

# ENERGY FUTURES INITIATIVE – Designing a space for top-notch innovative clean-energy research.

## THE CLIENT

The Energy Futures Initiative is dedicated to harnessing the power of innovation in technology and policy development to create energy jobs, enhance global energy access and security, and promote science-based, actionable solutions to the challenge of climate change.

## THE CHALLENGE

The primary goal was to accentuate EFI's work by creating a visual identity that was innovative, bold, and punchy. EFI wanted a design system, built for WordPress, that reflected the important work they do. Additionally, EFI needed a site that was ADA compliant, mobile responsive, quick to load, and easy to manage.

## THE SOLUTION

In collaboration with EFI, our team developed a new visual identity and design system that more accurately reflects EFI's work. It is clean, ADA-compliant, and most importantly, easy to implement across all platforms. Moreover, we created a custom, modular WordPress theme that highlights EFI's latest work and allows users to skim the site and dive into topic areas that are most important to them.

### LAUNCH

2022

### LIVE VIEW

[energyfuturesinitiative.org](https://energyfuturesinitiative.org)

### PARTNERS

MG Strategy + Design

### SERVICES

- Strategy & Exploration
- User Experience Design
- User Interface Design
- WordPress Development

### HIGHLIGHTS

- WCAG Compliant
- 0.8s Initial Page Load Time
- 150+ Pages/Post Created

