



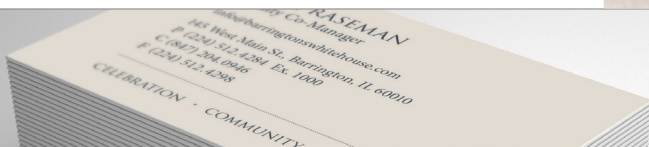
BARRINGTON'S
WHITE HOUSE

BARRINGTON'S WHITE HOUSE

A VENUE'S BRAND REFRESH AND STRATEGY TO REACH KEY AUDIENCES

Barrington's White House hired Blu Sky to refresh their logo, design a new website and help them market to key audiences. The non-profit had just renovated the historic landmark and wanted the logo to reflect their fresh new look. We used their building updates to help guide the logo refinement. Our team then designed and built a new website to create the right user experience. We also integrated the new look into other marketing materials. Later, we helped the White House update their communications platform with new advertising for their bridal audience. The new marketing efforts included updated web pages and unique ads targeted to brides.

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