

Stadion Digital Identity Project Handoff Document

Delivered through the New Media Institute @ UGA

Contacts

Project Manager: Isabella Wesson

Brand Strategist: ebyharvard03@gmail.com

Creative Director: amylia@januzelli.net

Video Production Specialist: justin@bustinbung.com

Web Developer & Designer: subathra.senthil25@gmail.com

Class Advisor: johnweatherford@uga.edu

Key Contact at Stadion: kerr.mcgowan@stadionmoney.com

The Stadion Digital Identity project website can be found [here](#).*

Documents:

1. [User Research](#)
2. [Strategic Messaging](#)
3. [Site & Content Audit](#)
4. [Staging Site](#)
5. [LinkedIn Strategy](#)
6. [Video Script](#)
7. [Logo animation 1](#)
8. [Logo animation 2](#)

Outstanding Changes:

- ☐ Changes to add an infographic explaining Stadion Connect rather than a carousel, if needed
- ☐ Adding an audience filter for the knowledge center and shortening text blocks

**Both the New Media & Stadion parties have signed a non-disclosure agreement for this project.*