



Leonardtoun, Maryland BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Leonardtoun Brand, and will help create equity as we tell others about A most exceptional place!

PREPARED BY



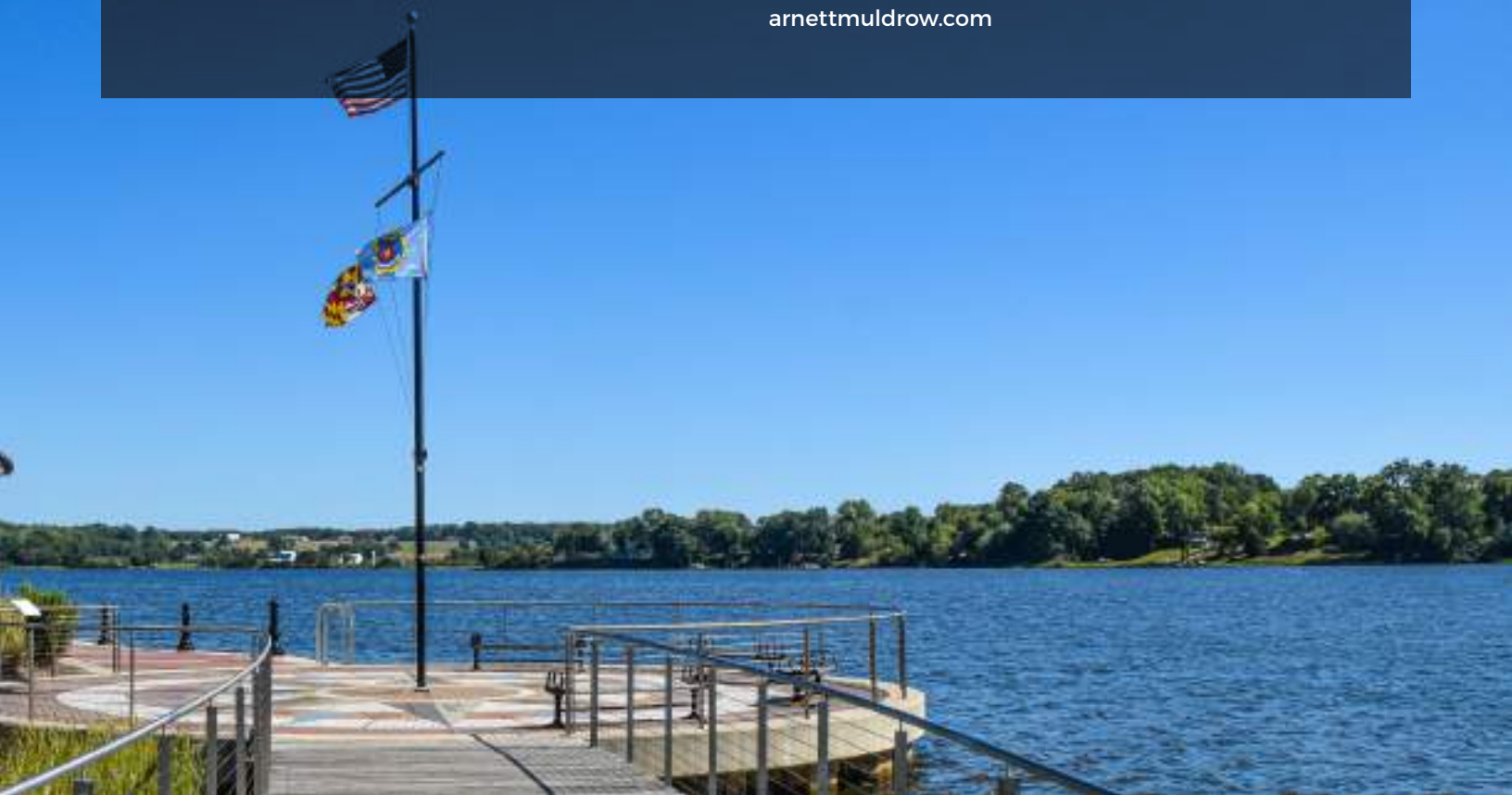
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The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

1.1 Brand Statement

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

The core values define the company's strengths and how it needs to behave to achieve its vision.

We are a most historic place. Our past is rooted in the earliest settlements of Maryland where these lands offered the freedom of religious expression that would echo through our nation to this day. Established as the seat of St. Mary's County in 1708, the term "a most convenient place" was coined by the early leaders to denote our position along the water and amidst the fields that provided abundance for our people. Our history is that of courage, freedom, and innovation.

We are a most beautiful place. Our setting in the rolling hills of Southern Maryland and along the waters of Breton Bay allow us stunning vistas in a verdant landscape. Our downtown evokes the charm and wonder of one of the few towns in Maryland centered on a square. Our neighborhoods, parks, waterways, and trails contribute to the distinct character of a community that cares deeply about enhancing the feel of a true small town.

We are a most welcoming place. We are a friendly greeting by a local shopkeeper, a delicious meal served with pride, a party on the Square, and a warm wave from a neighbor. It is here that longtime families with deep ties to our town welcome new neighbors who have carefully chosen this place to make it their home. It is here that the young and the young at heart can nurture creative ideas. We are the place where visitors to our region find the true spirit of a community connected.

We are a most creative place. We are artists who practice our talents in paintings, sculptures, photographs, and mosaics. We are entrepreneurs whose ideas imbue our town with an atmosphere of sophistication perfectly joined with the comfort of community. We are bringing art to the streets, new events and activities, and a nurturing place for our citizens, our county, and our region. It is through art and culture that the facets of our community come alive.

We are a most innovative place. We are restoring our downtown with passion and cooperation, bringing new life to our Square. With vision, we saw that our connection to the bay could be re-imagined as a promenade, a pier, and parks that have once again tied us to the waters that surround us. We look to the future curating plans for continued connections, thoughtful growth, and a keen awareness that small town life is the very essence of our community.

We invite you to discover Leonardtown, Maryland: **A most exceptional place!**

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Leonardtown:
A most
exceptional
place!

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.



2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

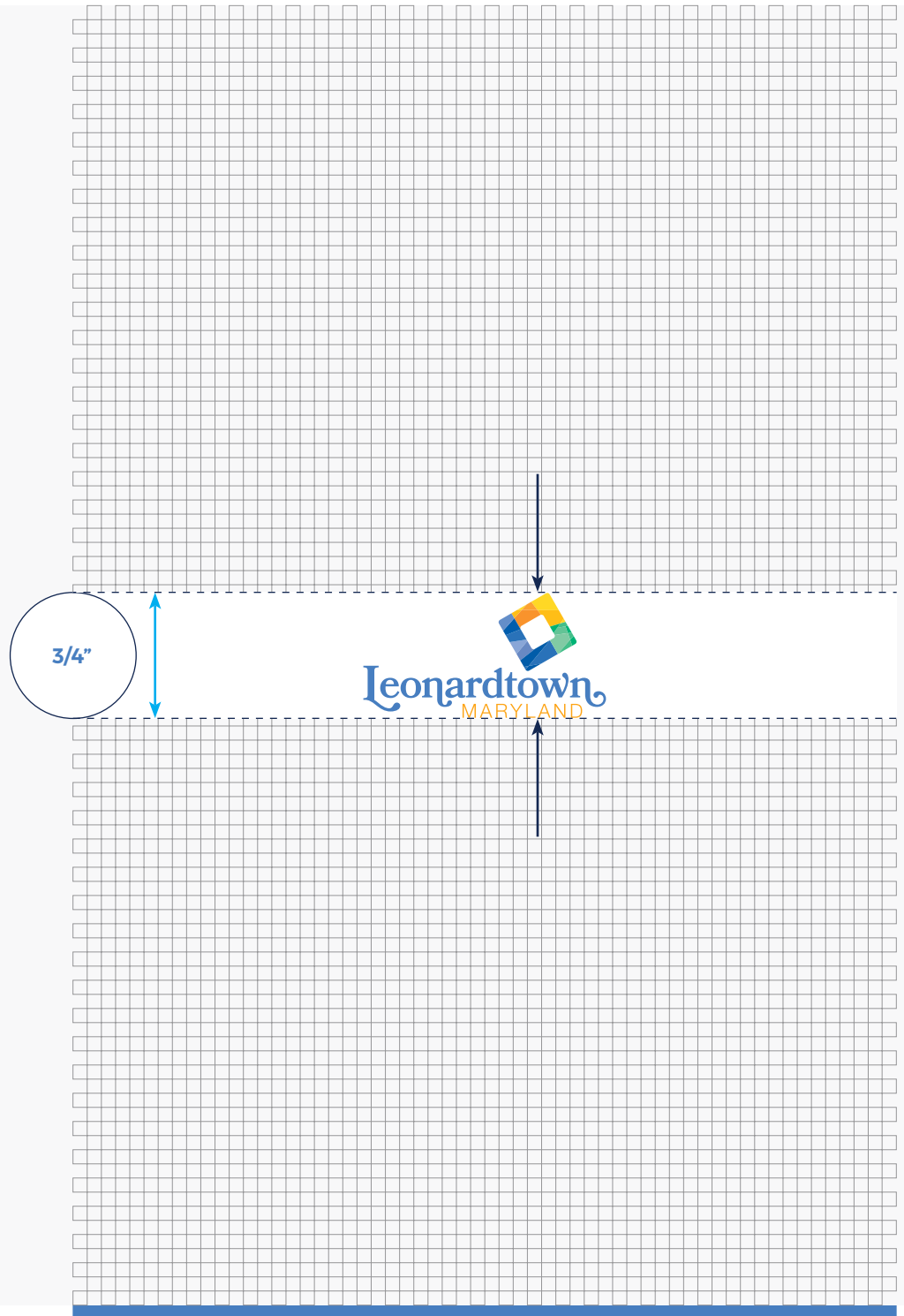


2.3 Logo Sizing

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

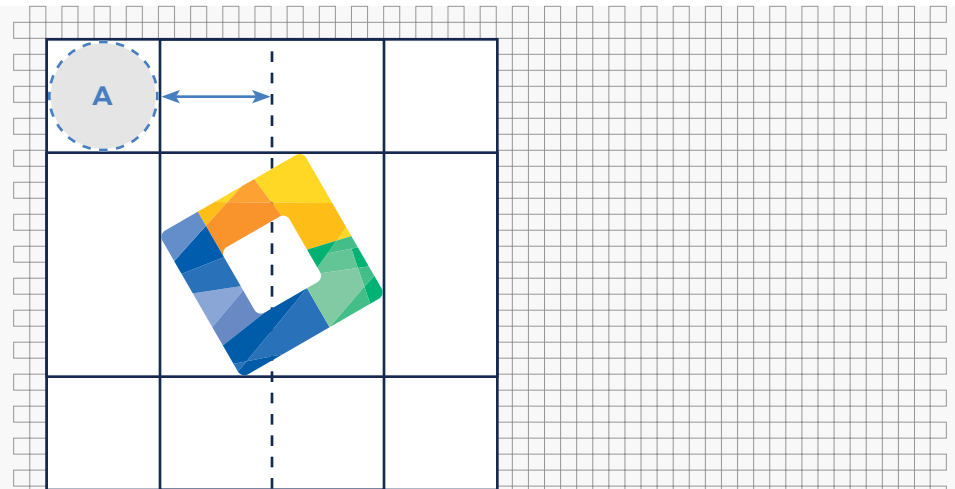


2.4 Logo Spacing

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

The area that surrounds the logo known as “clear space” is as important as the logo itself.



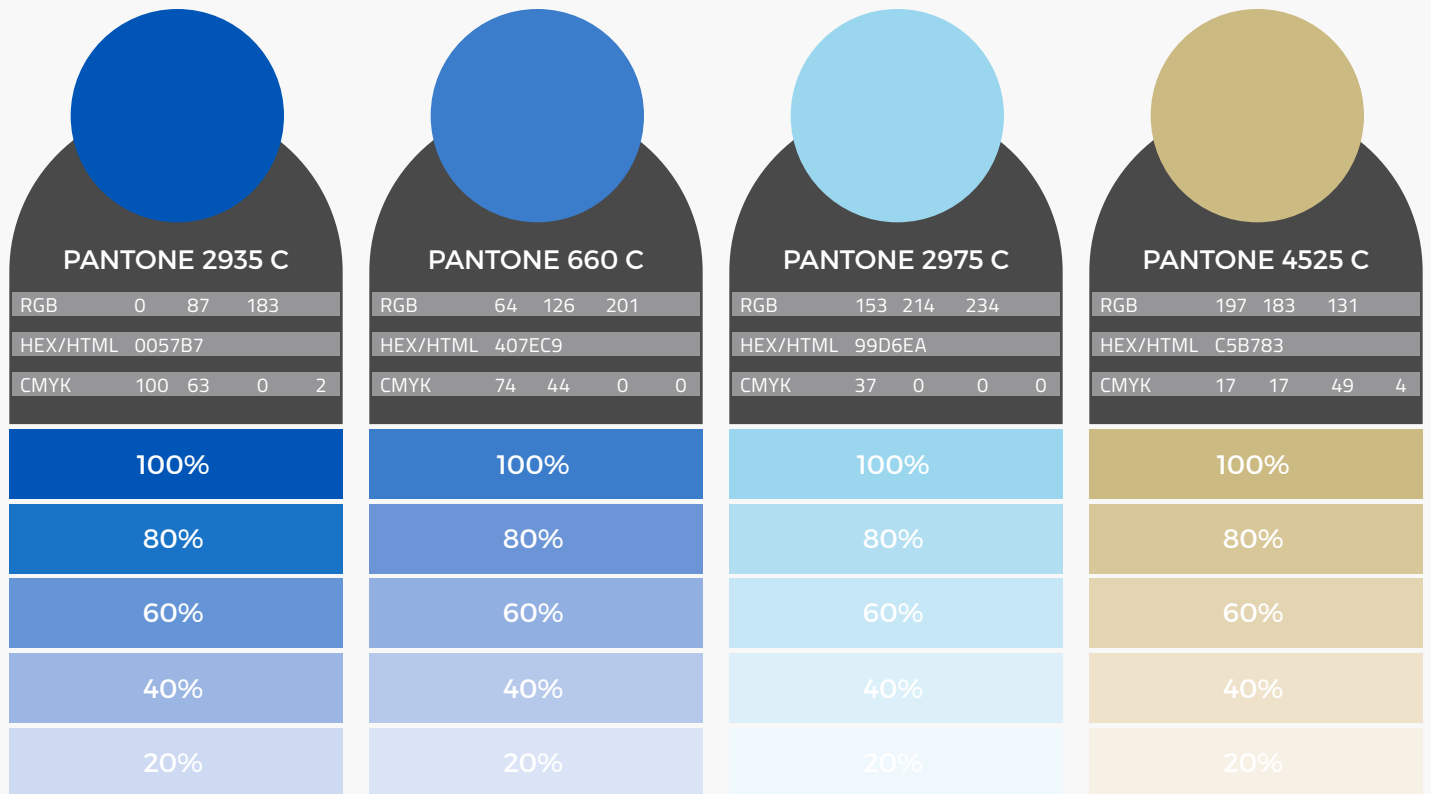
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

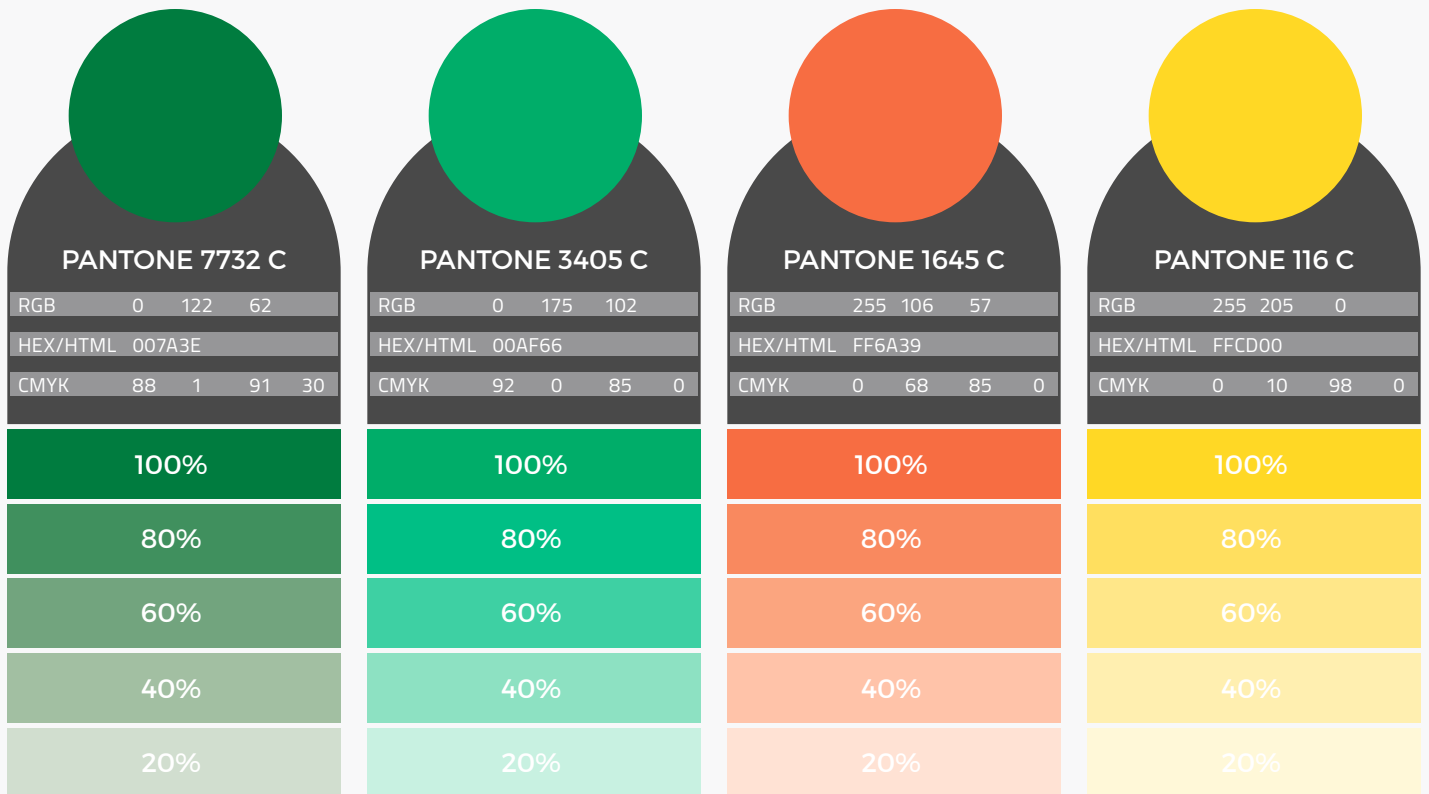
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches



Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



4.1 Typography

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

4.2 Primary Typeface

Bookmania Semibold

Hello I'm:
Bookmania
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Bookmania Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

4.3 Secondary Typeface

Helvetica Neue Light

Hello I'm:
Helvetica Neue

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&**

Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

4.4 Tertiary Typeface

Mak Dah

Hello I'm:
Helvetica Neue
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.5 Type Hierarchy

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

Leonardtown

H1

Leonardtown

H2

Leonardtown

H3

Leonardtown

H4

Leonardtown

BODY COPY

Leonardtown

CAPTION

Leonardtown

CC

5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.



PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS

Informational kiosks serve as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking resources and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2 Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.



5.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

ARTWORK

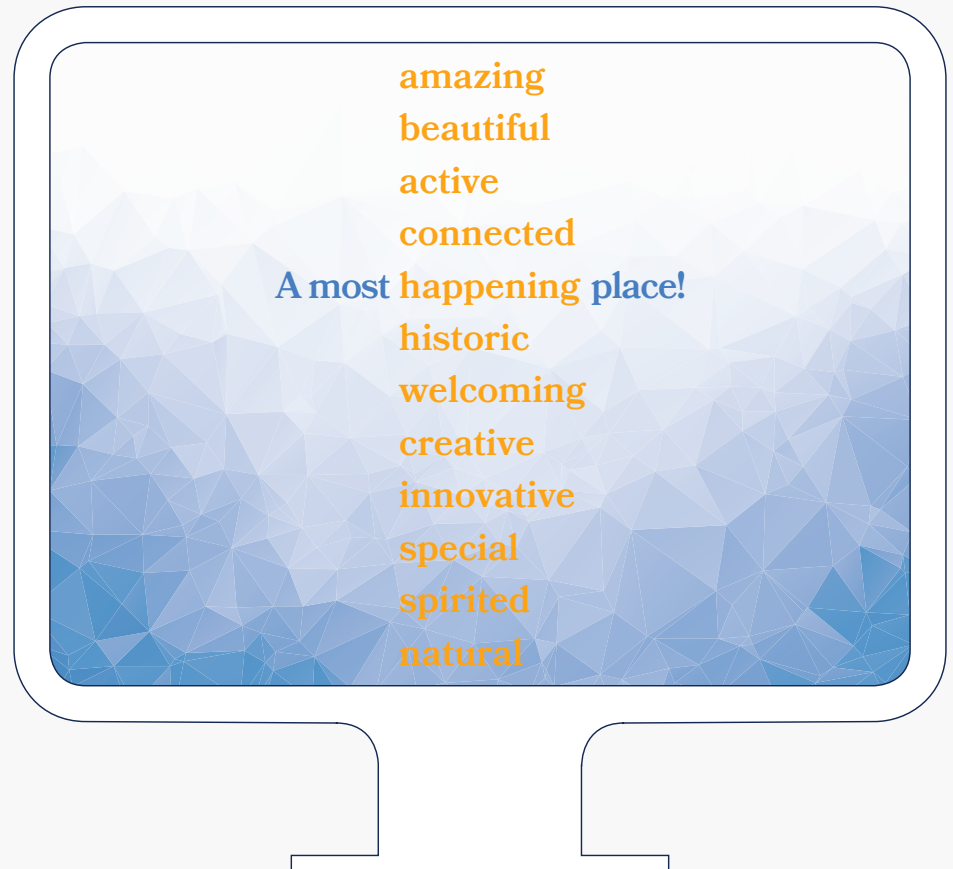
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.





*A most
unique
place!*



Leonardtwn
MARYLAND



*A most
natural
place!*



Leonardtwn
MARYLAND



*A most
delicious
place!*



Leonardtwn
MARYLAND



Leonardtowntown Graphics Catalog

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6.1 Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format

Category: Vector Image Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File

Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



File Type: Encapsulated PostScript

Category: Vector Image Files

File Description: PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File

Category: Vector Image Files

File Description: Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File

Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.



Arts and Entertainment
District_4C



Arts and Entertainment
District_Black



Arts and Entertainment
District_Blue-Dark



Arts and Entertainment
District_Blue-Light



Arts and Entertainment
District_Green-Dark



Arts and Entertainment
District_Green-Light



Arts and Entertainment
District_Orange



Arts and Entertainment
District_White



Arts and Entertainment
District_Yellow



Arts District-icon_4C



Arts District-icon_Black



Arts District-icon_Blue-Dark



Arts District-icon_Blue-Light



Arts District-icon_Green-Dark



Arts District-icon_Green-Light



Arts District-icon_Orange



Arts District-icon_White



Arts District-icon_Yellow



Arts District-text_4C



Arts District-text_Black

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Blue-Dark

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Blue-Light

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Green-Dark

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Green-Light

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Orange

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_White

LEONARDTOWN **arts**
entertainment
DISTRICT

Arts District-text_Yellow



Down the Road_4C



Downtown Leonardtown-Icon-stacked_4C



Downtown Leonardtown-Icon-stacked_Black



Downtown Leonardtown-Icon-stacked_Blue-Dark



Downtown Leonardtown-Icon-stacked_Blue-Light



Downtown Leonardtown-Icon-stacked_Green-Dark



Downtown Leonardtown-Icon-stacked_Green-Light



Downtown Leonardtown-Icon-stacked_Orange



Downtown Leonardtown-Icon-stacked_White



Downtown Leonardtown-Icon-stacked_Yellow



Downtown Leonardtown-MD-Icon_4C



Downtown Leonardtown-MD-Icon_Black



Downtown Leonardtown-MD-Icon_Blue-Dark



Downtown Leonardtown-
MD-Icon_Blue-Light



Downtown Leonardtown-
MD-Icon_Green-Dark



Downtown Leonardtown-
MD-Icon_Green-Light



Downtown Leonardtown-
MD-Icon_Orange



Downtown Leonardtown-
MD-Icon_White



Downtown Leonardtown-
MD-Icon_Yellow



Downtown Leonardtown-
MD-text_4C



Downtown Leonardtown-
MD-text_Black



Downtown Leonardtown-
MD-text_Blue-Dark



Downtown Leonardtown-
MD-text_Blue-Light



Downtown Leonardtown-
MD-text_Green-Dark



Downtown Leonardtown-
MD-text_Green-Light



Downtown Leonardtown-
MD-text_Orange



Downtown Leonardtown-
MD-text_White



Downtown Leonardtown-
MD-text_Yellow



Downtown Leonardtown-
text_4C



Downtown Leonardtown-
text_Black



Downtown Leonardtown-
text_Blue-Dark



Downtown Leonardtown-
text_Blue-Light



Downtown Leonardtown-
text_Green-Dark



Downtown Leonardtown-
text_Green-Light



Downtown Leonardtown-
text_Orange



Downtown Leonardtown-
text_White



Downtown Leonardtown-
text_Yellow



East Fenwick_Black



East Fenwick_Blue-Dark



East Fenwick_Blue-Light



East Fenwick_Green-Dark

East Fenwick

East Fenwick_Green-Light

East Fenwick

East Fenwick_Orange

East Fenwick

East Fenwick_White

East Fenwick

East Fenwick_Yellow



First Friday_4C



First Friday_Black



First Friday_Blue-Dark



First Friday_Blue-Light



First Friday_Green-Dark



First Friday_Green-Light



First Friday_Orange



First Friday_White



First Friday_Yellow



Icon-LBA_4C



Icon-LBA_Black



Icon-LBA_Blue-Dark



Icon-LBA_Blue-Light



Icon-LBA_Green-Dark



Icon-LBA_Green-Light



Icon-LBA_Orange



Icon-LBA_White



Icon-LBA_Yellow



Icon-Leonardtown_4C



Icon-Leonardtown_Black



Icon-Leonardtown_ Blue-Dark



Icon-Leonardtown_ Blue-Light



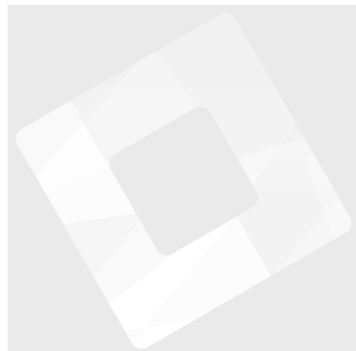
Icon-Leonardtown_ Green-Dark



Icon-Leonardtown_ Green-Light



Icon-Leonardtown_Orange



Icon-Leonardtown_White



Icon-Leonardtown_Yellow



L-town Alley_4C



L-town Alley_Black



L-town Alley_Blue-Dark



L-town Alley_Blue-Light



L-town Alley_Green-Dark



L-town Alley_Green-Light



L-town Alley_Orange



L-town Alley_White



L-town Alley_Yellow



LBA_4C



LBA_Black



LBA_Blue-Dark



LBA_Blue-Light



LBA_Green-Dark



LBA_Green-Light



LBA_Orange



LBA_White



LBA_Yellow



Leonardtown Business Association_4C



Leonardtown Business Association_Black



Leonardtown Business Association_Blue-Dark



Leonardtown Business Association_Blue-Light



Leonardtown Business Association_Green-Dark



Leonardtown Business Association_Green-Light



Leonardtown Business Association_Orange



Leonardtown Business Association_White



Leonardtown Business Association_Yellow



Leonardtown-Icon_4C



Leonardtown-Icon_Black



Leonardtown-Icon_Blue-Dark



Leonardtown-Icon_Blue-Light



Leonardtown-Icon_Green-Dark



Leonardtown-Icon_Green-Light



Leonardtown-Icon_Orange



Leonardtown-Icon_White



Leonardtown-Icon_Yellow



Leonardtown-MD-Icon_4C



Leonardtown-MD-Icon_Black



Leonardtown-MD-Icon_Blue-Dark



Leonardtown-MD-Icon_Blue-Light



Leonardtown-MD-Icon_Green-Dark



Leonardtown-MD-Icon_Green-Light



Leonardtown-MD-Icon_Orange



Leonardtown-MD-Icon_White



Leonardtown-MD-Icon_Yellow



Leonardtown-MD-Seal_4C



Leonardtown-MD-Seal_Black



Leonardtown-MD-Seal_Blue-Dark



Leonardtown-MD-Seal_Blue-Light



Leonardtown-MD-Seal_Green-Dark



Leonardtown-MD-Seal_Green-Light



Leonardtown-MD-Seal_Orange



Leonardtown-MD-Seal_White



Leonardtown

Leonardtown-text_Black

Leonardtown

Leonardtown-text_Blue-Dark

Leonardtown

Leonardtown-text_Blue-Light

Leonardtown

Leonardtown-text_Green-Dark

Leonardtown

Leonardtown-text_Green-Light

Leonardtown

Leonardtown-text_Orange

Leonardtown

Leonardtown-text_White

Leonardtown

Leonardtown-text_Yellow



On the Square

On the Square_4C



On the Square

On the Square_Black



On the Square

On the Square_Blue-Dark



On the Square

On the Square_Blue-Light



On the Square

On the Square_Green-Dark



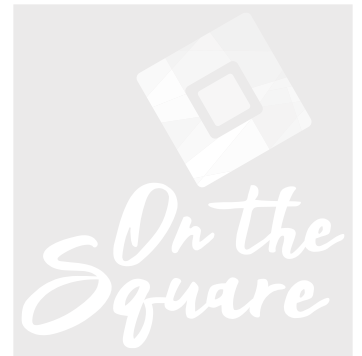
On the Square

On the Square_Green-Light



On the Square

On the Square_Orange



On the Square

On the Square_White



On the Square

On the Square_Yellow



Seal-Leonardtown_4C



Seal-Leonardtown_Black



Seal-Leonardtown_Blue-Dark



Seal-Leonardtown_ Blue-Light



Seal-Leonardtown_ Green-Dark



Seal-Leonardtown_ Green-Light



Seal-Leonardtown_Orange



Seal-Leonardtown_White



Seal-Leonardtown_Yellow



Summer Music Festival_2C



Summer Music Festival_Black



Summer Music Festival_Blue-Dark



Summer Music Festival_Blue-Light



Summer Music Festival_Green-Dark



Summer Music Festival_Green-Light



Summer Music Festival_Orange



Summer Music Festival_White



Summer Music Festival_Yellow



Up the Road_4C



Waterfront_2C



Waterfront_Black



Waterfront_Blue-Dark



Waterfront_Blue-Light



Waterfront_Green-Dark



Waterfront_Green-Light



Waterfront_Orange



Waterfront_White



Waterfront_Yellow



West Fenwick_Black



West Fenwick_Blue-Dark



West Fenwick_Blue-Light



West Fenwick_Green-Dark



West Fenwick_Green-Light



West Fenwick_Orange



West Fenwick_White



West Fenwick_Yellow



DSC_7191.JPG



DSC_7192.JPG



DSC_7193.JPG



DSC_7194.JPG



DSC_7195.JPG



DSC_7196.JPG



DSC_7197.JPG



DSC_7198.JPG



DSC_7199.JPG



DSC_7200.JPG



DSC_7201.JPG



DSC_7202.JPG



DSC_7203.JPG



DSC_7204.JPG



DSC_7205.JPG



DSC_7206.JPG



DSC_7207.JPG



DSC_7208.JPG



DSC_7209.JPG



DSC_7210.JPG



DSC_7211.JPG



DSC_7212.JPG



DSC_7213.JPG



DSC_7214.JPG



DSC_7215.JPG



DSC_7216.JPG



DSC_7217.JPG



DSC_7221.JPG



DSC_7222.JPG



DSC_7223.JPG



DSC_7224.JPG



DSC_7225.JPG



DSC_7226.JPG



DSC_7227.JPG



DSC_7228.JPG



DSC_7229.JPG



DSC_7230.JPG



DSC_7231.JPG



DSC_7232.JPG



DSC_7233.JPG



DSC_7234.JPG



DSC_7235.JPG



DSC_7236.JPG



DSC_7237.JPG



DSC_7238.JPG



DSC_7239.JPG



DSC_7240.JPG



DSC_7241.JPG



DSC_7242.JPG



DSC_7243.JPG



DSC_7244.JPG



DSC_7245.JPG



Leonardtwn Implementation Guide

PREPARED BY



ARNETT MULDROW
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Adopt Brand

- Board Adoption

Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Share Brand Link with Design Partners

Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page

Collateral

- Share Brand Resources
- Share Merchandising Examples
- Share Brand Partner Idea List

Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System

Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

Other



Leonardtwn
A most exceptional place!

How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee Cups
- Decals
- Bumper Stickers
- Bags
- Shopping Bags
- Cycling Jerseys
- Pint Glasses
- Guitar Picks
- Water Bottles
- Outdoor Gear
- Polo Shirts
- Climbing Chalk Bags
- Hiking Stick Medallions
- Rain Jackets
- Guitar Straps
- Koozies
- Socks
- Invent Something!

Brand your Digital Presence

- Add Logo to Website
- Add Logos to Facebook as a Gallery
- Link from Web to Community Website
- Use Hashtag
- Share Photos of Branded Items
- Tweet the Web Address
- Link Google Photo Galleries to Share
- Profile Pics
- Send Other Businesses and Organizations to the Web Address
- Instagram People Having Fun

Brand Your Place

- Request Interest Icons
- Look for Brand Extension Opportunities
- Organizational Logos
- Street Banners
- Wayfinding Signage
- Open Signs
- Store Hours Signs
- Shopping & Dining Guides
- Advertising
- Pocket Folders
- Visitor Guides
- Business Cards
- Brochures
- Annual Reports
- Maps
- Trail Guides
- Shopping Bags
- Loyalty Cards

Share with Us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share with You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

BRANDSCORE MAIN STREET

	Point Value	Your Score	Opportunity
Do You Have A Defined Typeface?	5 pts		
Do You Have A Color Palette?	5 pts		
Do You Have An Organization Logo?	5 pts		
Do You Have An Destination Logo?	5 pts		
Do Your Committes Have Logos?	2 pts		
Do You Have A Styleguide?	5 pts		
Do You Have An Org Branded Presentation Template?	2 pts		
Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 pts/ 6 max		
Is Your Org Logo On Your Website?	5 pts		
Do You Have An Org Brochure?	5 pts		
Is Your Org Logo Your Facebook Profile?	3 pts		
Is Your Logo Your Instagram Profile?	3 pts		
Do You Know What Twitter Is For?	3 pts		
Do You Have A Traditional Or Electronic Newsletter?	2 pts		
Do You Have A Uniform Hashtag?	2 pts		
Do Our Events Amplify Our Brand?	5 pts/20 max		
Does Your Gateway Include Your Logo?	5 pts		
Your Street Banners Feature Your Destination Brand.	3 pts		
Do You Make Your Volunteers Feel Part Of The Brand?	5 pts		
Do You Address Parking With Your Brand?	5 pts		
Is There Logo Apparel?	2 pts		
Member Or Investor Benefits	2 pts		

BRANDACTION

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For the purpose of Community Branding.

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This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



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