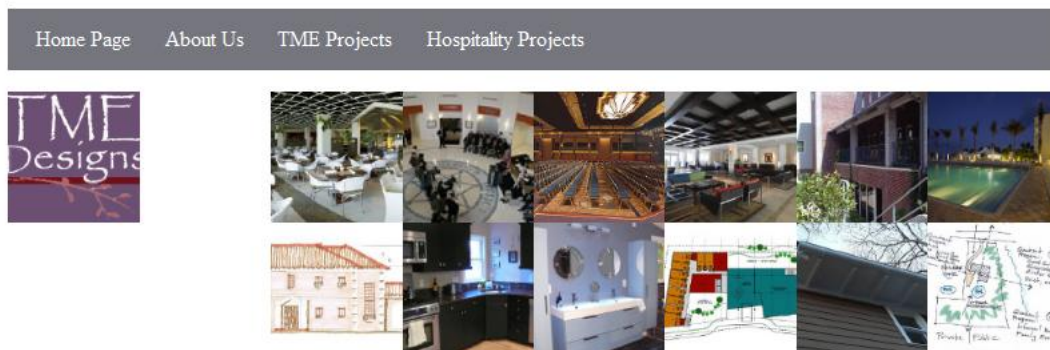


CASE STUDY: TME DESIGNS

TMEDesignsLLC.com

THE PROBLEM:

Previous website did not present a professional image for the client, a small architectural firm, and branding was dated. Client wanted to retain the color purple as an accent, and the 'leaves' in their logo to represent their focus on sustainable architecture. The website structure also needed to be reworked for better ease of use for potential customers.



Previous website design

Architecture and Design Services

Residential



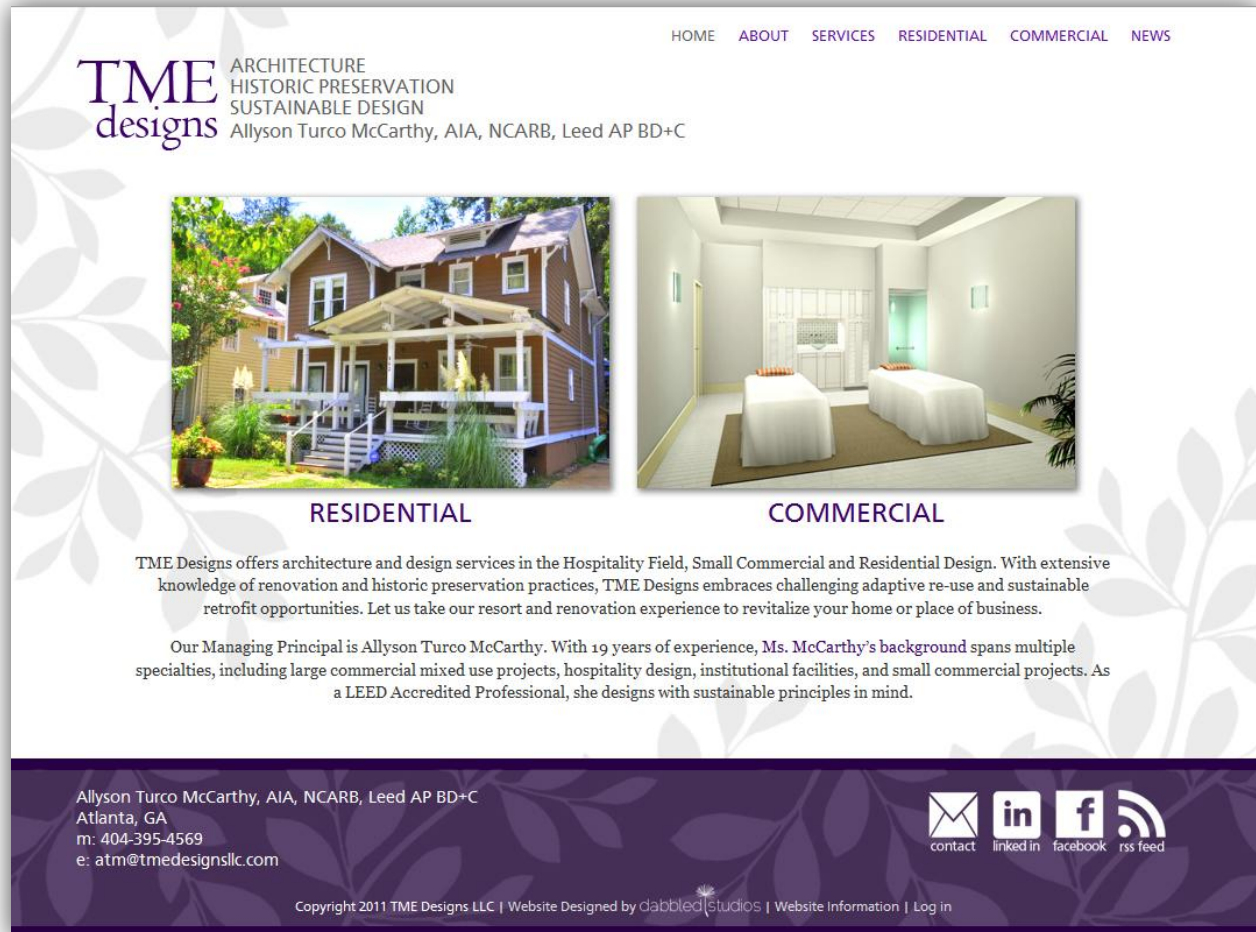
Commercial



TME Designs LLC is an Atlanta based company organized in 2009 by Allyson Turco McCarthy, its managing principal. TME Designs offers architecture and design services. With 18 years of experience, Ms. McCarthy's background spans multiple specialties, including large commercial mixed use projects, hospitality design, institutional facilities and small commercial projects. Many of these projects involved renovation to existing structures and

SOLUTION:

Inspiration was taken from the elements of the current branding that the client wished to retain, but updated for a more professional, cohesive look.



- Updated logo font while retaining the original feel.
- Gray, purple and white color scheme. Leaf pattern becomes subtle accent, rather than part of the logo. This pattern is repeated on print materials such as business cards.
- Principal architect's name and qualifications, as well as the primary focus areas of the firm, are pulled up to greater prominence.
- Better website organization. Main page leads into 2 primary pages: Residential and Commercial. More logical page structure outlining the firm's services and portfolio
- Expandable: Client can continue to add pages under residential or commercial to highlight particular projects or types of clients.
- Integrated blog/news page was added. The client can post new items to the website and have them automatically sent to their Facebook page.