

# THE POWER OF REAL-TIME NEWS

CARTT.ca

www.cartt.ca



## BACKGROUND

Cartt publishes breaking news, in-depth feature stories, analysis and opinion geared specifically towards the cable, radio, television and telecom industries in Canada. Breaking news is posted as it happens while twice weekly newsletters compile those stories and deliver them directly to subscribers.

## THE OBJECTIVE

Cartt came to Trinitas seeking a brand identity system, front-end interface, back-end administration system, email application as well as the integration of an online payment system.

## THE SOLUTION

Following the Trinitas Development Process (TDP), the first step was understanding the target market and objectives of this project to ensure measurable results. Once established, Trinitas began the development of the brand identity system. Taking cues from the acronym Cartt, Trinitas wanted to come up with a logo that communicated what the industries have in common: Signals.

When developing the icon, Trinitas decided to implement the first structure that came to mind when thinking of these industries and the concept of signals: the broadcast tower. In constructing the tower, Trinitas kept it simple and constructed it using a "C" shaped curve; derivative of the "C" in Cartt. The colours blue and white were selected to bolster a feeling of trust.

Once the logo was complete, Trinitas began the development of the web interface. The interface was built to

house a large number of news stories and events on the home page as well as advertising. Once the concept was complete and approved, Trinitas began the back-end database integration and the design of the administrative portal.

The administrative portal provides Cartt with a username and password protected management system for adding and managing stories, editing user profiles, and managing email campaigns.

Once the administrative portal was complete, Trinitas integrated the Paymentech Web Commerce solution into the website for the processing of members subscriptions.

## THE RESULT

Cartt has been a success from day one. Subscriber uptake has been as strong as expected and has allowed the company to grow and bring on additional editors and both improve and increase its content for subscribers.

## ABOUT TRINITAS

To find out more about Trinitas and their Web and Application Development services, please contact 416-250-5600 or visit [www.trinitas.ca](http://www.trinitas.ca) today.

"Cartt came to Trinitas for a complete Internet solution including a website, email application, brand identity system, and logo. They worked closely with me to understand our target market and business requirements... I would highly recommend them to any organization".

Greg O'Brien  
Editor and Publisher  
Company