

PBR6130

FINAL PROJECT

The logo for the Boston Bridge project. It features a stylized, light gray graphic of a cable-stayed bridge with a central pylon and multiple stay cables. Below the graphic, the words "bostonbridge" are written in a lowercase, bold, sans-serif font. The entire logo is centered within a light gray rectangular background.

bostonbridge

HAYLEY LAMBERT, THUY AN DUONG, XINYANG YE

WHAT WE DID



BRAND KIT

A set of assets including logos, templates, color palette, font, etc., that serves as guidelines for maintaining a consistent brand identity for Boston Bridge.



WEBSITE REDESIGN

An overhaul demo that involves changing elements like content, structure, and visuals of Boston Bridge's current website.



LINKEDIN TEMPLATE

Pre-designed layouts that can be used for LinkedIn posts.

BRAND KIT

- Elements included in the brand kit: an overview of Boston Bridge, tone of voice, mission, logo usage, Boston Bridge's color palette, and typeface.
 - Create a sense of unity across Boston Bridge's communications channels (website, newsletters, social media, press releases).
 - Helps current staff or new hires quickly familiarize themselves with and easily adhere to the brand's tone, theme, and voice when creating communication content.
- > Consistent and cohesive branding not only boosts brand recognition but also establishes trust with the audience, thus, leading to robust engagements.

LOGO DESIGN



Logo Design

Bringing generations through mentoring and productive conversations about the field of aging to understand societal implications for the elderly.

WWW.BOSTONBRIDGE.ORG

Tone of Voice

This is an expression of Boston Bridge's brand personality when communicating with people, whether in-person or online, including emails, newsletters, and social media content.

All of the creativity should be formal, intellectual, and approachable. Depending on the message, mood, channel, and audience, these three parts can be toned up and down but they should always be present.

Brand Colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut lectus risus. Aliquam id quam ut turpis iaculis congue et eget ipsum. Etiam ultrices nibh at metus tempus, sit amet varius eros ultricies.

PRIMARY

#COBFBD

PRIMARY

#94131B

SECONDARY

#DADAD8

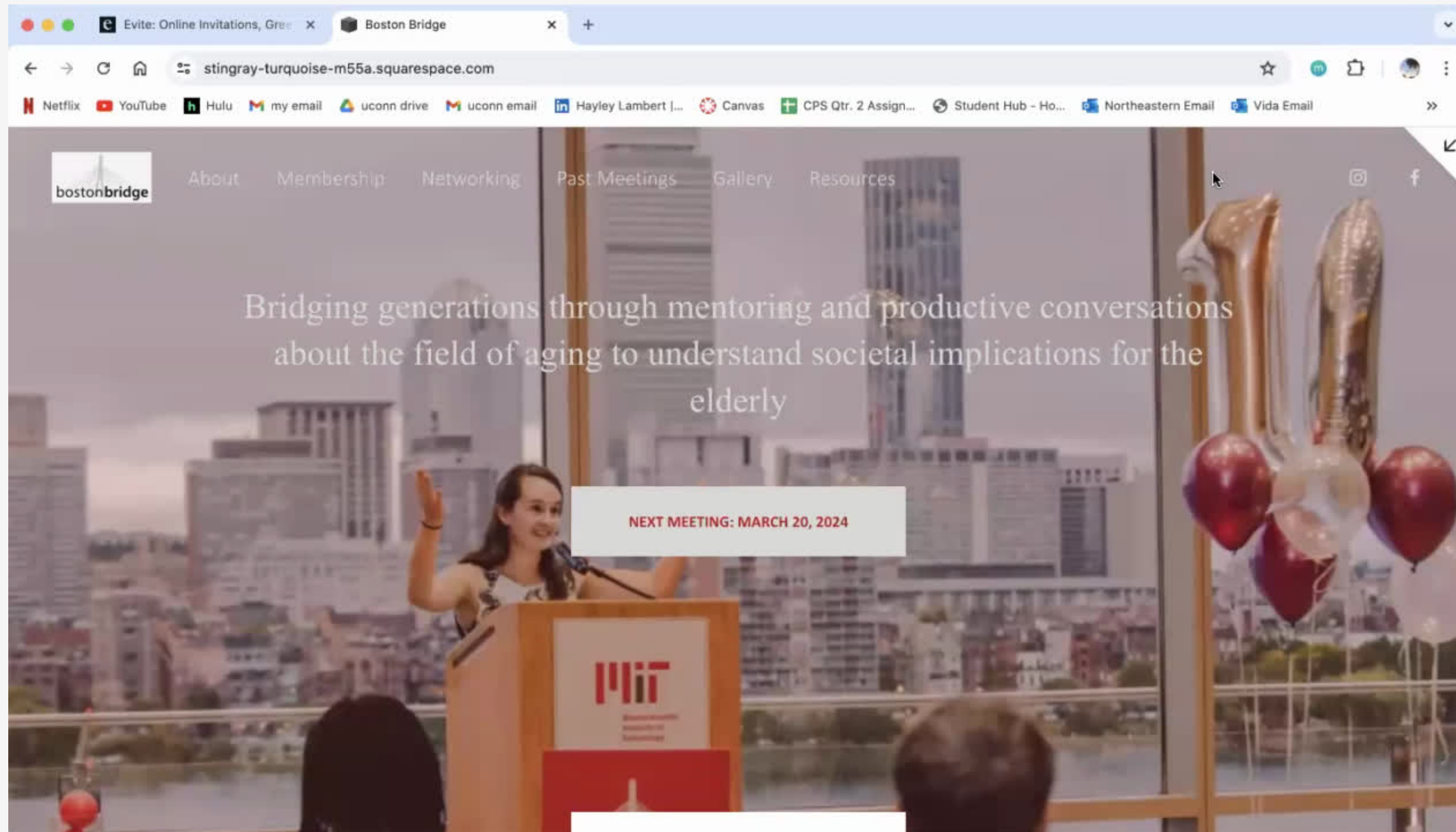
SECONDARY

#444342

SECONDARY

#BC1823

WEBSITE REDESIGN



WEBSITE REDESIGN

BEST VALUE

Personal

\$16 /mo

Save 30% annually

Our foundational plan with access to fully customizable, best-in-class templates.

START FREE TRIAL

Business

\$23 /mo

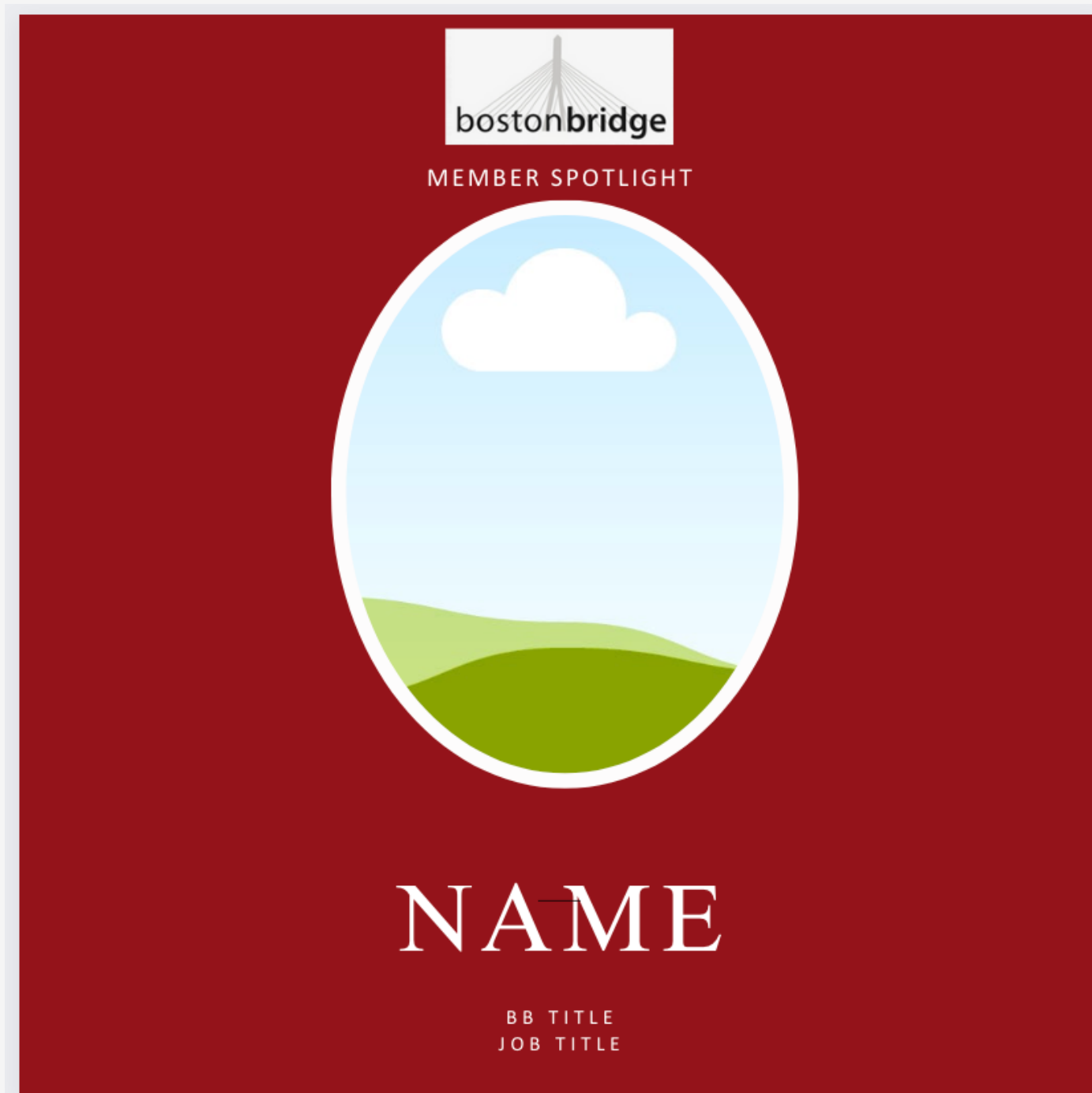
Save 30% annually

For those looking to grow their audience and begin taking payments.

START FREE TRIAL

THE WEBSITE TRIAL ENDS 4/7, SO IF YOU WOULD LIKE TO MOVE FORWARD WITH THE SQUARESPACE PLATFORM AND REDESIGN, PLEASE LET US KNOW SO WE CAN FACILITATE THAT TRANSITION BEFORE THE TRIAL PERIOD ENDS.

LINKEDIN TEMPLATE



- Used to introduce members
- Include caption that includes when they joined, what they do for work, and their favorite thing to do in the city
- Tag as many people and places as possible

LINKEDIN TEMPLATE



- Used to announce a job that someone in the network is hiring for
- Include link to application
- Tag person hiring, so applicants can connect
- Provide details about the job and qualifications

LINKEDIN TEMPLATE



Educational
content on the
aging field.





DID YOU

KNOW?

- Used to introduce educational resources or important information regarding the aging field that people should know.
- Used to make important announcements for the organization on upcoming events or activities.

LINKEDIN TEMPLATE

A LinkedIn meeting announcement template with a dark red background. It includes the Boston Bridge logo at the top, the title "MONTHLY MEETING" in large white letters, a short summary of meeting content, and details for a Wednesday meeting on March 23, 2026, from 9:00 AM to 11:00 AM at MIT Sloan School. A "RSVP NOW" button is present. A circular graphic with a landscape scene is partially visible, and a dark red pill-shaped box contains the text "Gues Speaker: Name". The website "www.bostonbridge.org" is at the bottom.

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MONTHLY MEETING

A short summary of meeting content.


 **WEDNESDAY**
23 March, 2026

 **09:00 AM**
11:00 AM

 **MIT SLOAN SCHOOL**
100 Main St, Cambridge,
MA 02142

RSVP NOW

Gues Speaker:
Name

 www.bostonbridge.org

- Can be reused multiple times to announce monthly meetings.
- Add the time and date of the meeting. Along with a photo of the guest speaker and their name.
- Include the link to RSVP for the meeting in the caption.

LINKEDIN TEMPLATE



 AgeLab. MIT Affiliate.

BRIDGING AgeTech

"Seeking Connections in Boston's AgeTech Ecosystem?"

 **DATE**
 24 April, 2024

 **TIME**
 6:00 PM

[EVENT PAGE REGISTER](#)

 www.bostonbridge.com
 Room 550
 100 Main St. Cambridge, MA 02142



 AgeLab. MIT Affiliate.

BRIDGING AgeTech

"Seeking Connections in Boston's AgeTech Ecosystem?"

 **DATE**
 24 April, 2024

 **TIME**
 6:00 PM

[EVENT PAGE REGISTER](#)

 www.bostonbridge.com
 Room 550
 100 Main St. Cambridge, MA 02142





TALK ABOUT



INSIGHTFUL DISCUSSION

Age Care Conference

2:00-10:00 pm
 1st December, 2024

Location
 Room 550
 100 Main St.
 Cambridge, MA 02142

Contact
 123-456-7890
bostonbridgeinc@gmail.com
www.bostonbridge.org

Our speaker



SHAWN GARCIA
CEO & Founder of Salford & Co.



CHAD GIBBONS
CEO & Founder of Liceria & Co.



KETUT SUSILO
COO & Co-founder of Arowwai Industries



MURAD NASER
COO & Co-founder of Salford & Co.

[About the program](#)

LINKEDIN TEMPLATE



- Bold “we’re Hiring!” for awareness
- Easy brand recognition
- A video of job description
- Design Clarity
- Job insight

LINKEDIN TEMPLATE



AgeLab. MIT Affiliate.

Mentor Madness with Kathy Burnes

KEYS RECAP:

- Introduction to Boston Bridge's mentoring program enhancements
- Kathy Burnes provided expert views on aging from her vast experience

"IT'S ABOUT GUIDING WITH EXPERIENCE, NOT LEADING WITH AUTHORITY."

RESOURCES LINKS

- Can be used for post that recap meeting
- Pictures from meetings
- Title: Use a catchy and informative title
- Summaries: Provide brief, bulleted summaries of the main topics discussed, and any significant outcomes.
- Quotes from the speaker
- Provide links to any resources discussed

LINKEDIN TEMPLATE



- The flyer aims to quickly inform and engage viewers about Boston Bridge's core activities and mission in a visually appealing way.

LINKEDIN BANNER



LinkedIn Banner Importance:

- Grabs attention
- Communicates your brand
- Highlights your profile

Clean Banner Design:

- Clarifies key messages
- Enhances professional image
- Viewer focuses on Web contents

CONCLUSION

CONTENT CREATION

Boston Bridge can start to build batches of content for future usage by taking advantage of its events or activities. For example, the organization can take lots of photos during the monthly meetings as those can be used and repurposed not only on LinkedIn but also on other communication channels, such as newsletters, social posts, press releases, etc.

SOCIAL MEDIA CONTENT CALENDER

When having a good amount of content, Boston Bridge can consider creating a calendar for its social media posting. This would help the organization space out content effectively so that Boston Bridge can avoid situations such as running out of posting ideas, posting randomly, or taking long breaks between publishing content.

