

## MARSHAPJOHNSONSOCIAL.COM

Marsha P. Johnson social is the website of a social group that seeks to provide an emotionally safe space for people in the transgender and nonbinary communities.

### CHALLENGES & SOLUTIONS

We built the first version of the elmfoundation.art website and we also designed the logo.

### EVENT DRIVEN DESIGN

Aeon built a super speedy method of accepting donation during events. Event goers can scan in barcodes that will immediately route them to a website, where donations can be made.

We also provided two specific pages that allow people to make a donation at any time, before and long after the event is over.

# STRATEGY

## A BRAND NEW SITE

This website was built from the ground up in wordpress, as a way to connect the social group and provide information.

Non-profit websites need to be highly informative and easy to update, approachable and warm, and they need to create a sense of comfort and familiarity. We used the core concepts of communication to provide the basis for this. A calendar, a clear list of goals, and a roadmap to success are critical for the online presence of ELM Foundation.



# ADVANTIX LOGISTICS

RAPID WEBSITE DEVELOPMENT - EVENT BASED DESIGN. LOGO DESIGN.



aeon media LLC

AEON DEVELOPMENT GROUP  
getURL("aeondg.com");

## PROFESSIONALISM ESTABLISHES CREDIBILITY

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### MISSION

The mission of the ELM Foundation is to promote the healing power of the arts. By advocating arts therapy and education our goal is to cultivate a lifelong love of self expression through a creative process.

### FOCUS

Our focus is to help guide children who have experienced any form of parental loss or family structure adjustment through a therapeutic process. Then continuing to provide opportunities for further development of self awareness and expression through arts education.

