



Imkaan to Launch Domestic Violence Website Designed by on-IDLE

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Imkaan is a national second tier national charity that aims to provide strategic advocacy and targeted organisational support to refugees serving the needs of Asian women and children experiencing domestic violence.

After reviewing three development agencies, Imkaan recruited on-IDLE to develop the website to support and publicise its research, policy and training work.

on-IDLE has delivered an easy-to-use CMS that supports a fully dynamic site with excellent customer-led design. Managing Director and Co-Founder Ané-Mari Peter says, "Imkaan needed a site that not only communicates complex issues effectively, but offer support and resources to the organisations and refugees. The site and supporting CMS further needed to meet higher accessibility and usability demands than a more typical private sector company site. We are particularly pleased to be extending our reach in the charity sector".

The website is a public resource and holds a great deal of detailed information which is cross-referenced to make the site simple to navigate. Imkaan can now update their unique target audiences on sector issues, training schemes and policy developments as well as creating a massively useful online resource for legal, government and refuge professionals.

"It's the first website and digital presence for Imkaan, so it was critical that we work with an agency that understood our version, target audiences we reach and the messages we need to communicate. We deal with important and sensitive subject matter for a range of external parties, but needed a website that steered clear of the stereotypical charity theme and enthused more of the Imkaan's personality whilst being conscious to issues that we immersed within", added Co-Founder and Creative Director Marc Peter at on-IDLE.

on-IDLE will also be working with Imkaan revising the corporate identity for the charity to seamlessly flow with the new website and digital presence.

"The website is a public resource and holds a great deal of detailed information which is cross-referenced to make the site simple to navigate. We are now in a position to update our unique target audiences on sector issues, training schemes and policy developments as well as addressing community concerns", adds Manju Likhman, Policy & Research Co-ordinator at Imkaan.

on-IDLE has been providing design and technology solutions to increasingly high profile clients for over five years and are quickly developing their reputation for original identity design that compliments their open source technology.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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