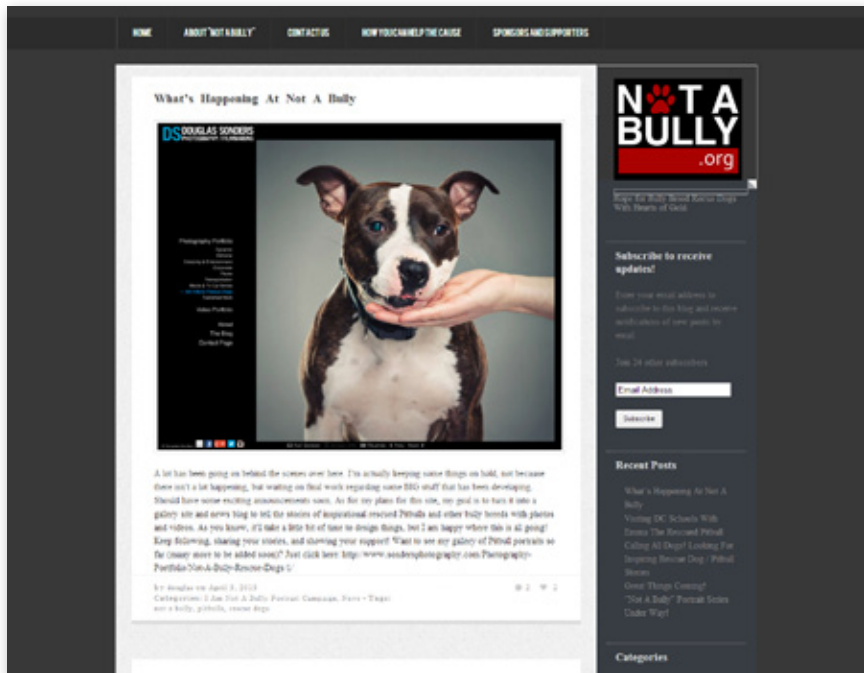


Case Study : Before/After

NOT A BULLY

Started by photographer **Douglas Sonders** in 2012, **Not a Bully** strives to educate the public about the challenges facing rescue dogs who have unfairly been labeled as bully breed. We want to share the inspiring stories of bully breed rescues to show that these loving animals can lead positive and productive lives, despite sometimes challenging beginnings.

In late 2013, Doug was approached by the Discovery Channel to appear in a special on rescue pitbulls that “Dog Whisperer” Cesar Millan was filming. Not a Bully had no logo, and the current website used a slightly modified default WordPress theme. **We were starting from scratch.**



[BEFORE (yuck!)]

BEFORE

The current website landed directly on the blog roll. There are several issues with not only the design, but the functionality of this website.

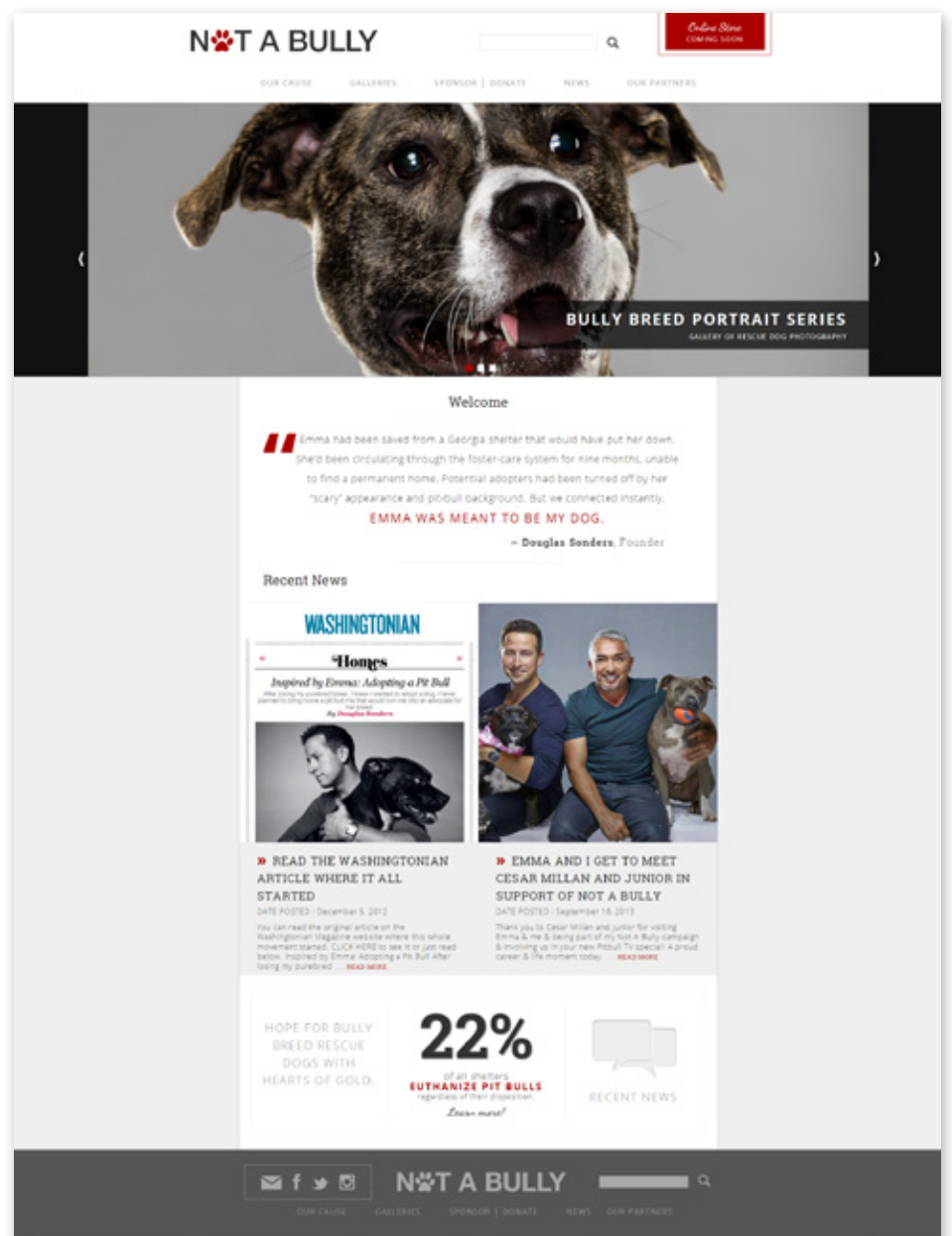
- » No continuity of brand colors, typefaces, or design style.
- » Sloppy, hurried navigation throughout.
- » No hierarchy of information, emphasis or “featured content”.
- » No consistency from device to device or screen to screen.

The **new site** is both beautiful and functional. Every page was completely reworked - from concept to content. In addition to the design and development, I created the content for the site, including the **Our Cause** page.

Coordinating graphics were made for the organization’s **Facebook fanpage** to further the new brand.

- » Not only is the design responsive, but the mobile and tablet versions feel more like **native applications** than websites.
- » Clean, cohesive branding across the web and social media.
- » Eye-catching front page displays Doug’s beautiful portrait series on rescue dogs in a large slider and features two promoted blog posts.
- » Intuitive navigation leaves no “dead ends” on the site, and the user is guided through the content with relative ease.
- » The entire blog aspect of the site was redeveloped. Simple navigation and organized content, with a clean and minimal design put the focus on the post.

AFTER



[AFTER (ooh-la-la)]