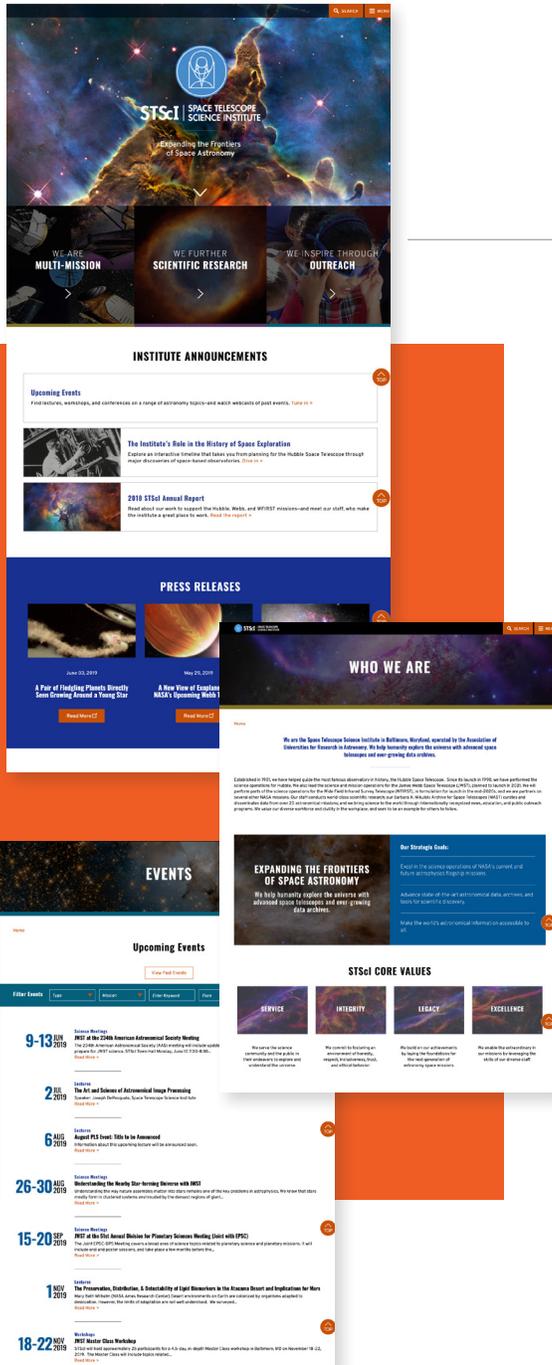


Space Telescope Science Institute (STScI)

Branding Strategy, Digital Transformation & Redesign

Established in 1981, the Space Telescope Science Institute (STScI or “the Institute”) was formed to support the launch, science operations and guidance of the Hubble Space Telescope (HST). In preparation for the launch of the James Webb Space Telescope (JWST), STScI also supports scientific operations for the Wide Field Infrared Survey Telescope (WFIRST).



The Challenge

Having expanded beyond their initial mission of assisting the HST, STScI’s brand and messaging were never developed into a cohesive narrative to reach their multiple audiences. Now a thriving multi-mission organization with expertise in astronomy, scientific research, and public outreach, STScI needed to revamp their digital presence to enable their mission and build a brand that communicates their purpose. The Institute partnered with agencyQ to overhaul their digital strategy, redesign their website, and develop a supporting social media strategy and implementation plan.

The Solution

To focus STScI’s brand and strategy towards their target audiences, agencyQ reviewed their many user groups and developed personas and created a refreshed visual identity highlighting the modern capabilities of the Institute and showcased STScI’s mission and vision.

With STScI’s personas in mind, agencyQ developed page templates to meet audience needs. The streamlined front-end user interface ensured search engine optimization, functionality, 508 compliance and security. agencyQ collaborated with STScI’s in-house team to integrate the new front-end code with their template builds and migrated the site to a stable CMS platform, enabling more efficient content updates.

To enhance STScI’s outreach in conjunction with their newly refreshed website, agencyQ performed a comprehensive social media audit, reviewing STScI’s social presence for tone, consistency, brand match, and best practices. From this audit, agencyQ developed a social media strategy to guide social media efforts, build followings, and improve engagement.

The Results

By providing a modernized user experience and focused social media strategy, STScI can engage their target audiences more effectively. The improved page templates and branding showcase STScI’s vision and purpose clearly, and CMS upgrades enable a better understanding of their capabilities as subject matter experts update content easily and accurately.