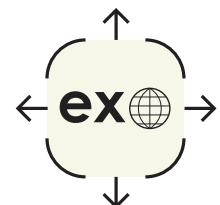


The Multiple Sclerosis Society is the UK's largest charity for people affected with multiple sclerosis (around 85,000 people in the UK). They have a network of 350 local branches around the UK and approximately 442 staff members. The MS Society required an intranet site for its members that was easy to use and formed an information highway for the society to convey all required information to its members.

Key parameters

Given that the MS Society had a clearly defined brand image, Allde had to work within existing parameters in the design of the intranet. Important regulations had to be met to meet disability guidelines for the site. The functionality of the site had to be open to future introductions and expansion plans.

These constraints challenged Allde's ability to refresh the image - however the final visuals were both fresh and innovative. The new symbols that pronounced the different areas of the site were in harmony with the existing design specification whilst being forward thinking and new. The site was intuitive to use with clean lines to keep the focus on the information.



Growing relationship

Alde's work for MS Society was effective such that they have approached Alde in talks to promote their work.

