

# Client Case Study

## Website Development

### Energy Institute at Colorado State University

Dedicated to expanding the impact and reputation of energy research and education at Colorado State University, the Energy Institute selected Clay Pot Creative as their marketing partner to help elevate their brand.

Working hand in hand with the Energy Institute, Clay Pot Creative developed a website design that effectively allowed the organization to reach its diverse audience through custom news items while showcasing the member centers that make up the Energy Institute and their recent projects. Clay Pot Creative also crafted icons for each member center, giving each group a custom identity under the Energy Institute brand.

The Energy Institute proudly introduced their new website and graphics to state and other officials with a formal launch party attended by Colorado Governor Hickenlooper and former Governor Ritter. With their easy to update CMS, they continue to update readers about the organizations latest happenings, event notifications, and more.



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