



# Case Study



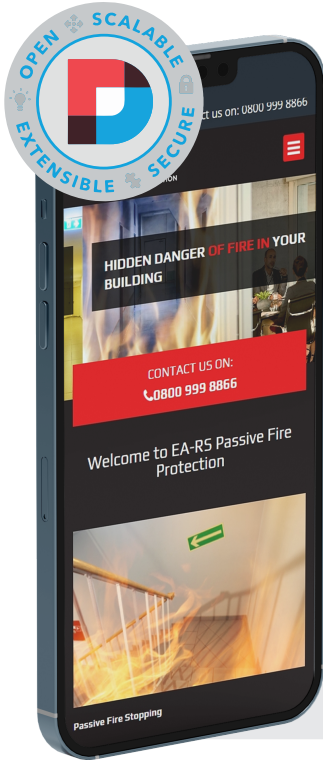
## • The Company

# EA-RS Passive

## • Task

## REBRANDING AND WEBSITE REDESIGN





## Project Requirements

Following the acquisition of Surefire by EA-RS Passive, the company website needed to be rebranded to align with group-wide branding and design standards. This task involved more than just swapping logos; the project required changes to the style of images, colour scheme, font, and tone of voice. Additionally, tweaks to the navigation structure were necessary to transform the website from a 'Surefire Passive' site into an 'EA-RS Passive' site.

## The Solution

We used the same CMS (DNN) but redesigned the theme based on the new corporate brand guidelines. After consulting with the new company owners, we agreed on a final design and proceeded with the skinning process, turning the design into a functional DNN website theme with inner page variations. We then rebuilt the website using the new theme and updated the content where necessary to reflect the new brand identity.

## The Outcome

The rebranded website successfully transformed from a 'Surefire Passive' site to an 'EA-RS Passive' site, fully aligned with the group's branding standards. The client was delighted with the outcome, noting the seamless integration of the new design elements. Since this project, we have continued to design and build additional group subsidiary websites for EA-RS Group, always using DNN, which underscores their satisfaction with our work and the effectiveness of the CMS platform in meeting their needs.