



**Overview Animus Rex has been working with the AEF for more than a decade. The original project included online strategy, identity/rebranding, information architecture, content development, and site build (from scratch). The site was one of the first database driven sites we developed. The original site established the AEF's online presence and lasted more than five years.**

Aef.com subsequently went through a comprehensive redesign and restructuring of their original Web site. We reassessed their strategy and existing content and restructured the site into three main areas. The process of 're-skinning' and reorganizing the content was fast and cost effective. The overall cost was approximately 10% of the original development budget. The entire redesign took less than two months (compared to over a year for the previous version).

**External Link:** [aef.com](http://aef.com) (link will open in a new window)

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