

**HILL COMMUNICATIONS &
BURNHAM PARK ASSOCIATION**

FINAL PRESENTATION

Kendall Hymes, Grace DeBoer, Yewon Hong,
Maya Kleinberg, Jamie Mardenstein and Lexi
Blank

MEET THE TEAM



Kendall Hymes

Major: Public Relations
Minor: Information
Management &
Technology, Sociology

SUPERVISOR



Grace DeBoer

Major: Public
Relations
Minor: Sociology

EXECUTIVE



Yewon Hong

Major: Public Relations
Minors: English &
Textual Studies,
Sociology

ASSOCIATE



Maya Kleinberg

Major: Creative
Advertising
Minor: Design
Studies and Global
Security Studies

ASSOCIATE



Jamie Marderstein

Major: Public Relations
Minor: Marketing

ASSOCIATE



Lexi Blank

Major: Public
Relations
Minor: Undeclared

INTERN

OBJECTIVES

1

Create and implement a new set of brand guidelines.

2

Work with our creative team to design a potential new logo

3

Redesign the Burham Park website on Wix for modernity and easier navigation

HYPOTHETICAL BUDGET

Task	Total Time	Total Earned
Research	8 hours	\$600
Writing	6 hours	\$540
Brainstorm	7.5 hours	\$675
Meeting Time	18.5 hours	\$1,665
Account Maintenance	10.25 hours	\$768.75
TOTAL	50.25 hours	\$4,248.75

Colors



#434443 #014235 #33740B #2769B3 #F49D24

Typeface

Title	Playfair Display Bold
Heading	Lato Bold
Subheading	Lato Bold
Body Text	Lato Light

Burnham Park Official Brand Guide

RESULTS

Brand Guide

The first step of the Burnham Park digital rebrand was to develop a new brand guidelines to reflect the modern update. We opted to use different variations of the Lato typeface, pairing different weights for cohesion. For colors, we chose a set of greens, blue and orange to go with a more natural theme without overkilling with too much green.

RESULTS LOGO

We worked with the creative team to design potential new logos for the Burnham Park Association. We wanted the logo to be more modern, while still having the same structure as the current one.



**BURNHAM PARK
ASSOCIATION**



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**Burnham Park
Association**



**Burnham Park
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RESULTS

WEBSITE

Our main objective for this semester was to create a new website for the BPA on Wix. Our goal for this website was to update the branding, as previously mentioned, and to consolidate the pages and information so that it was easier to navigate and digest.

WEBSITE

The WIX logo is displayed in a bold, black, sans-serif font.

Home

Burnham Park was donated to the Town of
Morristown by the visionary Frederick and Catherine
Burnham in 1911 to provide passive open space fo...

WIX My Site 1

NEXT STEPS

Payment

Dashboard ? x

Let's set up your business >
2/6 completed

Booking Services
Booking Calendar >
Orders
Gift Card >
Subscriptions
Loyalty & Referrals >
Point of Sale
Contacts >
Communications >
Automations
Marketing & SEO >
Analytics & Reports >
Billing & Payments >
Booking Channels
Settings

Settings > Accept Payments > Connect PayPal

< Connect PayPal

Accept PayPal

Connect instructions

To connect your PayPal account:

1. Enter your PayPal account email in the form below.
2. Click Connect. You'll be redirected to PayPal.
3. Follow the instructions and click Log In. Your PayPal account will be connected to your Wix account.

Can't find your credentials or won't connect? Contact [PayPal](#)

Don't have an account?
[Create PayPal account](#)

Important note:
The currency you use for your website must be the same as the currency in your PayPal account. Learn more about PayPal, including accepting currencies, supported countries, transaction fees, activation times and more. [Learn More](#)

PayPal fees

PayPal and Pay Later:
From 2.9% + 30¢ per transaction

Wix does not collect additional fees.

Account information

RECOMMENDATIONS

1

Establish a monthly newsletter as an extension/recap of the open meetings

2

Continue the brand guideline onto the Instagram account

3

Invest in Wix Pro in order to unlock more in-depth features for a better website experience

4

Transfer your domain from the old website to the current Wix one for better SEO results

5

Keep the photo gallery up to date: take photos of the parks and events

6

Feature user generated content (photos, personal stories, branded hashtags)

THANK YOU!