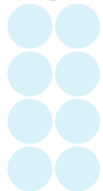


who?

Municipal Systems, Inc. Website and Collateral



why?



Municipal Systems, Inc. (MSI) is a leading provider of software systems for municipalities. The company suffered from an antiquated website that was difficult to navigate, lacked key functional features and missed important SEO elements. Their graphic identity was also tired, weak and inconsistent. The company needed a way to rejuvenate its brand as it expanded sales efforts.

how?



FUSION began with a clearly outlined site map to ensure a fully functional and easy to navigate site. Next, keyword research and richer content was created to ensure maximum SEO. A new modern visual identity was also developed and implemented on both the website and a suite of product sell sheets. Overall, the new identity reflects the quality solutions and expertise that MSI brings to the marketplace.

Our efforts paid off as Fusion and MSI were awarded W³ silver award for website design by the International Academy of Visual Arts.