

The New MBCA | Niagara Section Website Mercedes-Benz Club of America

effective: January 1, 2012

As the MBCA brand continues to evolve, the experience and the expectations of our members, and future members have adjusted upward. To support the image projected by the MBCA brand, an important Brand Style Guide was developed to help steer the use of our brands assets.

The Niagara Section recognizes its role as a Brand Ambassador of the Mercedes-Benz Club of America. We have recently finished the rework of our Website to assure it is consistent with all MBCA guidelines.

For current members who link from the Niagara Section Website to MBCA.org, you will see immediately you have landed in the right place. For those who link from MBCA.org to the Section Website, you will have the feeling you have not wandered far. We think we have achieved a cohesive, quality look and feel that represents the MBCA brand well.

We have put the focus on some very important features of the MBCA and the Niagara Section right up front. That is, we are a family of over 80 Sections offering the opportunity to participate in MBCA activities across the United States and Canada. We have a Newsletter, the Nickel City Star (NCS) that covers all of our local activities and may be downloaded. And we have a robust National Website, MBCA.org, for which we have provided key links for easy access by visitors.

Our design goal was to make sure current visitors found a familiar place, 99% of content could be reached within two clicks and navigation lists were either the same, easily recognizable or intuitive. The major change was converting navigation to a drop down list. This purchases valuable real estate at the top of the page which we have made good use of.

Finally, we have added the capability to place our meeting minutes online. This is intended for members and associate members and must be accessed via a login screen.

Efforts continue to balance the Website as new content becomes available. As always, members are encouraged to submit suggestions and content.

Section Webmaster
MBCA | Niagara Section