phases. Each phase ends with a sign-off point, and the work stays in a private Webflow environment throughout, so your current site keeps running and taking enquiries until the day we switch. Your time commitment is concentrated in weeks one, four and ten. Dates assume feedback within three working days at each review; if a busy stretch means that slips, we'll adjust the plan together rather than push on regardless.

Phase 1: Discovery and direction

Weeks 1–2

- Half-day discovery workshop with the partners
- Stakeholder interviews with client-facing staff
- Content audit of the current site and analytics review
- Competitor and sector scan across South West professional services
- Agreed sitemap and content brief issued to Harbour & Co

Phase 2: Brand refresh

Weeks 3–4

- Two brand directions presented, covering logo, palette and typography
- Refinement of the chosen direction
- Logo artwork prepared in all formats
- Brand guidance note covering usage, colour and type

Phase 3: Design and system

Weeks 5–7

- Design system and component library built
- Homepage and one key template designed and reviewed first

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- Remaining templates designed to complete the set of eight
- Mobile and tablet layouts for every template
- Design sign-off meeting

Phase 4: Build, migration and launch

Weeks 8–10

- Webflow build of all templates and components
- CMS collections configured and populated
- Content migration and redirect mapping
- Cross-browser, device and accessibility testing
- Training session and handover documentation
- Launch and switch-over, with monitoring across the following days

Investment

A fixed fee of £24,000 covering all deliverables listed in scope. The breakdown below shows how the fee is distributed across the phases; the total is fixed, not an estimate, provided scope stays as described. Excluded items and third-party costs such as Webflow hosting are not included.

Discovery workshop, stakeholder interviews, content audit and sitemap	£3,000
Brand refresh: logo, colour palette, typography and usage guidance	£4,500
Design system and component library	£3,000
Responsive design of eight page templates	£5,500
Webflow build and CMS setup	£5,500
Content migration, redirect mapping and pre-launch testing	£1,700
Training session, handover documentation and launch support	£800
Total	£24,000

40% (£9,600) on signature, 30% (£7,200) at design sign-off at the end of week seven, and 30% (£7,200) on launch. Invoices are payable net 14 days. All figures exclude VAT where applicable.

Why us

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We've delivered three websites for professional services firms in the South West, so the particular demands of this sector are familiar: the need to look current without looking flippant, the reality that partners have limited time for reviews, and the importance of a site that a non-specialist can maintain.

Brand and build sit with the same team here, which matters more than it sounds. When the people designing the identity are the ones assembling the component library and building in Webflow, nothing gets lost in translation and there's no second agency to brief.

We've also planned this around your concern about disruption. Phased sign-offs, a private build environment, your existing site untouched until launch day, and a clear redirect map so the traffic you already have follows you across. And because you have no in-house marketing team, the handover is treated as a real deliverable rather than an afterthought.

Next steps

1. Reply to confirm you're happy with the scope, or tell us what you'd like adjusted — we'd rather change it now than at week six.
2. We'll issue a short contract and the first invoice for 40%, payable net 14 days.
3. Book the discovery workshop for the first week of the engagement and confirm which partners and staff should take part.
4. Send over access to your current site, analytics and domain registrar, plus any existing brand files you still hold.
5. Nominate one person at Harbour & Co as the day-to-day contact for approvals, to keep the phase sign-offs quick.
6. Any questions before then, email contact@cmsolutions.tech or call and we'll talk it through.