

Aquion Energy

A Solid Foundation for a Fluid Energy Innovator

Clean-tech energy storage innovator, Aquion Energy was set to change how the world uses energy, with innovative technology delivering safe, sustainable, cost-effective energy storage. With a new product roll-out strategy ready to be launched and the company preparing a road show for a new round of investors, Aquion was in urgent need of new branding and a website equal to their innovation. The catch? Everything needed to be executed in just a few short months, turning what would normally be a 6 month engagement into a compressed 4-month sprint. That's when Aquion Energy turned to MSDS to help solidify their plans.



Aquion Energy: Before Redesign

To develop a quick online presence while they focused on scaling operations, The Helmsley Trust created a basic marketing website to provide top-level insight into the organization, its program areas, grantees, and financials. While the site presented their brand elegantly, evolution of their program areas and rapid growth of grant-making activities meant it was quickly failing to tell The Trust's story or properly support their grantees. They needed a strategy that encouraged deeper exploration of their programs and issues and a scalable site structure that would grow elegantly alongside them. In short, The Helmsley Trust needed a website that fit the size and scope of the impact they were having, and planned to have, on the world.



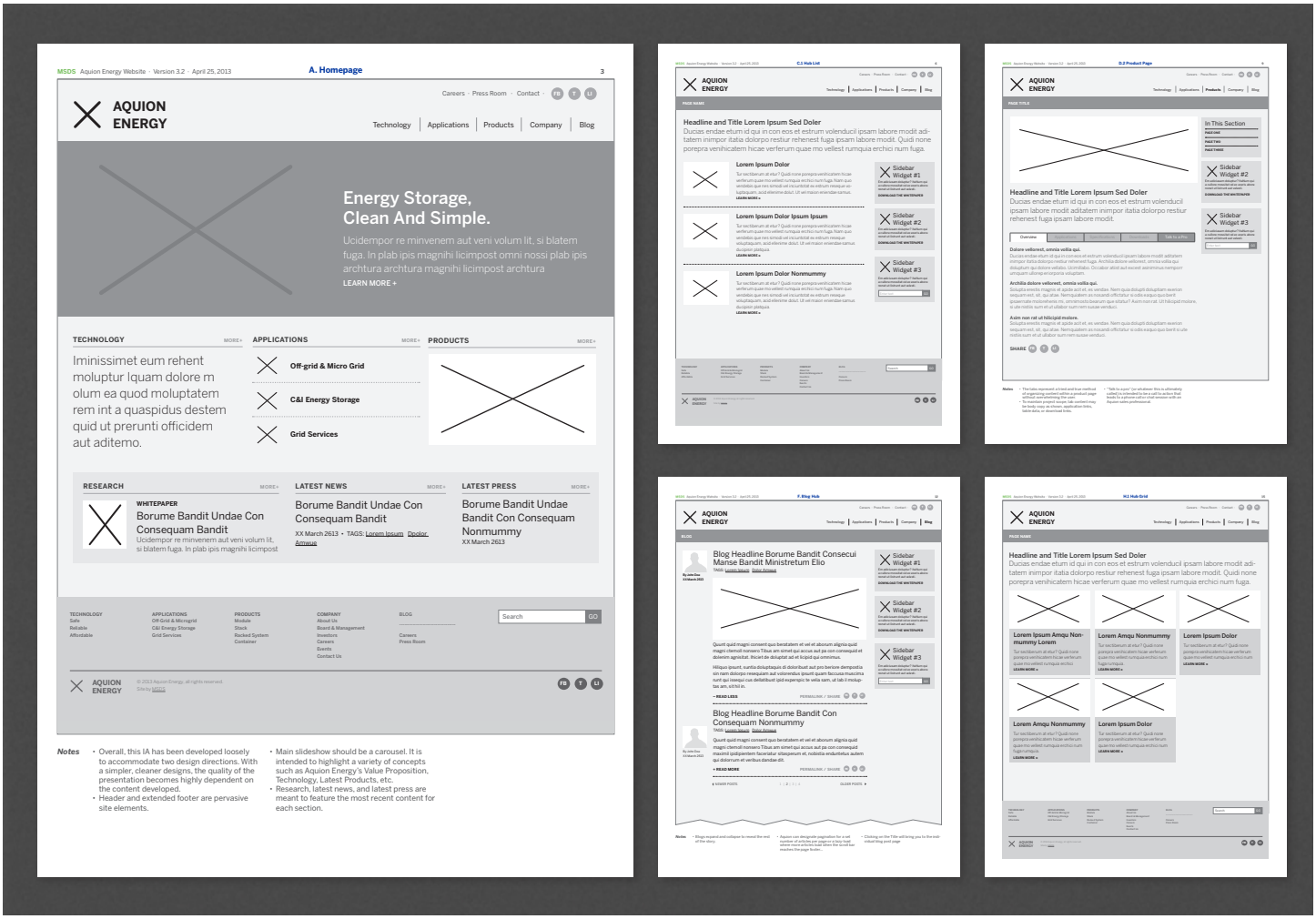






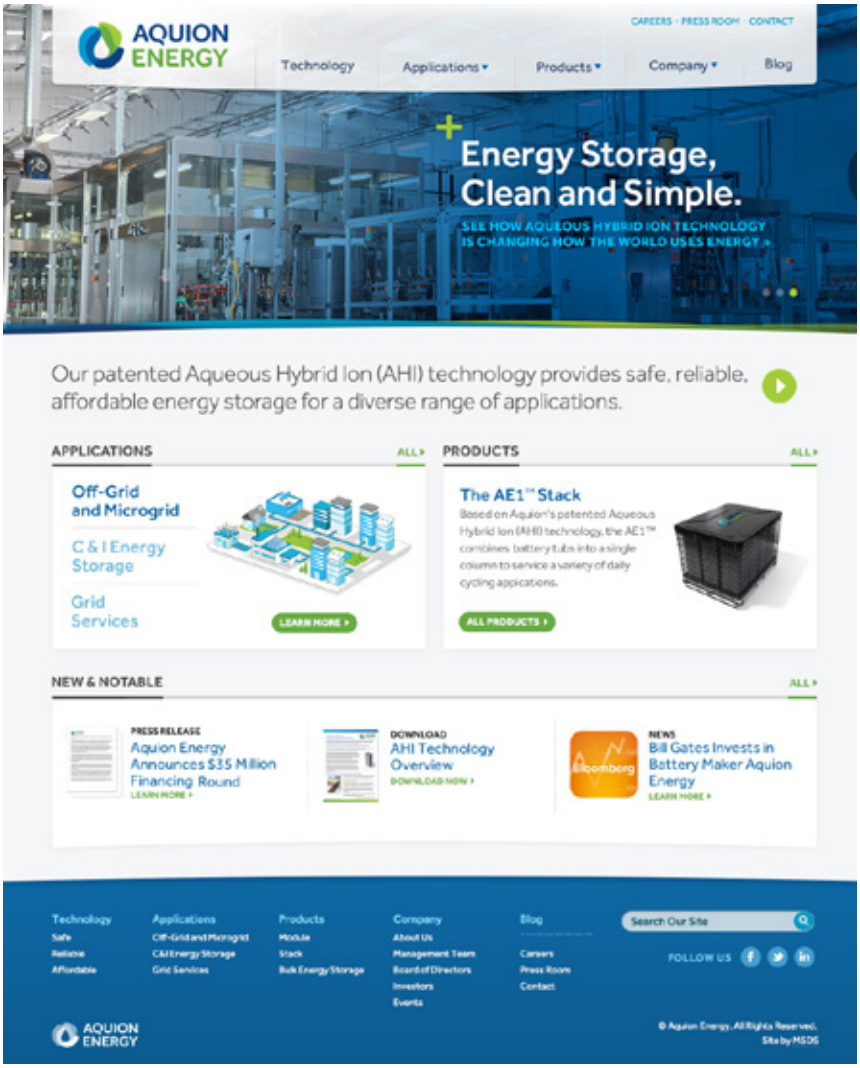
Logo, Branding, & Communications Design

Given the significance of Aquion's new product release and fundraising plans, we worked extensively with the company's marketing and executive teams to design a new logo that would serve the once-startup well for years to come. Aquion's new logo is a fluid, transparent, and refreshing mark with clean, contemporary type that speaks directly to their hybrid ion aqueous technology. Extended brand colors and type faces detail Aquion's new design system to create consistency across print and online communications. With new branding standards in place, we then partnered with Aquion's marketing and engineering teams on product collateral to support



Content Strategy & Information Architecture

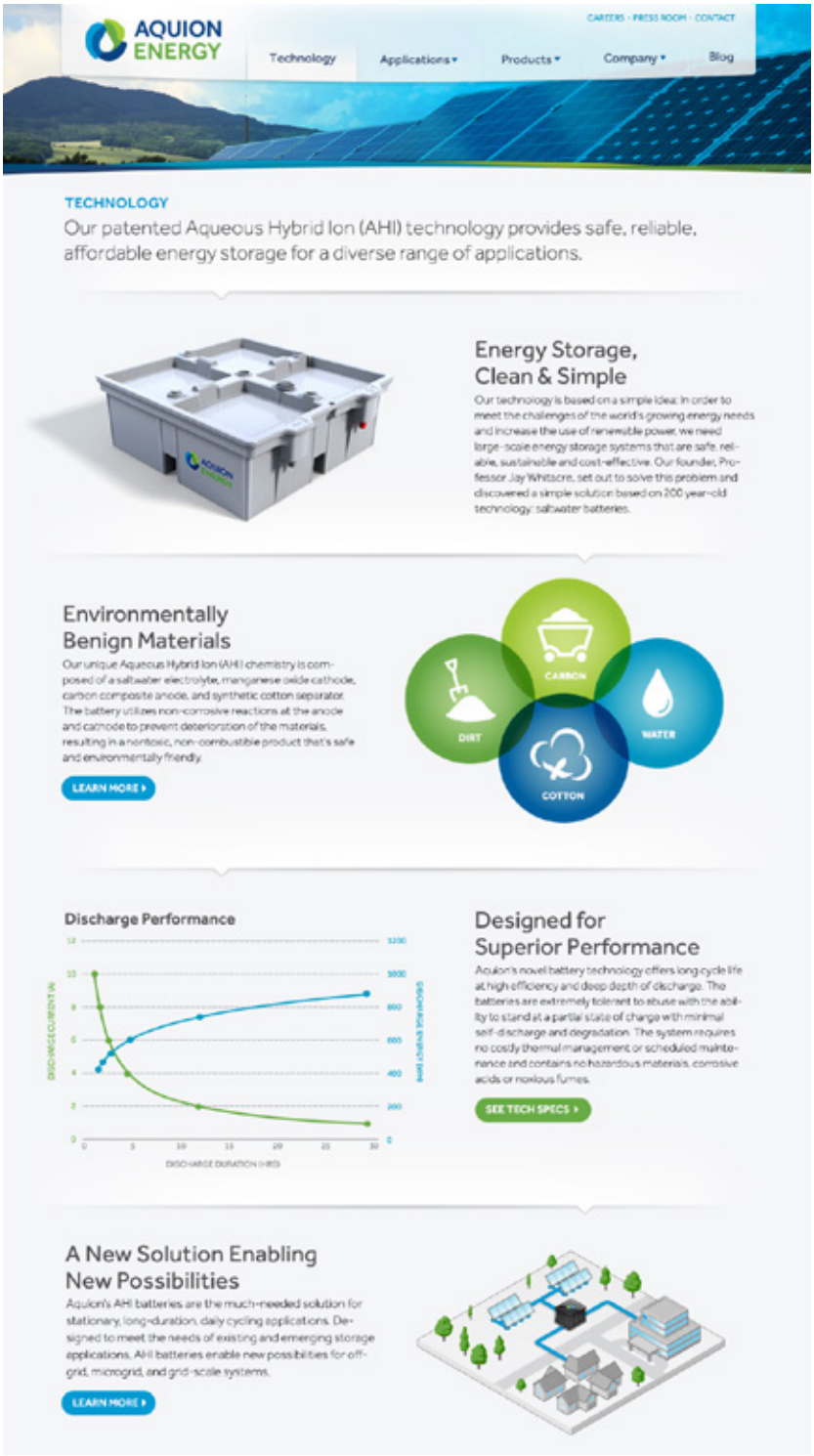
With a new logo and visual identity in place, we quickly turned our attention to helping Aquion improve their outdated website to reflect their recent innovations and speak directly to the interests of the marketplace and investors. We collaborated on new content strategy and website user experience focused on explaining the complexities of their technical innovation with simplicity, organizing Aquion's expanded product line to more clearly communicate the immense benefits they offered, and providing ample insight into the company's structure.



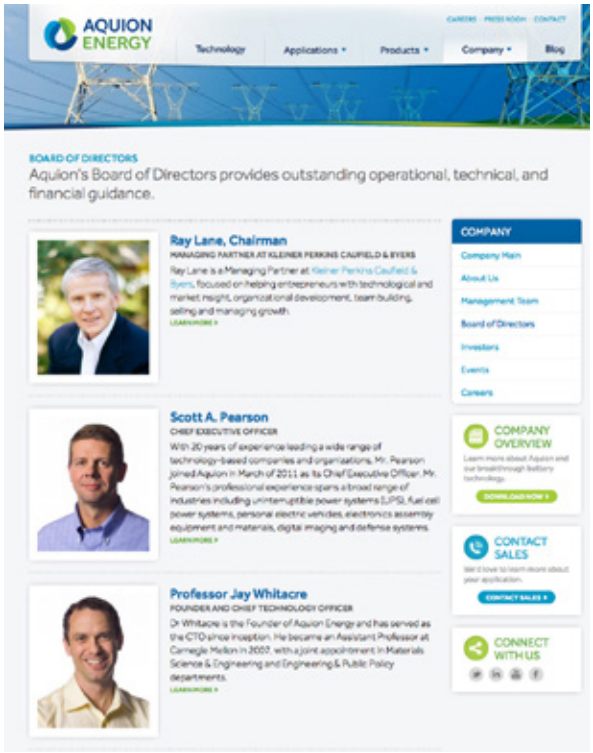


AquionEnergy.com Website Design

Once interactive strategy, information architecture, and content strategy were all in place, MSDS's design team extended Aquion's new branding to a re-imagined website, designing an online experience that's as clean and refreshing as Aquion's innovative products, and which adds visual appeal to a more utilitarian, energy infrastructure brand. Aquion's new website design is also purposefully organized to support a depth of technical detail and specifications with precision.







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Aquion's rebranding and website were completed on schedule, paving the way for new rounds of investment and supporting the company's product roll-out. Their differentiated branding and communications separate Aquion from the sea of low-end clean-tech startups, presenting a high-polish, innovative company at the forefront of its sector.