

glued®

CLEAR & HONEST MARKETING

BRAND REFRESH FOR 007 STRATFORD'S TAXIS



“Glued understand our business and what the 007 Stratford’s Taxis brand stands for. The new website looks professional, works brilliantly on mobile and clearly reflects who we are as a company. The refreshed branding and improved performance have given us a stronger presence online.”

Richard Harvey, Owner, 007 Stratford’s Taxis

Context: 007 Stratford’s Taxis is a well-established local taxi firm with a strong reputation built on reliability, professionalism and community trust. Glued had previously worked with the business on a full branding project, creating a distinctive visual identity that set the company apart within a crowded local transport market. The website had been developed some years ago and a refreshed brand logo and mobile functionality needed to be added.

The requirement: The primary requirement was to design and build a new website that clearly communicated the 007 Stratford’s Taxis brand message while significantly improving usability and performance. The site needed to work seamlessly on mobile, where the majority of customers book or check details on the move, and it needed a structure that would support improved search engine visibility. In parallel, the branding was subtly refreshed to ensure consistency and clarity across all digital touchpoints, building on

the original identity while modernising its application. Finally, the site needed to be built on WordPress so the team could easily manage updates and future additions without reliance on developers.

The outputs: Glued designed and built a new WordPress website that places clarity, speed and visual confidence at its core. The refreshed logo and brand elements were applied consistently throughout the site, using strong typography, confident colour use and clear layout to reinforce trust and professionalism. The user journey was simplified to make it easy for customers to understand services and take action quickly, particularly on mobile devices. From the ground up, the site was optimised for performance and SEO, with clean page structures, improved content hierarchy and faster load times supporting both user experience and search visibility. The WordPress build ensures the site is flexible and scalable, ready to evolve alongside the business.

The results: The new website presents a clear, confident brand message that aligns with 007 Stratford’s Taxis’ position as a reliable, professional local service. Improved performance and mobile optimisation make the site faster and easier to use at the point of need, while stronger visual branding helps the business stand out and look established and trustworthy. With improved SEO foundations and a WordPress platform in place, the site is now better equipped to attract new customers, support future growth and adapt as the business develops: delivering a digital presence that finally matches the strength of the brand behind it.



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

in www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

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