

Web Design

U.S. Olympic Museum



EXECUTIVE SUMMARY

The U.S. Olympic Museum Board of Directors and team partnered with Magneti to launch a fundraising campaign for the construction of the museum. They needed a website, print collateral and a plan to engage the community through social media and email. Magneti worked closely with their team, adhering to strict U.S. Olympic Committee brand standards, to create a website that featured architectural renderings, provided up-to-date progress on fundraising and construction, and highlighted opportunities for the community to get involved.

ABOUT THE CLIENT

The U.S. Olympic Museum is scheduled to open in 2019 in downtown Colorado Springs, and will be the first Olympic museum in the United States. Their team is working closely with the U.S. Olympic Committee, the U.S. Olympic Training Center and many former participants in the Olympic Games to create an interactive experience and celebration of U.S. Olympic and Paralympic athletes.



**UNITED STATES
OLYMPIC MUSEUM**

CHALLENGES

Magneti worked within the U.S. Olympic Committee brand standards, which was over 100 pages, when designing the website and writing copy. The Magneti team operated between finite margins to develop creative assets that would be relevant through each stage of the fundraising process. Working with different committee members created a long list of needed approvals, which resulted in up to 14 rounds of revisions on a single print brochure.

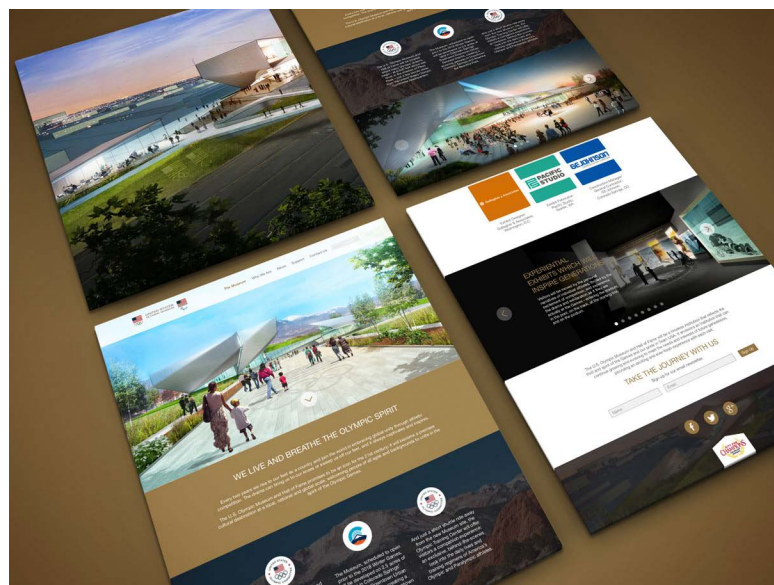
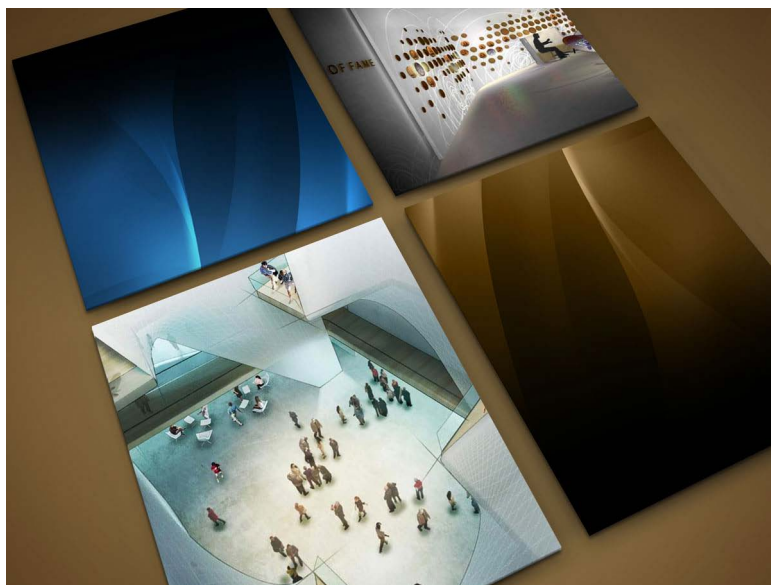
The team needed to build the website with components that would not be unveiled immediately, accurately anticipating and planning for what the client would need down the road. For example, the U.S. Olympic Museum was not taking online donations yet, but Magneti needed to build a foundation to include this capability for future online transactions.

SOLUTION + RESULTS

Through agile adjustment and collaboration, the production and review cycle for design and copy was executed by the initial deadline. The U.S. Olympic Museum representative was in the Magneti office or on the phone almost every day, working closely with the materials to provide guidance on the U.S. Olympic Committee brand standards and helping prioritize over a dozen voices of feedback.

Magneti hit the May deadline for launching the website, and continued to work on the print materials and social and email strategies. Magneti trained the U.S. Olympic Museum team on the content creation process for those strategies so they could maintain and build upon the momentum leading up to the groundbreaking (and beyond!).

The U.S. Olympic Museum website is not only a foundation to introduce the museum to Colorado Springs, but it is also a platform to participate in the creation of a new national landmark.



ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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