

# Huntingdon Health & Wellness Internship



Presented By:

**Jacqueline Eberle**

Professor:

**Ryan Gibboney**

Presented:

**Spring 2020**

Completion Date:

**Current**

JUNIATA COLLEGE  
1700 MOORE STREET  
HUNTINGDON, PA 16652

# DEFINE:

During this internship with the Huntingdon Health and Wellness Association, I worked alongside a senior classmate to help this community partner achieve their goals through visual design work.

## The Project:

During our time with the community partner we highlighted some goals that they felt were of top priority for their organization. They highlighted the need for a more cohesive environment, website, print advertisements to bring in more clients to the association. In order to help the HHWA achieve these goals, we planned which aspects of the project we would take on independently. My partner on the project chose to take on creating a new website for the association to utilize. I chose to take on the other aspects of the project which included a new color palette, cohesive interior and exterior signage, event advertisements, general information brochure, and interior design to create the cohesive space their building needed. After completing the assessment and research phases of our project, we came to the conclusion, as a team, to push for a full rebrand. I also took on the rebranding of their organization and created a hand-rendered logo and matching font to revamp their current branding. I will be continuing this project into the next semester to ensure that the deliverables are up to my standards and thorough training is given to the HHWA members to allow them to utilize the design materials when my work with them is completed.

## Challenges:

I tend to experience similar challenges when working with others on group projects. I found difficulty when communicating with my partner on this project due to the different levels of scope we each had in this project. I mostly found it difficult when working so closely with the HHWA members, they would often change their viewpoints on certain aspects of the project. This would cause me to make fast-edits and spend more time on different aspects of the project due to the members not fully understanding why I was completing the work in the ways that I was, even after I spent a large amount of time trying to explain to them the importance of what I was doing. Finally, the obvious challenge was due to the switch to remote learning as I was entering the ordering and installation portion of the project. Making the change to completing things online meant that I was unable to meet with them and communicate in person which is what worked best for them. I have learned a lot during this semester, and I will apply the things I have learned to my work with them next semester.

## Steps to Completion:

1. Assessing the current materials.
2. Defining what aspects of the project I wanted to take on.
3. Choosing the tasks of interior and exterior signage, design, and print materials.
4. Researching inspiration for the design work.
5. Continuing to work on mockups and rebranding materials.
6. Choosing where to proceed to purchase final materials for the rebrand.
7. Finalizing mockups for print materials and signage.
8. Finalizing multiple versions of the logo.
9. Making sure everything is ready to be continued next semester.



# ASSESS:

I documented what the Huntingdon Health & Wellness Association was already using regarding event advertisements, logos, and color palettes. I made it a priority to highlight what they were currently doing that was working and how they could improve on it.



[ PREVIOUS WEBSITE ]



[ PREVIOUS SIGNAGE ]



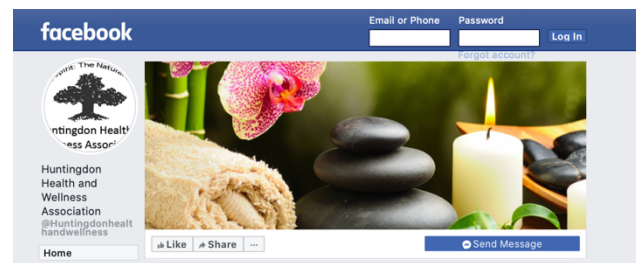
[ PREVIOUS NON-VECTORIZED LOGO ]



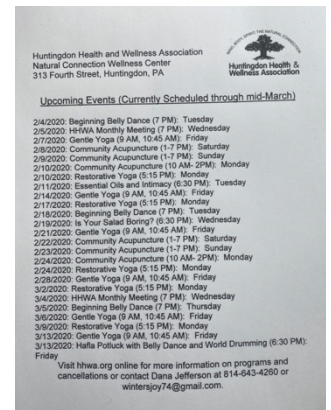
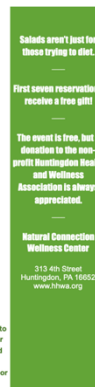
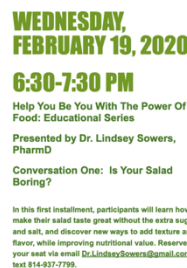
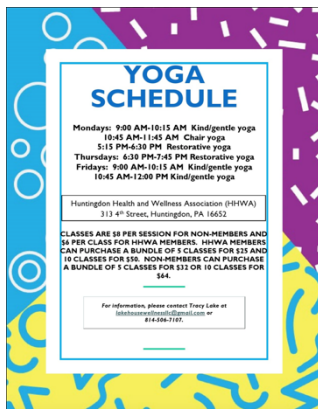
[ PREVIOUS EXTERIOR SIGNAGE ]



[ PREVIOUS INFORMATION AREA ]



[ FACEBOOK LAYOUT ]



[ PREVIOUS EVENT ADVERTISEMENTS ]

# RESEARCH:

I began to research other yoga studios and holistic wellness centers and found inspiration for color palettes, logo styles, interior decor and event advertisements that would fit the identity we wanted the Huntington Health & Wellness Association to have.



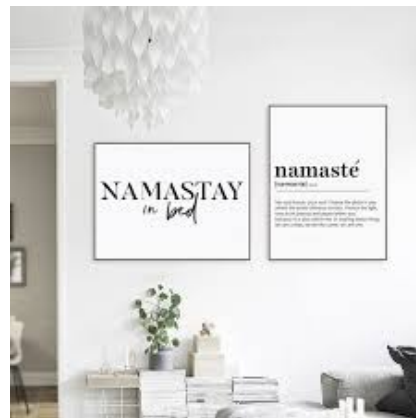
[ EVENT ADVERTISEMENT INSPIRATION ]



[ COLOR PALETTE INSPIRATION ]



[ BROCHURE INSPIRATION ]



[ AESTHETIC INSPIRATION ]



[ LOGO INSPIRATION ]













# DESIGN AND DELIVER:

## COLOR PALETTE AND AESTHETIC

I designed and finalized the color palette and visual elements to use throughout their web and print presence. I also named the color palette so that when I reference what colors should be used in the style guide, they can cross reference the palette to eliminate confusion.

|   |   |
|---|---|
|    | <b>SOFT STONE</b><br>R 237<br>G 239<br>B 235<br>#EDEFEB |
|    | <b>LAGOON</b><br>R 193<br>G 213<br>B 211<br>#C2D6D4     |
|    | <b>LIGHT SAND</b><br>R 222<br>G 219<br>B 211<br>#DEDBD3 |
|    | <b>SEASIDE</b><br>R 168<br>G 195<br>B 201<br>#A8C3C9    |
|    | <b>DARK SAND</b><br>R 203<br>G 197<br>B 188<br>#CBC5BB  |
|    | <b>MYSTICAL</b><br>R 136<br>G 166<br>B 163<br>#87A5A2   |
|  | <b>UNION</b><br>R 140<br>G 137<br>B 142<br>#8C8984      |
|  | <b>ZEN</b><br>R 72<br>G 92<br>B 91<br>#495D5B           |

[ FINALIZED & NAMED COLOR PALETTE ]



[ NEW AESTHETIC IMAGERY ]



Body Typeface  
**Poppins**

Poppins Light Bolded  
ABCDEFGHIJKLM  
abcdefghijklm

Poppins Light  
ABCDEFGHIJKLM  
abcdefghijklm

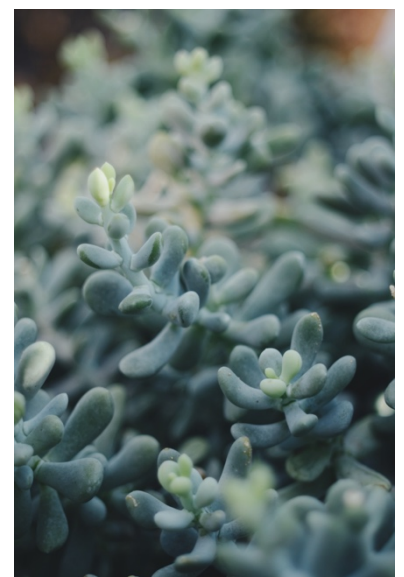
Poppins Extra Light  
ABCDEFGHIJKLM  
abcdefghijklm

Poppins Thin  
ABCDEFGHIJKLM  
abcdefghijklm

Title Typeface  
**Roboto**

Roboto Regular  
ABCDEFGHIJKLM  
abcdefghijklm

[ FINALIZED TYPEFACE ]



# DESIGN AND DELIVER:

## LOGO

I designed and finalized the new logo. I created the logo in all of the possible files needed for the HHWA to use in the future.



[ FINALIZED LEFT & RIGHT ALIGNED LOGOS ]



[ FINALIZED LEFT & RIGHT ALIGNED INVERTED LOGO ]



[ FINALIZED LEFT & RIGHT ALIGNED ONE COLOR LOGO ]




[ FINALIZED LEFT & RIGHT ALIGNED BLACK & WHITE ]



# DESIGN AND DELIVER:

## EVENT ADS

I designed new event advertisements for the HHWA that follows their new professional color palette and aesthetic. I created the background layouts in Adobe Illustrator so that they would be able to easily edit the templates in Microsoft Word without changing the set layouts. Having multiple set templates will eliminate the possibility of choosing images that do not reflect the HHWA brand. Using general images will also allow them to use the templates for different events.



## Gentle Yoga for Everyone

A class designed for ALL individuals ages 13 and above.

Cost: \$7 per person, \$5 for HHWA members

Please bring your own yoga mat, yoga block, yoga strap, and water as needed. Some supplies will be available.

**Tuesdays and Thursdays**

Session 1: 9:00 AM – 10:15 AM

Session 2: 10:45 AM – NOON

For more information, please contact Tracy Lack of Lake House Herbs at lakehouseherbs@gmail.com or 814-506-7107

[ FINALIZED EVENT ADVERTISEMENTS ]









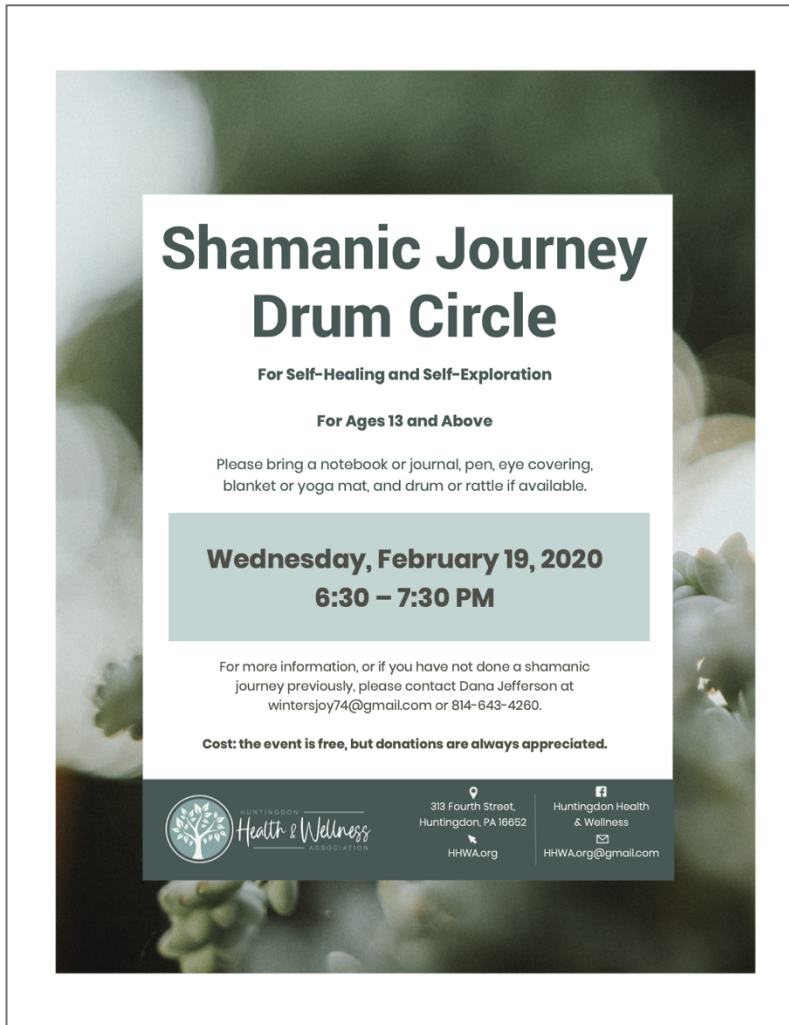




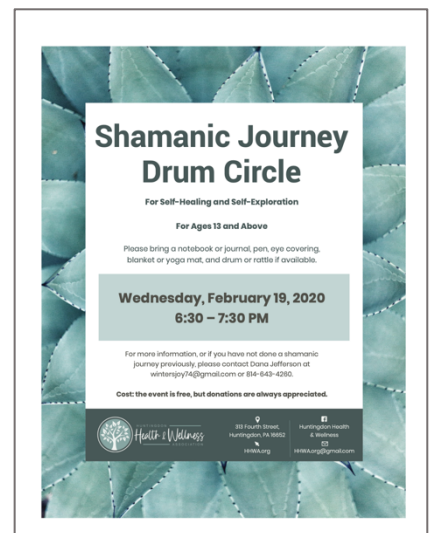
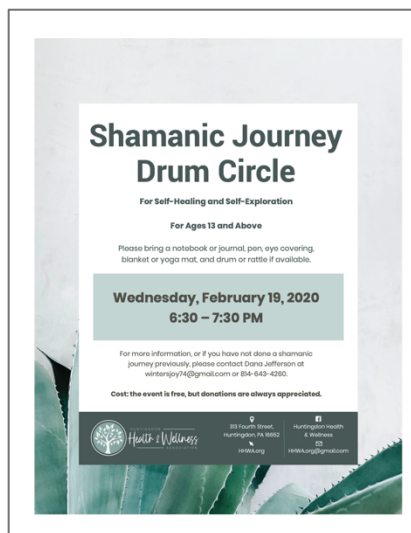
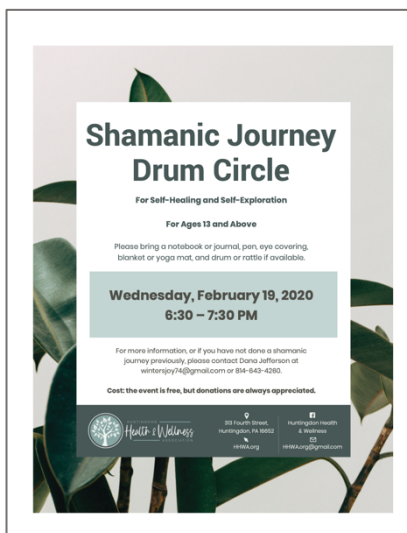
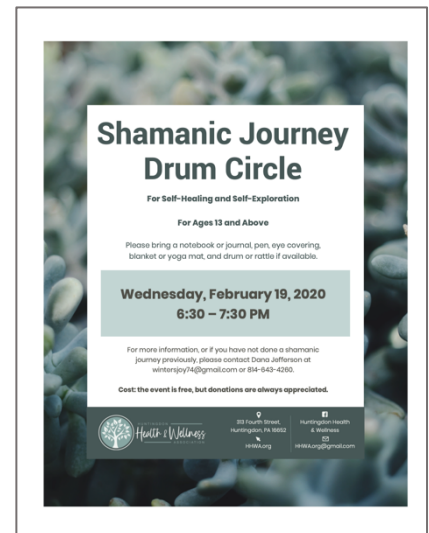
# DESIGN AND DELIVER:

## EVENT ADS

A second template was created so that there are more options and a less likelihood of overlap between layouts in their posing area on site. All templates were created in a printable format.



[ FINALIZED EVENT ADVERTISEMENTS ]





# DESIGN AND DELIVER: BROCHURE

I designed and finalized a general information brochure that we will be able to use at events.



# DESIGN AND DELIVER:

## INTERIOR AND EXTERIOR SIGNAGE

I created cohesive signage to be placed around the building that follows along with their color palette. A new exterior sign and window vinyls will be installed next semester.

SUITE ROOM 1

SUITE ROOM 2

SUITE ROOM 3

SUITE ROOM 4

SUITE ROOM 5

[ ROOM NUMBER SIGNAGE ]

A SIMPLE ESCAPE  
MASSAGE THERAPY

CHRYSTAL SPAYD, LMT

(814) 644 – 3042  
asimpleescape.massagetherapy.com  
clspayd48@gmail.com

NINE WATERS  
GROUP

DANA JEFFERSON, PHD

(814) 643 – 4260  
ninewaters.net  
9watersgroup@gmail.com

[ OFFICE SIGNAGE ]

THIS IS A QUIET  
ZONE

PLEASE BE MINDFUL.  
QUIET SERVICES ARE BEING  
HELD IN THIS BUILDING THAT  
CAN BE DISRUPTED.

HHWA LENDING  
LIBRARY

PLEASE SIGN OUT AN ITEM AND  
RETURN WITHIN A MONTH.

THANK YOU, JULIE TODD, FOR THE GREAT RESOURCES.

[ MISC. SIGNAGE ]



[ WINDOW VINYL ]





# DESIGN AND DELIVER:

## INTERIOR DECOR

In order to create a cohesive space to bring more customers to the HHWA, interior design elements were needed. The interior décor will be purchased and installed next semester.



[ NEW INFORMATION AREA ]



\*MORE INTERIOR DESIGN ELEMENTS  
COMING NEXT SEMESTER\*

# BILLABLE HOURS:

| DATE    | TIME     | TASK                        |
|---------|----------|-----------------------------|
| 1/27/20 | 1 hour   | Initial Meeting             |
| 2/2/20  | 5 hours  | Assessing Current Materials |
| 2/4/20  | 2 hours  | Assessing Current Materials |
| 2/5/20  | 3 hours  | Researching                 |
| 2/7/20  | 1 hour   | Email Exchanges             |
| 2/6/20  | 4 hours  | Post Meeting Edits          |
| 2/19/20 | 2 hours  | Meeting with Dana           |
| 2/21/20 | 2 hours  | Event Ads                   |
| 2/23/20 | 11 hours | Meeting & Post Notes        |
| 2/24/20 | 5 hours  | Logo & Presentation         |
| 2/27/20 | 2 hours  | Meeting with Cait           |
| 2/28/20 | 2 hours  | Logo & Presentation         |
| 2/29/20 | 6 hours  | Logo & Event Ads            |
| 3/1/20  | 2 hours  | Presentation                |



# MORE BILLABLE HOURS:

| DATE    | TIME    | TASK                                      |
|---------|---------|---|
| 3/2/20  | 3 hours | Brochure Design                           |
| 3/3/20  | 3 hours | Mockups and Pre-Meeting with Cait         |
| 3/4/20  | 3 hours | Presentation Finalization & Board Meeting |
| 3/10/20 | 2 hours | Logo Edits                                |
| 3/18/20 | 4 hours | Logo Edits                                |
| 3/20/20 | 5 hours | Logo & Event Ads                          |
| 3/23/20 | 2 hours | PDF Logo Presentation                     |
| 3/24/20 | 1 hour  | Emailing                                  |
| 3/30/20 | 2 hours | Style Guide & Color Palette               |
| 4/1/20  | 2 hours | Style Guide, Logo Finalization & Brochure |
| 4/3/20  | 3 hours | Brochure                                  |
| 4/4/20  | 4 hours | Style Guide & Logo Finalization           |
| 4/5/20  | 1 hour  | Brochure Edits                            |
| 4/7/20  | 3 hours | Event Ads                                 |

# MORE BILLABLE HOURS:

| DATE          | TIME             | TASK                          |
|---------------|------------------|-------------------------------|
| 4/8/20        | 2 hours          | Event Ads                     |
| 4/11/20       | 5 hours          | Signage                       |
| 4/12/20       | 1 hour           | Signage Edits                 |
| 4/16/20       | 2 hours          | Emailing & Editing            |
| 4/19/20       | 1 hour           | Emailing & Editing            |
| 4/20/20       | 4 hours          | Signage Edits                 |
| 4/25/20       | 3 hours          | Event Ads                     |
| 4/27/20       | 2 hours          | Event Ads                     |
| 4/28/20       | 3 hours          | Brochure & Mockups            |
| 4/29/20       | 1 hour           | PDF Proof Review              |
| 4/30/20       | 2 hours          | Style Guide                   |
| 5/1/20        | 4 hours          | Finalizing & Organizing Files |
| <b>TOTAL:</b> | <b>116 HOURS</b> |                               |