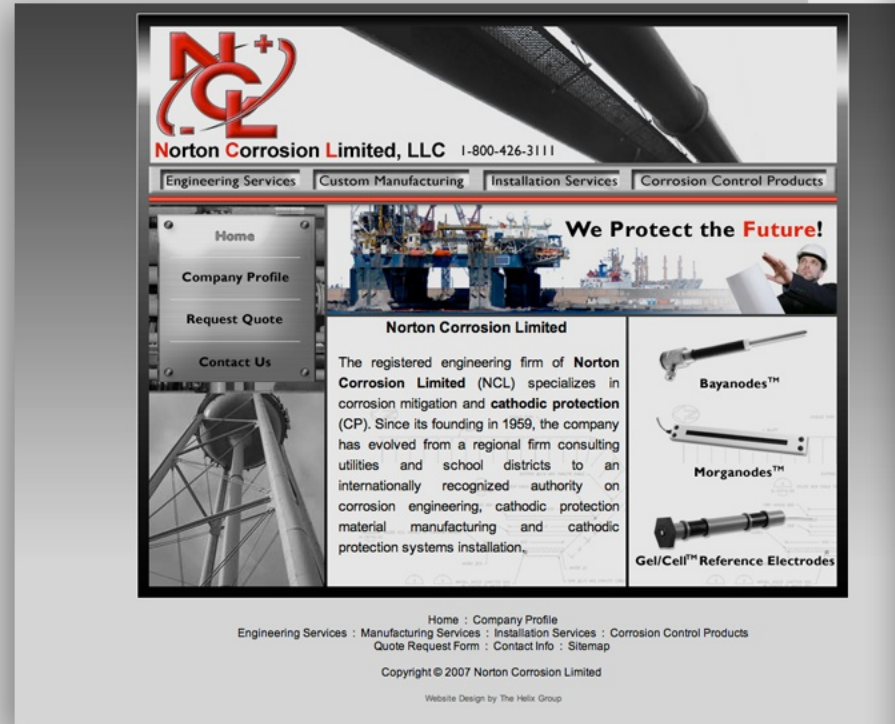


before & after:

The challenge for Norton Corrosion, an industry leader in corrosion control products and services, was to update an aging web site. The update presented an opportunity to reassert their brand, strengthen their position as a leader in the marketplace, and bring a clearer message and an enhanced, simplified web experience to their current and prospective clients.



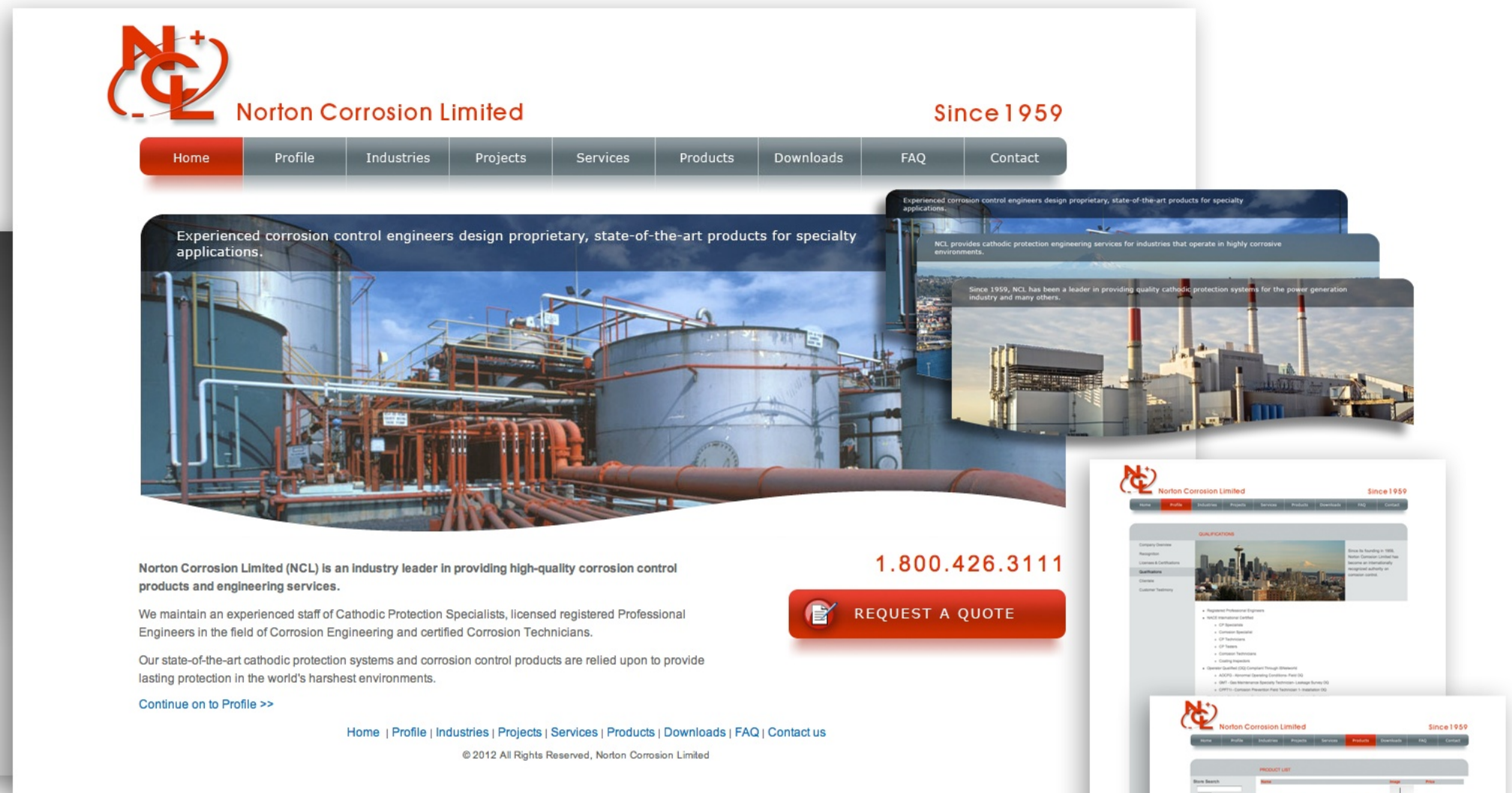
original home page



before & after logo cleanup

The logo was rebuilt to function for web, print, signage and other applications. The update simplified and strengthened the logo, making it more contemporary and appealing without compromising the recognizability of the original.

Norton Corrosion Limited



Technical considerations

- To keep the project on track, our Bear Creek Web Project Management System was utilized to make sure benchmarks and due dates were achieved.
- A private yet collaborative development environment was required to allow multiple teams to review and edit the site prior to going live.
- The e-commerce section was a special challenge as we needed to bring the new design into an existing development environment, without affecting the functionality of the live storefront.
- Flash was an important design element, but we also needed the site to display properly on devices that don't support Flash (iPhones, iPads). Special code was developed to detect those devices and offer alternative imagery.

Design considerations

- As the first step in the process, the logo was refined and brought up to date to reestablish the brand as the reflection of a current industry leader.
- Clean, functional templates were built as an organizational foundation and to create visual unity.
- Norton Corrosion's specialties were put up front on the home page in a rotating graphic treatment to promote their expertise and communicate directly with their target market.
- The fresh, clean, professional look was extended to all subpages.

