A photograph of three young men of diverse backgrounds smiling and hugging each other. The image is overlaid with a large, semi-transparent red circle and a green circle, creating a layered effect. The background is a blurred outdoor setting.

Junxion developed a sophisticated brand identity and information-rich website for the Global Forum on MSM—a leading global advocacy network focused on men's health and human rights

## Case Study: Reimagining Men's Health and Human Rights

We developed a new brand identity and information-rich website for a leading global advocacy network focused on men's health and human rights.



GLOBAL FORUM  
ON MSM & HIV  
MSMGF.ORG

### The Challenge

The Global Forum on Men who have Sex with Men and HIV (MSMGF) is an advocacy network focused on full sexual

health and human rights for all men who have sex with men (MSM) worldwide. They are a bridge and connector between policy makers, researchers, and front-line practitioners, who each need current insights, information and practices about sexual health and human rights. MSMGF engaged Junxion to make the brand more current, relevant, compelling and accessible, and to build a scalable website that makes content easier to find and use.

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Junxion made a big project feel painless. Responsive and patient, they took a bit of a beast and made it wonderful. We're super pleased!.

**JACK MACKENROTH**

SENIOR COMMUNICATIONS OFFICER, MSMGF

## How We Helped

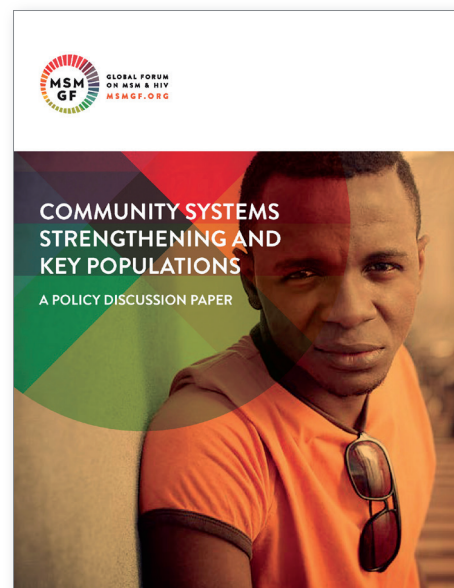
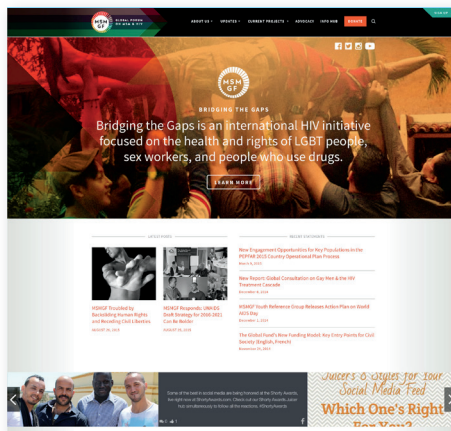
We worked in close collaboration with the MSMGF leadership team to renew the strategy behind their brand, and then to develop a new visual identity for MSMGF that reflects the “Expertise, Empathy, and Evidence” they offer their clients. We rolled out the design across a complete suite of materials, including a brand guide, logos, letterhead, business cards, and templates for presentations, e-newsletters, and social media memes and profiles.

MSMGF staff members are now more confident in presenting their work in multiple contexts. The brand better reflects their sophistication and professionalism in a variety of policy, research, and service delivery settings.

We also completely redeveloped their website, starting with a detailed review of their information architecture and migrating over 10,000 blog posts and hundreds of publications, guides, an organization directory, and other resources from a rambling custom-made CMS into a tidy, streamlined Wordpress install, also designed to reflect the new brand identity.

## Measuring Success

MSMGF staff members are now more confident in presenting their work in multiple contexts. The brand better reflects their sophistication and professionalism in a variety of policy, research, and service delivery contexts. The website has simplified and amplified their reach into social media, as well. The new site facilitates content creation and content sharing, and is generating more new contacts for MSMGF’s newsletters and ‘action alert’ lists.



Are you ready to define your social purpose and embed it in your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.