



HILL COMMUNICATIONS &  
BURNHAM PARK ASSOCIATION

# FINAL PRESENTATION

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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
<b>TOTAL</b>	<b>50.25 hours</b>	<b>\$4,248.75</b>

## Colors

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

## Typeface

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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.



# 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



## 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

The screenshot shows the Wix Dashboard with the following navigation path: Settings > Accept Payments > Connect PayPal. The main title is "Connect PayPal". On the left, there's a sidebar with "Let's set up your business" (2/6 completed) and a list of other dashboard items like Booking Services, Orders, etc. The central area has two main sections: "Connect instructions" which details the steps to connect a PayPal account, and "PayPal fees" which states fees from 2.9% + 30¢ per transaction and notes that Wix does not collect additional fees. At the bottom, there's an "Important note" about currency consistency between the website and PayPal account.

Dashboard

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](#)

Account information

PayPal fees

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

Wix does not collect additional fees.

# RECOMMENDATIONS

1

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

3

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

5

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

2

Continue the brand guideline onto the Instagram account

4

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

6

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

A dense forest of green coniferous trees covering a hillside. The trees are tightly packed, creating a textured pattern of green shades. The lighting suggests a bright day, with sunlight filtering through the canopy.

**THANK YOU!**