



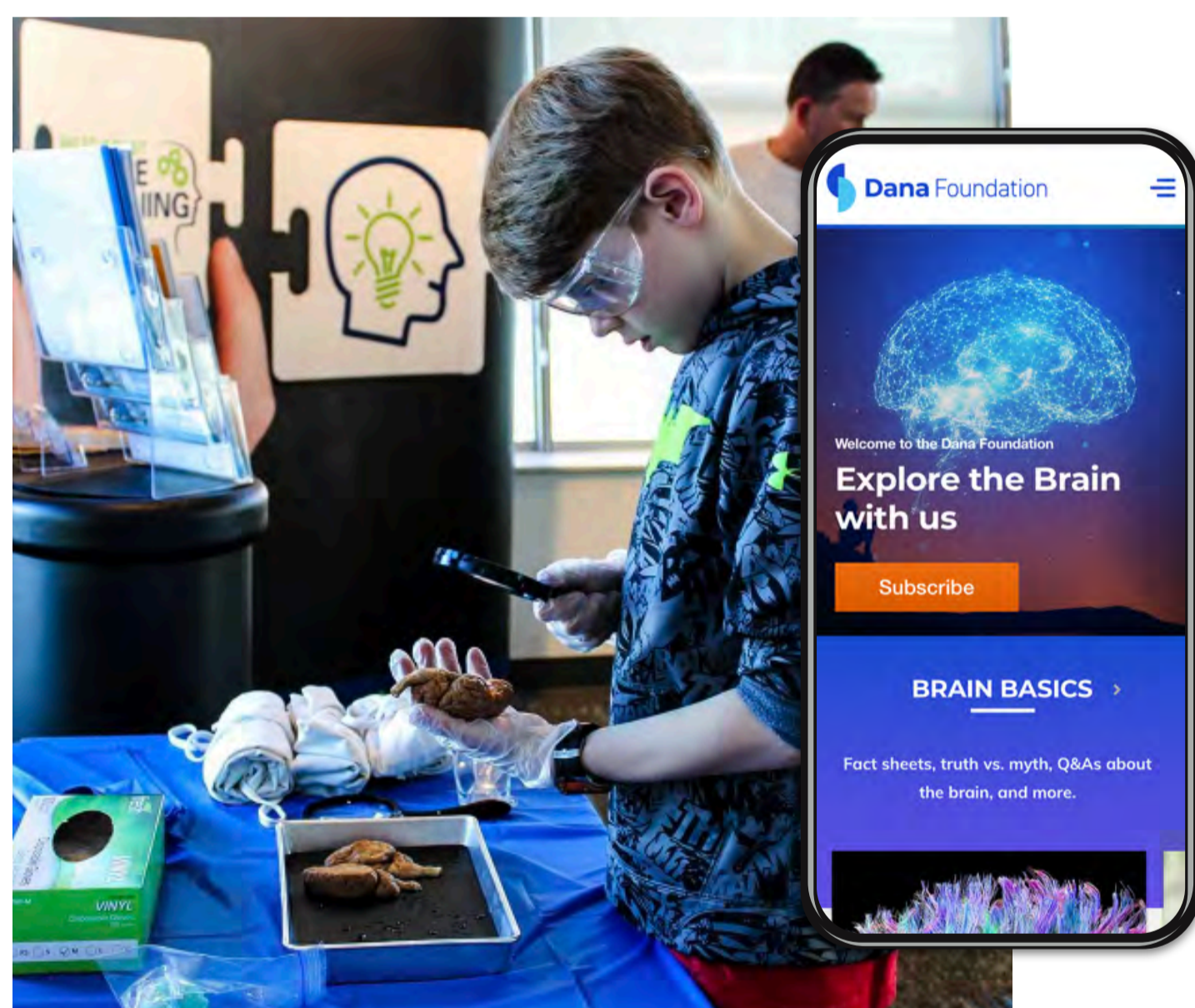
# A Brand New Way to Explore the Brain

**B2C/B2B, NONPROFIT**

Digital Strategy

Branding

UX/Web Design



## The Opportunity

The Dana Foundation is one of the oldest and most notable resources for brain research and education. When they contacted Flightpath their website displayed every classic sign of branding and backend development that had been ignored for way too long.

We were able to provide The Dana Foundation with support through multiple touchpoints:

**Logo design**

**Branding refresh**

**UX design and development**

**Website accessibility**

## The Solve

Flightpath worked from multiple angles to provide the Dana Foundation, and their sub-organizations, Dana Alliance and Brain Awareness Week, with an overall refresh.

Our actions pushed their organization to have a solid front between sites, show off their expertise in the field, and give site visitors an organized way to access the information they needed. It also gave their internal team the necessary ability to provide timely and newsworthy information as needed.

**Multi-site architecture**

**Modern redesign**

**Expert WordPress implementation**

**SEO strategy and execution**

**ADA, GDPR & CCPA compliance**

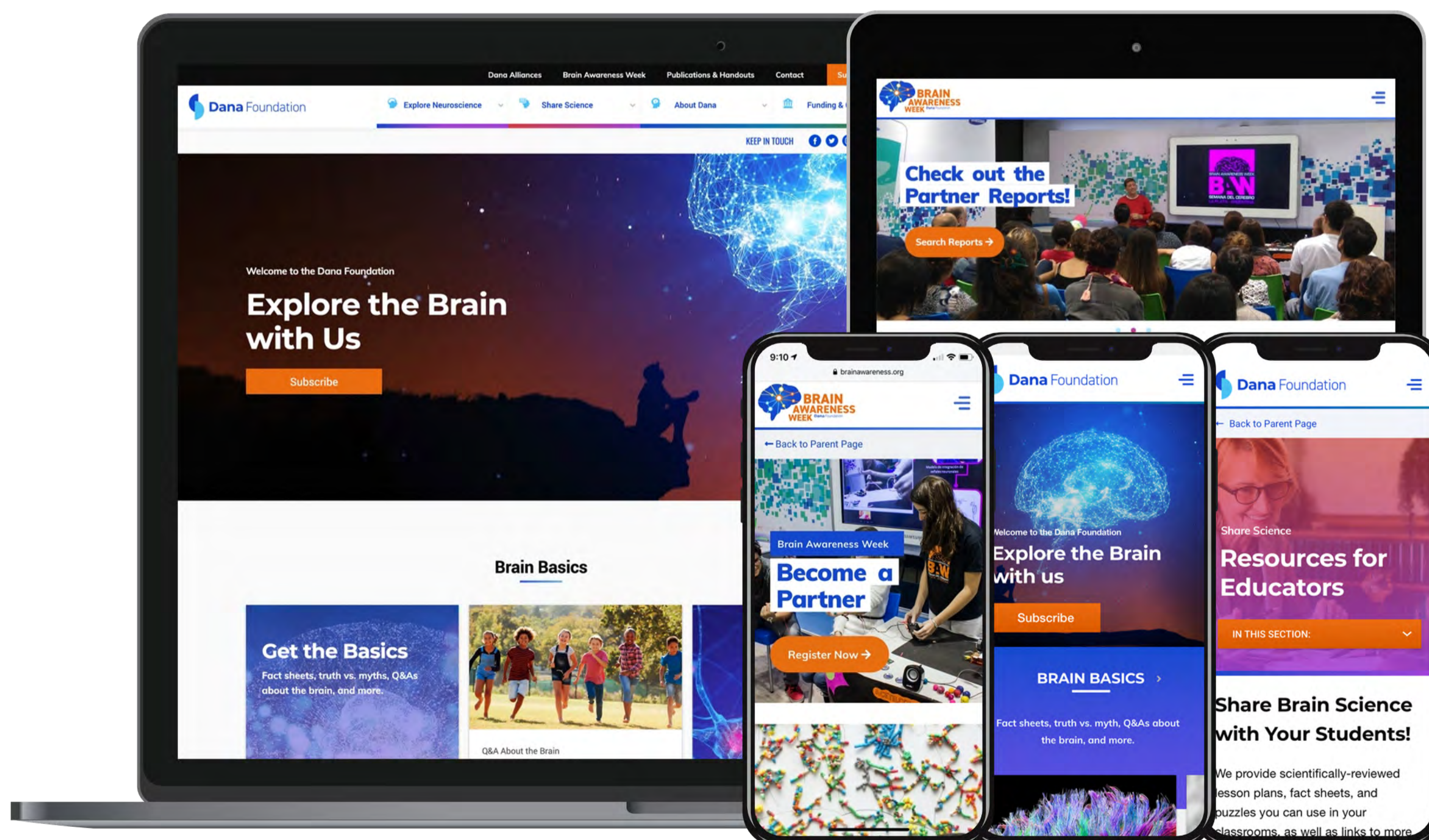
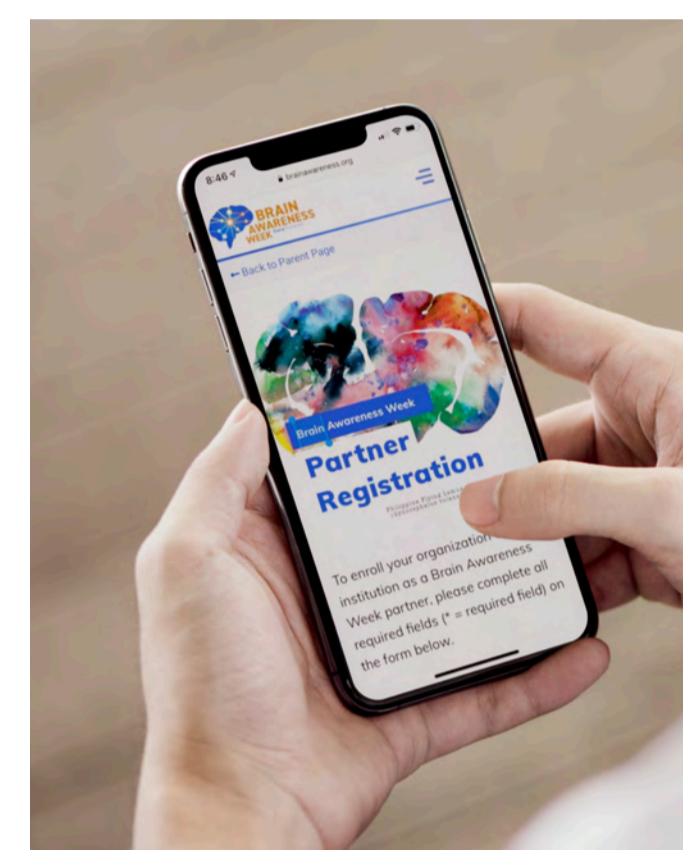
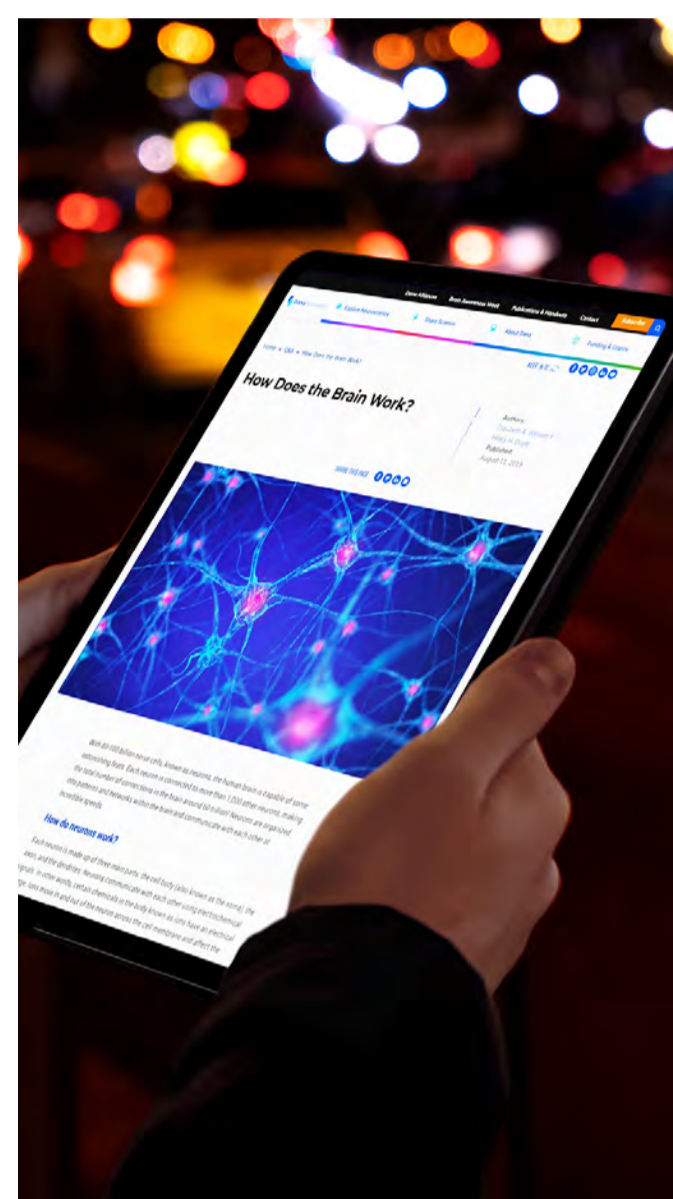
**Easily accessible backend**

# How and Why

For the overall site, and sub-organizations within it, migrating to Pantheon at the same time as the rebrand/redesign was a no-brainer. Pantheon's platform provides increased WebOps support that allows developers to spend less time focusing on the small tasks that can often jam up workflows.

In addition to Pantheon, WordPress was used to allow Dana employees to add articles, news and event updates to their sites on an ongoing basis, and without the need for a developer.

In addition to accessibility, Pantheon's flexibility for traffic and bandwidth usage has been useful for the Brain Awareness Week portion of the site. As the name implies, this microsite is visited and used more heavily within one week of the year, and a few of the surrounding weeks. With Pantheon it is easy to scale up or down depending on bandwidth usage, ensuring smooth operating for visitors no matter what time of year they visit.



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