

SIGMA SIGMA SIGMA

ever forward

The Tri Sigma web site, relaunched in November 2008, embodies our mission of Friendship, Character and Conduct

www.sigmasigmasigma.org

- **Web Site Design** – created a visual palette that extends our brand standards over an information architecture layer to maximize the end-user experience.
- **System Integration** -- optimized the Internet touch point to increase the return on investment made in our membership information system.
- **Content Management** – implemented a system that enables the maintenance of dynamic site
- **Social Network Site** – implemented a private platform that fully integrates with our web site to digitize the promise of lifetime friendship and enable chapter business within a unified web experience.