

WHY REBRAND HUNT HILL AUDUBON SANCTUARY?

There have been so many incredible changes happening at Hunt Hill!

In 2017 National Audubon Society gave Friends of Hunt Hill Audubon Sanctuary the property. In 2019 we created an endowment thanks to the generosity of so many and built a year-round program building. We've also expanded our program staff and in 2023 built a new welcome center, offices and shower house.

We want a brand that honors our history, while also embracing and clarifying our identity for new and old friends alike.

NEW NAME:

HUNT HILL NATURE CENTER

WHY THIS NAME?

'Hunt Hill' is the name requested by our donor, Frances Andrews. Named in honor of her late brother and mother.

'Nature Center' is defined as an area of land set aside and managed for conservation of flora, fauna, or features of geological or other special interest, and to provide opportunities for study, research, or public outreach.

WHAT'S NEXT?

Over the next 6 months we will be transitioning to our new name and logo with full integration by January 1, 2025. During this time, you may see our old name appear from time to time until the switch is complete.



HISTORY

It is important that our name have historical relevance in honor of our donor and because 'Hunt Hill' already has good brand identity in our community.



ACCURACY

In January of 2017, National Audubon Society officially turned over ownership of Hunt Hill to Friends of Hunt Hill Audubon Sanctuary. Since that time, we've operated completely independently.



BREVITY

Data shows that shorter and more concise names are easier to remember.



CLARITY

Currently, Hunt Hill's brand is attached to Audubon, however, we are so much more! Having a name that gives people an instant idea of who we are is a key goal of our rebranding efforts.