



Association Partners Plus Corporate Web Site

PROJECT

Complete Web Site

CLIENT

Association Partners Plus, Partners

TARGET AUDIENCE

Food industry associations

SITUATION

Association Partners Plus wanted a web site that would maximize its credibility as an industry leader in association consulting. Emphasizing its experience and qualified staff, the company desired a highly professional look that helped distinguish its turnkey operation and processes as reliable and leading edge.

SOLUTION

A very bright and interesting looking web site using a striking red textured background was presented and accepted by this client. The company's logo was used in the background pattern. The opening page was designed to be simple using only the logo and tagline, "your partner in success". The next page and home page is also clean and simple with a short description of the company services and a four level navigation buttons. After leaving the home page the viewer continues to sub pages that use a menu at the top with rollover buttons and a drop down menu. Photos of the company's operations and market potential were used throughout the site. The photos help to explain the market niche as well as to emphasize the company's full-service capabilities.

DESIGNER'S ROLE

My team and I were responsible for art direction of the web site including design concept and development. Initial design, photoshop designs and illustrations were completed by our team and final html programming was finalized and tested using an outside contractor.

