



Overview

Louisiana Central acts as a catalyst, leader, and connector to build a knowledge and innovation-driven economy to build their region to be continually growing into a uniquely creative, inclusive, and entrepreneurial place. They work through many different facets of the regional economy and cover a wide variety of projects. The new website needed to be a place that unified all of those differences and showcase the shared vision through an easy navigation and use website so that Louisiana Central can continue to make a difference.

Context & Challenge



PROJECT BACKGROUND

Previously known as CLEDA (Central Louisiana Economic Development Agency), Louisiana Central recently went through a rebrand with the organization to show their renewed commitment to the work of ensuring the region will continue growing into a uniquely creative, inclusive, and entrepreneurial place!



PROBLEM

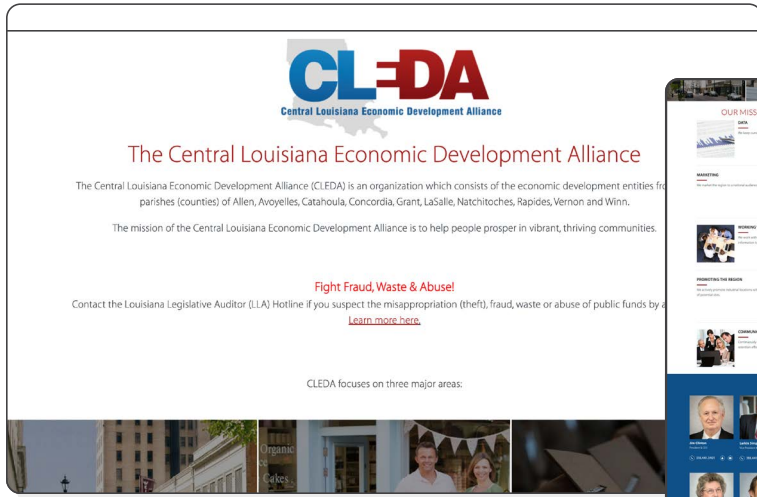
The company changed its name, logo, colors, and style to something different than what was shown on their old website. The old website was cluttered with too much information and it was very confusing to find what was needed.



PROJECT GOALS & OBJECTIVES

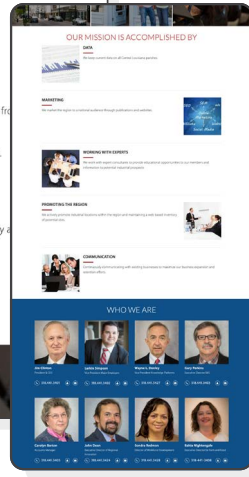
The primary goal of this new website project was to update the design with the new branding as well as make the site more streamlined and easier for the viewer to use both on desktop and responsive designs.

Process & Insight



OLD WEBSITE

- The site it is not mobile friendly
- Unfriendly navigation
- Page content isn't immediately obvious



OLD LOGO



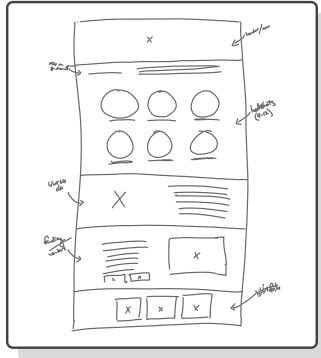
NEW LOGO

This rebrand included a new name, logo, brand colors, fonts, and style.

All of that needed to be shown through with their new website.

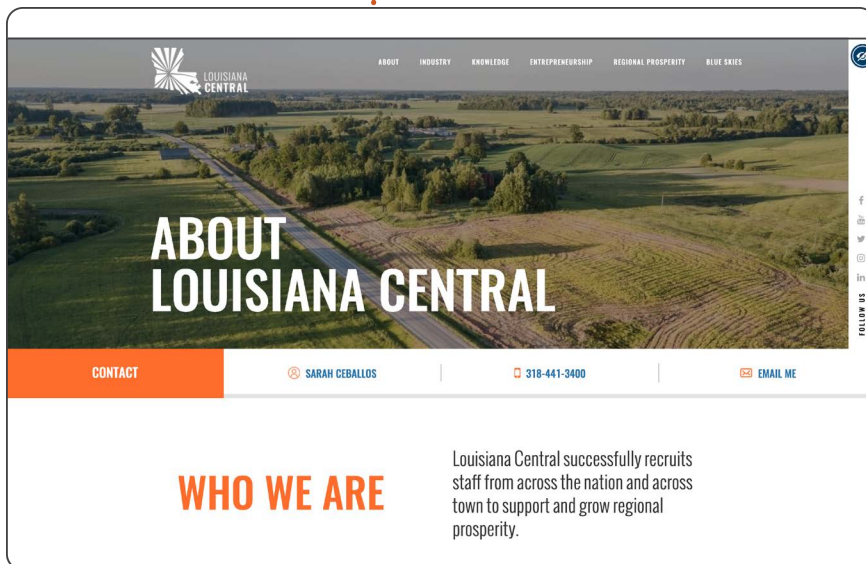
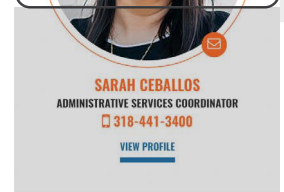
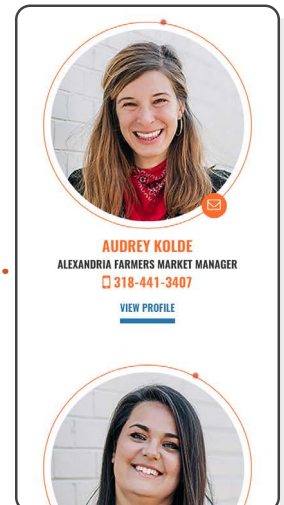
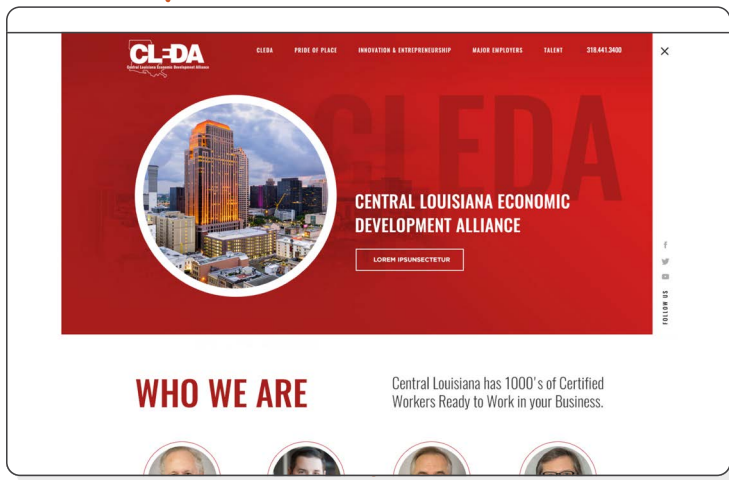


Solution



Starting with a blank piece of paper, each page of the website was designed using photoshop to clarify the outline of the site based on the most helpful and needed pages of the old website with the addition of new pages that weren't originally on the website. The new website needed a clean,

and innovative feel to connect the online presence with the values of the company. Through several personal conversations with the team at Louisiana Central, updates, and changes to those designs led to the final design that is seen on their new website.



WHAT GUIDES OUR WORK

Louisiana Central acts as a catalyst, leader, and connector to build a knowledge and innovation-driven economy so that our region will continue growing into a uniquely creative, inclusive, and entrepreneurial place.

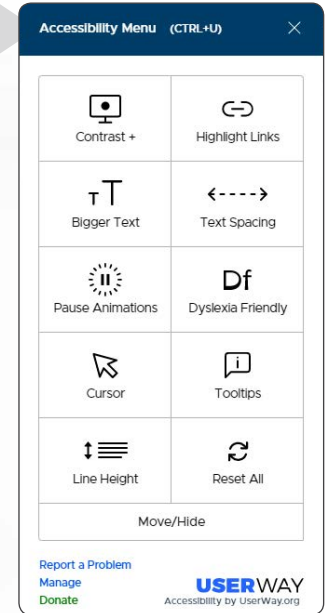
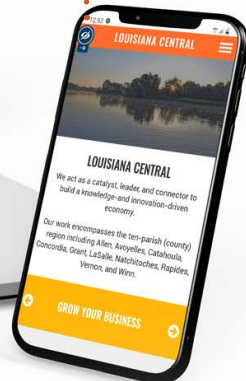
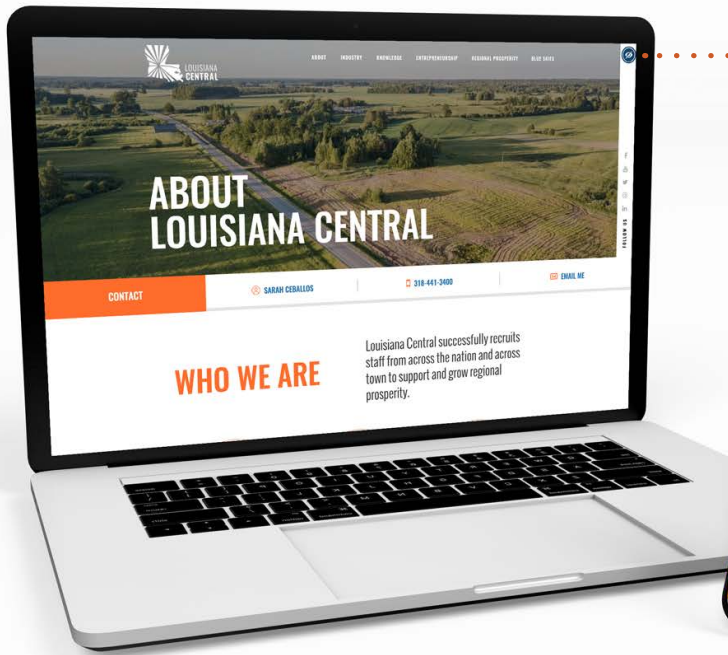
WHAT WE DO

We care passionately that the people of central Louisiana, our home, have liveable

Results

Unified Branding, Seamless transition of the previous name and the current one, simplifying and clarifying the companies vision and accessibility on the website.

New accessibility on the website



We are really pleased with the piece that came out...we are really pleased with the partnership that we have with Ugly Mug. We value Ugly Mug's opinion, we value Ugly Mug's correction and we would highly recommend that anyone uses their services for any level of marketing that you are looking for!

- Larkin Simpson, EDFP, IOM

uglymugmarketing.com