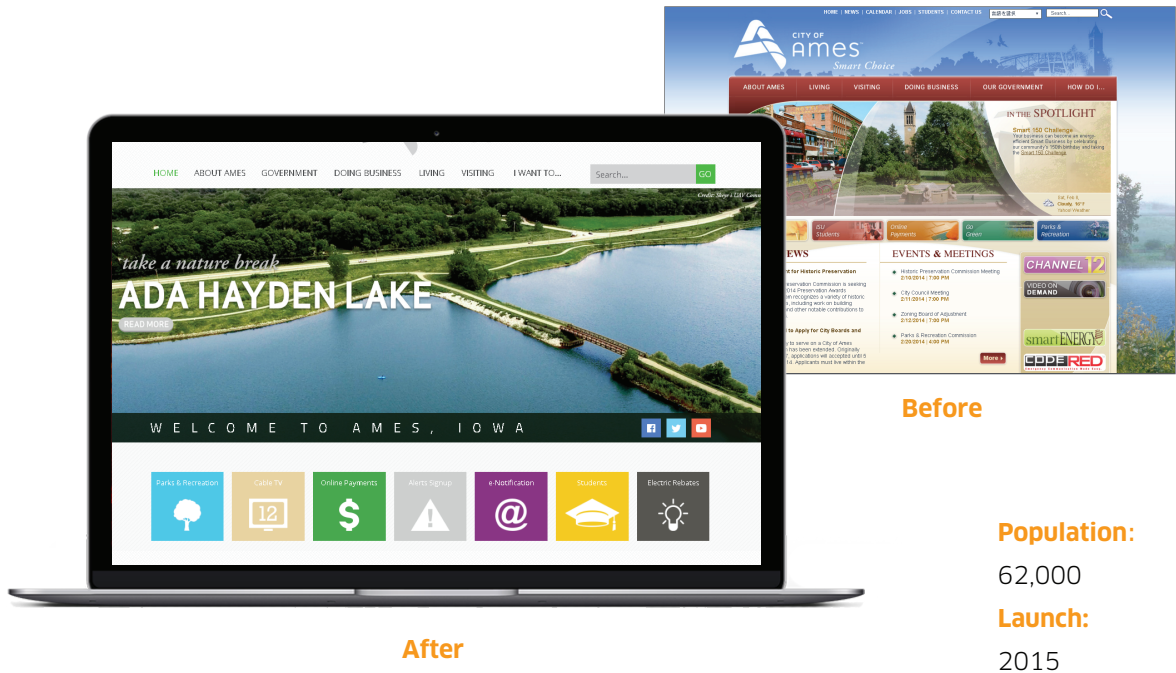


Representing Communities

Ames, IA



Before

Population:
62,000
Launch:
2015

More About Ames

A progressive Midwestern community, Ames is home to Iowa State University. Its initial website with Vision launched in early 2011, ushering in new functionality that enabled the city's communication staff to manage the site's information. In 2015, Ames undertook a redesign, seeking to unify the digital brands of the city, Chamber of Commerce and Convention and Visitors Bureau. With the launch of its new, simplified design, this goal was achieved.

“As a university community, we have a large, tech-savvy population and all our information must be easily accessible on the web. Our new site perfectly blends our desire for an attractive, user-friendly design with the functionality needs of our citizens.”

Susan Gwiasda,
Public Relations Officer