CASE STUDY

ACTIVE SOUTHERN WEST VIRGINIA
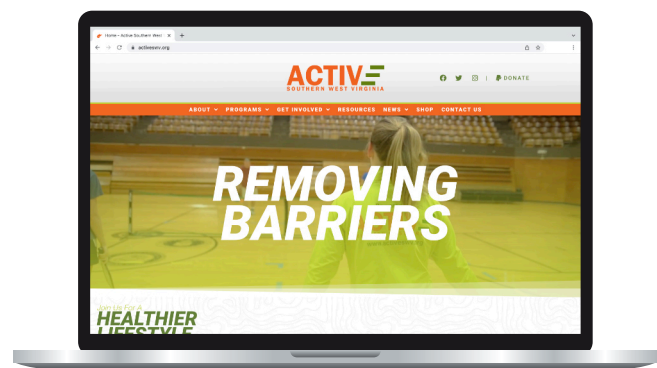
JJN MULTIMEDIA

ACTIVE SOUTHERN WEST VIRGINIA

ABOUT THE CLIENT

Active Southern West Virginia (SWV) is a non-profit that provides an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained volunteers from within the communities they serve.

THE GOAL

The Active SWV website serves as a hub for resources for a healthier West Virginia. The main goal of the Active SWV website is to convey the program's information in the most easy-to-understand way. The organization has also hosted numerous events throughout the region and looked to highlight that work on the site.

THE APPROACH

One of the struggles with the organization's old site was information being buried underneath pages upon pages - and employees even found it challenging to find certain information. The site itself was also outdated in both content and design. One of the biggest structural changes was the implementation of an integrated Google Calendar that lists all of the events in the upcoming months.

THE LOOK

Active SWV is known for their bright, neon green color palette. The color scheme for their old site primarily used dark blue shades and it did not resonate with the organization's color palette, logo, and overall brand. The JJN Multimedia web team utilized dark green and orange as headings, with light green accents throughout the page.

> *"The digital presence of Active Southern West Virginia is so important to reach local communities, partners, and gain additional support. JJN took time to listen to our needs and understand our tone providing a high-quality website rebuild in record time. We feel this new, vibrant format will be easy for our audience to find information and feel inspired to engage with us. This high-quality product reinforces the trust we value with our volunteers and participants. You can tell JJN really cares about our work!"*
>
> **Melanie Seiler**
> **Executive Director, Active Southern West Virginia**

The headings are all italicized to mimic movement and sections on the page have slanted shape dividers to continue that flow. The organization also had a large library of photos that was incorporated into the site.