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## Soberman LLP

### CHALLENGE

Soberman LLP, a mid-sized accounting firm, approached CRESCENT to develop a web presence that would reflect the personality of the Soberman brand and aid in attracting a more youthful workforce. Although happy with their identity, the client felt the current website design did not echo the strong culture of the company. The site was also difficult to navigate with no clear starting point for visitors and as a result, much of the online content was getting lost. Soberman wanted a CMS tool that offered complete control over website structure and all content without the need for IT support.

### SOLUTION

A people-focused, approachable design was developed to reflect the community values of the firm. A charcoal grey and green colour palette supports their branding while setting a modern yet warm tone for the site; a new blue hue was introduced to add some contrast and youthfulness. Overall, CRESCENT delivered a professional and clean site with elements including customized photographs of the Soberman team to achieve a genuine human feel as well as custom Flash movies and a Tetris game to reinforce the innovative and creative strengths of the firm.

In-depth research into open-source CMS tools proved DotNetNuke was the best match for Soberman's total content management wish list. Using completely flexible and scalable technology, several customized modules were built and a training program was developed to help get this marketing team up to speed and comfortable with their new website.

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