

Elkhart Park Foundation



WHAT IS ELKHART PARK FOUNDATION?

The Elkhart Park Foundation, a hidden gem that was abandoned over 20 years ago, aimed to support various Elkhart Parks-related projects, such as improving facilities and maintenance, through donor support.

THE CHALLENGE

Due to the abandonment of the Elkhart Park Foundation they lacked a revised logo and website presence in the community. However, the fact remains around the present and past urgency of needing new donors and support to restore the once beautiful park properties. Given success and our experience launching Beyond Outdoors we were approached by the Elkhart Park Foundation for advice and help.

THE GOAL

- Revitalize Brand Identity within tight deadline (under two weeks) using internal survey techniques.
- Our approach was guided by the foundation's suggested mission statement and purpose, as well as the board's desire to incorporate the symbol of the elk, a sense of pride, beauty, an outdoorsy look and feel, and a touch of nostalgic history.
- Develop a strategic marketing plan for 2024 to reach new audiences in collaboration with members of the board.



THE RESULT



PROVEN RESULTS

Our team collaborated to present multiple brand options and marketing strategies to implement:

- The board unanimously chose our third logo choice (with minor revisions).
- Expressed interest in further collaboration for the execution and presentation of additional brand elements. This request is currently under review.
- Furthermore, we have been entrusted with the task of guiding them through the creation of a brand-new website that aligns with the foundation's current goals.