

truematter

Selected Website portfolio

TrueMatter boasts a varied and diverse website portfolio. Started as Renaissance Interactive, **we've produced award-winning websites for clients since 1995.** Our team helps organizations communicate visually, reinforce their brands online, and connect with customers effectively.

Our experienced visual designers work closely with our project teams to deliver **thoughtful design that perfectly targets our clients' customers.** We specialize in producing design for complex, information-intensive, transactional websites and possess a strong track record in the healthcare, insurance, and financial services industries.

One principle guides us through all of our engagements. The right design separates an organization from its competitors and clearly proclaims its value to a cluttered market. **Simply put, design is good for business.** At TrueMatter, you'll always benefit from a team dedicated to making a difference for your business.

TrueMatter | Website Portfolio | Healthcare



Johnson & Johnson

TrueMatter worked directly with Johnson & Johnson's executive team developing multiple eBusiness initiatives and prototypes. The primary focus was the informational merging of health and pharmaceutical content online.



Johnson & Johnson

The Johnson & Johnson – Mayo Clinic portal was one of the many engagements performed by the TrueMatter team for Johnson & Johnson.



Doctor to Patient

Johnson & Johnson looked to the TrueMatter team to design and build this online service. Dr.toPatient offers physicians their own websites complete with full health and pharmaceutical information.

TrueMatter | Website Portfolio | Healthcare



Duke University Health System

The Duke University Health System is a conglomeration of hospitals, centers, and offerings under the umbrella of Duke University. This world-class healthcare entity lacked a coherent, consistent voice and presence.

This site helps Duke develop its brand cohesion and reinforces the message that it is more than simply a great research university with brilliantly applied medicine. It offers thoughtful care and everyday treatment.



Synquest

This healthcare education firm needed to craft a professional image to continue its mission online. A clean, no-nonsense, sophisticated look accomplishes their goal.



Best Doctors

This website, hailed by Good Morning America, is a multi-lingual physician's resource. The Spanish version is noted here.

TrueMatter | Website Portfolio | Financial Services



Wachovia

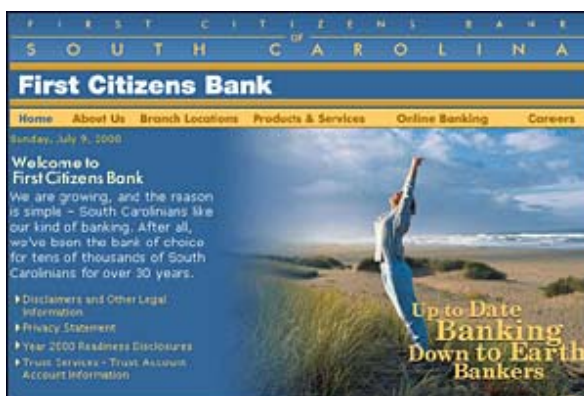
We partnered with Wachovia to change its website's face and tone, bringing greater consistency to a wealth of information and carrying on Wachovia's reputation for in-depth experience and resources.

More than 900 unique pages of dynamic content, applications, and interactivity required an intense usability focus. We reorganized the site around customers' real life needs and made it exceedingly easy to understand.



Wachovia PFA

Wachovia's wealth management group required a different look and feel since their customer base was different. The site targets the affluent and wealthy, balancing sophisticated imagery with tailored content to help Wachovia grow this sector of its business.



First Citizens Bank

First Citizens Bank wanted their site to differ from the standard 'look' for banks on the Web, while leveraging the strongest elements of their visual identity and brand.

TrueMatter | Website Portfolio | Financial Services



First Charter

First Charter needed their online brand to become more consistent with their offline brand initiatives. TrueMatter performed a full brand, process, and usability audit for First Charter, then redesigned their website in accordance with the findings.

The result is a reinvigorated brand online that promotes First Charter as a neighborhood financial institution with world-class services.

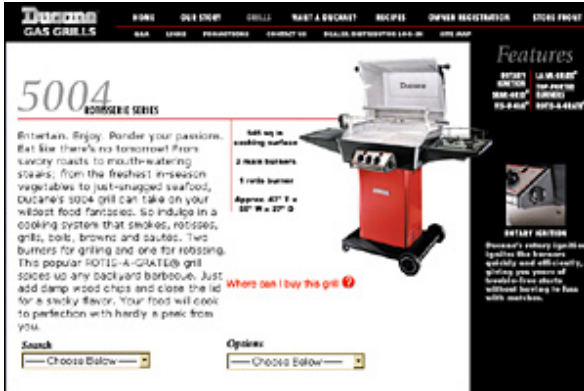


South Carolina Bank and Trust

South Carolina Bank and Trust (SCBT) is the combination of three regional banks in South Carolina. All had distinct offerings and clients. Not only did SCBT need to deploy a new corporate website in conjunction with a massive re-branding effort, it needed to retain the distinctiveness of local offerings.

TrueMatter delivered a site with a warm, personal feel, that met rigorous task-oriented usability standards.

TrueMatter | Website Portfolio | eCommerce



Ducane

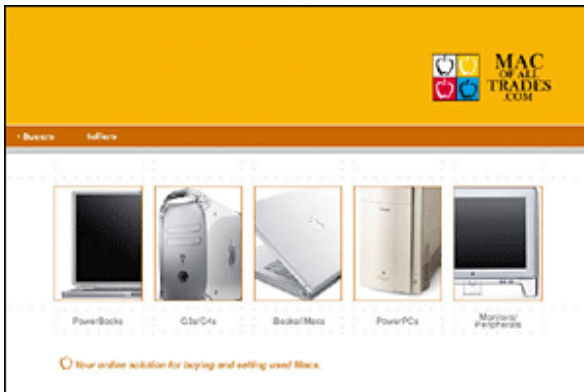
Ducane wanted to step boldly into the world of eCommerce with an online store that offered catalog-like friendliness and thorough information. That is, they wanted to reinforce their strong brand with an equally strong online experience.

We created a technologically sound site with logical information architecture, clearly communicated product descriptions, and value-added features.



UVEX

UVEX required an online catalog in line with their edgy brand focused on active and extreme sportswear. We built a custom entry point to Storefront software that conveys the spirit of UVEX: an organization aware of current design trends and intensely focused on the high quality of their product line.



Mac of all Trades

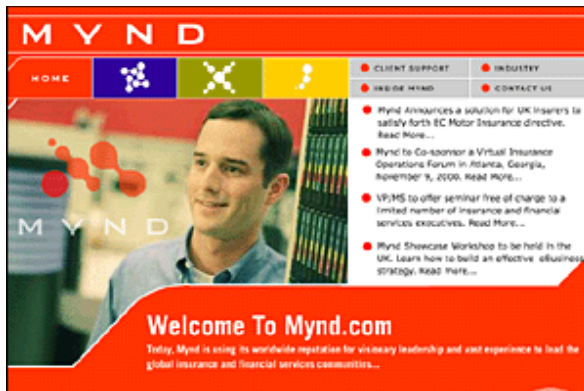
Successful eCommerce requires thoughtful information architecture and effective user-centered design. Site visitors are motivated to buy through their brand experience and how that experience is realized on the Internet.

The Mac of all Trades website makes sense because the user has been thoughtfully woven into the design from day one.



Sonoco

Sonoco, a conservative Fortune 500 product company, needed to modernize their brand online to better show the up-to-date global nature of their business. Imprensa provided a re-energized site Sonoco could update internally.



MYND

When Policy Management Systems changed their name to MYND, their Brand underwent a major repositioning. Breathing online life into a major re-branding effort is a hallmark of TrueMatter's brand-building skill. MYND Corporation's bold new direction deserved a bold new site, different from the run-of-the-mill corporate sites that clog the Web.



Burroughs Wellcome Fund

The Burroughs Wellcome Fund is a philanthropic organization that helps to advance the cause of medical research through large gifts to cutting edge researchers. Their site was getting in the way of their mission. Their redesigned site offers clarity, focus, and succinct communication.

TrueMatter | Website Portfolio | Marketing Communications



Avality

This corporate communications website was the product of a brand discovery session. TrueMatter is also assisted with the production of full marketing collateral for Avality in conjunction with this work.



PHTS

TrueMatter redesigned the PHTS website to upgrade the PHTS image.



SkinLife Products

Dr. Jon Morgan's online skin care product store is more than just a list of products and a shopping cart. It offers advice, articles, and tips that separate skin care myths from skin care facts.

This site adopted eCommerce way back in 1996 and has been the recipient of a number of Web design awards.

TrueMatter | Website Portfolio | Marketing Communications



ProxyMed

For ProxyMed, the challenge was to connect thousands of physicians' offices, laboratories, and pharmacy outlets online.

TrueMatter offered a full solution, including business plan consultation, brand development, technical architecture, content development, interactive marketing, and more. We worked from the ground up to bring ProxyMed.com's diverse services online.



Impressa

The Impressa site is a sophisticated blending of complex DHTML and Flash functionality that offers product information and capabilities through PDF and Flash print capability.



Colonial Life

TrueMatter redesigned the Colonial Life website in accordance with a large-scale re-branding campaign. The new site takes full advantage of the new brand, and utilizes complex Flash and XML navigation.



EdVenture

The EdVenture children's museum utilizes playful shapes and bold colors to introduce the EdVenture brand online in a powerful way consistent with the overall brand identity of the museum.



Arcadus Sales Demo

This demo, created completely in Flash, offers sophisticated scripting, compelling visuals, and environmental sound. The effect is an interactive experience that leads customers through the company's offerings in a unique way.



Renaissance Interactive

This website proclaimed Renaissance as an interactive powerhouse, and focused on customer achievements as an entry point to the site. This site was awarded by HOW magazine in their national self-promotional competition.

TrueMatter | Website Portfolio | Marketing Communications



Cignant

The Cignant website balances notions of eCommerce with images evoking the target audiences for the firm. TrueMatter produced the entire identity system for Cignant, and the Website is consistent with communications efforts across media.



The Mariner Group

The Mariner Group required a more functional, as well as more communications-driven website solution. TrueMatter produced a site that focuses on their flagship product, and extends their brand online in a more aggressive fashion.



Richland Mall

This site takes advantage of minimal themes and database functionality to offer customers an easy-to-use, brand-reinforced information source.

TrueMatter | Website Portfolio | Online Applications



appSTAT

We named and branded this medical credentials verification dot-com and did visual and technology development end-to-end for this secure website application. This system makes full use of interactive, dynamically updated PDF applications. This technology barely existed when we launched the product.



KnowYourDoc

KnowYourDoc is a robust physician directory that sorts physicians based on information such as board certification, physical location, office hours, primary and secondary languages, gender, clinical interests, and procedures performed... all according to the personal choices of site visitors.

So, if you're looking for a female, Spanish-speaking doctor in Kansas City, certified in plastic surgery with experience in liposuction, and office hours after five, turn to KnowYourDoc.



App-One

Medical Credentialing is a tedious, drawn-out process that can take weeks or even months to run its course. The process is fraught with the difficulties of paper errors and inconsistent records. Impresa developed a comprehensive system to change all that, turning weeks and months into days and sometimes hours.

Closed to the public, this site was created using in-house illustrations to offer a familiar, step-by-step approach for site users.

TrueMatter | Website Portfolio | Information & Transactions



SC Car Finder

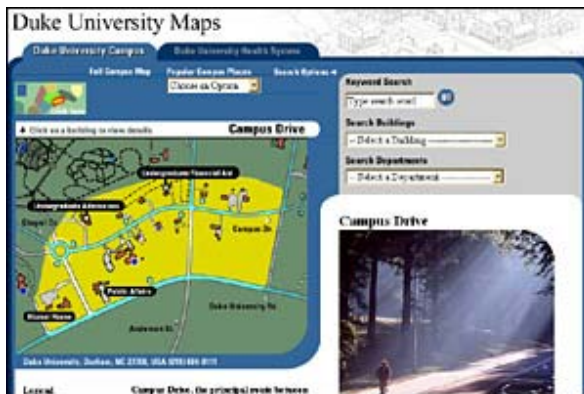
This project, crafted in conjunction with the South Carolina Automobile Dealers Association, represents the work TrueMatter does best: Forging a user-tested interface for a transaction-oriented, information-intensive online application.

This site allows automobile dealers to sell cars online, matching customers to the cars they want. The interface seeks to make the user the center of the experience. The design closely follows real tasks and scenarios.



Remember It

Online applications must be easy to use, attractive, and fast. Usability ruled the day for RememberIt.com, which wanted clear navigation, logical naming, and attractive, appropriate images. The result is an integrated application that benefits from sound online strategy, advanced technology, and thoughtful design.



Duke University Maps

Duke University required a Map system targeted to first-time visitors to the campus. This site targets parents of new students who need to find specific places on campus easily.

The site is a dynamically generated, database-driven site, updated through a Web browser. Maps have been developed from architectural and landscape schematics with photography garnered from the University Fine Arts Photography Center.



BizGear User Management Interface

Impressa's BizGear product boasts an extensive administrative interface used by channel partners and direct customers. Extensive user testing drives the visual design so site users can accomplish their tasks quickly and efficiently



Impressa Customer Portal

This is the first website dedicated to Impressa's BizGear product, Impressa's sister company that produces software for creating and managing eCommerce websites.

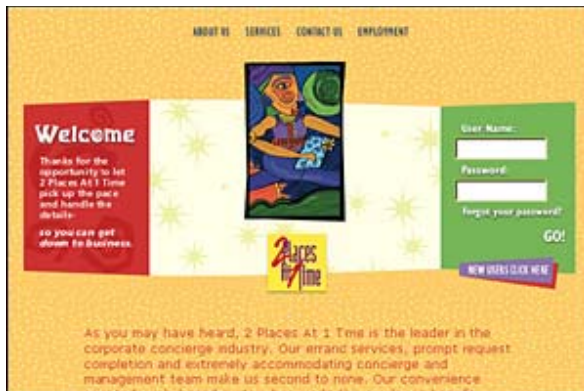
This iteration focused on consumer content and advice on creating sound, thoughtful websites.

TrueMatter | Website Portfolio | Travel and Services



Seabrook Resort

Seabrook Island rentals needed a site that conformed more consistently to their offline direction and brand materials. They turned to TrueMatter to bring full coherence to their brand voice, building a classic design that implies upscale luxury and elegance.



2 Places at 1 Time

This corporate concierge service has been given an upscale, bohemian look to correspond to its helpful service that removes the stress of everyday living from those in the hectic metropolitan work scene.



Ocean Club Resort

We have established a reputation for crafting design for resort and golfing organizations on the famed South Carolina coast. Our design differentiates resort organizations and positions them more strongly and effectively than standard issue vacation rental sites.

TrueMatter | Website Portfolio | Creative Media



CCAS Online

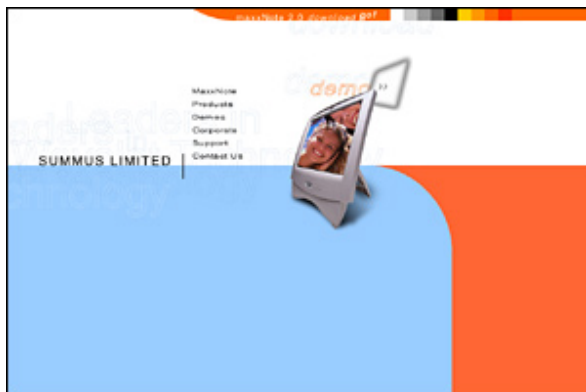
This creative organization has a reputation for pushing the envelope. We branded it with a sardonic parody of constructivist propaganda. The site is meant to be an interactive journey that highlights the creative, dynamic power of a community entity.

The site is still racking up creative awards, both regional and national.



SummerFilmFest

The Summer Film Fest is an award-winning entertainment website that promotes a South Carolina Film Festival. It integrates Flash technology with audio, animation, and Shockwave elements to provide a near-broadband level experience, immersing visitors into the joy of film.



Summus Limited

We produced online brand development for this image compression technology firm, changing the brand voice of the product from traditional to modern and energetic.

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