



METRORECREATION.COM

A playground design and installation company, Metro Recreation works with public schools, parks-and-recreation departments, homeowner's associations, and daycare centers throughout Maryland, West Virginia, and the District of Columbia.

The Challenge

Metro Recreation's website had an outdated look and a limited user interface, which made it more challenging to generate high-quality leads. In addition, Metro's branding no longer reflected accurately on the business.

“We deliver fun here. ArachnidWorks got that.”

~ MICHAEL SLIFER, CEO OF METRO RECREATION

The Solution

We established a new online-persona and brand identity for Metro Recreation — designed to better represent and better tell the business' story.

Metro is all about the joy of childhood play. The website echoes this with vibrant colors and playful shapes, while also adhering to a professional, high-quality feel. Shapes are fluid and organic, corners are rounded, and hard angles are kept to a minimum.

The new logo had to work both in its full form and as a standalone icon. It had to read as an “M” while reminding people of a playground. Thus, the “M” doubles as a pair of slides, while the “Metro” type maintains a sleek aesthetic.



The Result

Since the new website was launched, visitors are up 4%. Lead generation is up by 64%. Because of more purchasing options, the reengineered online store is already generating more revenue.



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123 Street Name,
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Web Visitors Up



4%

Lead Generation Up



64%

