



BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Port Washington Brand, and will help create equity as we tell others about Port Washington.

PREPARED BY



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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.

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- 1.0** Brand
- 2.0** Logo
- 3.0** Color
- 4.0** Typography
- 5.0** Expansion
- 6.0** Resources

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

1.0

The Brand



1.1

Brand Message

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. LOGO

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

B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name.

C. 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.

A



B



C



1.2

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.



1.3 Logo Sizing

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



Round



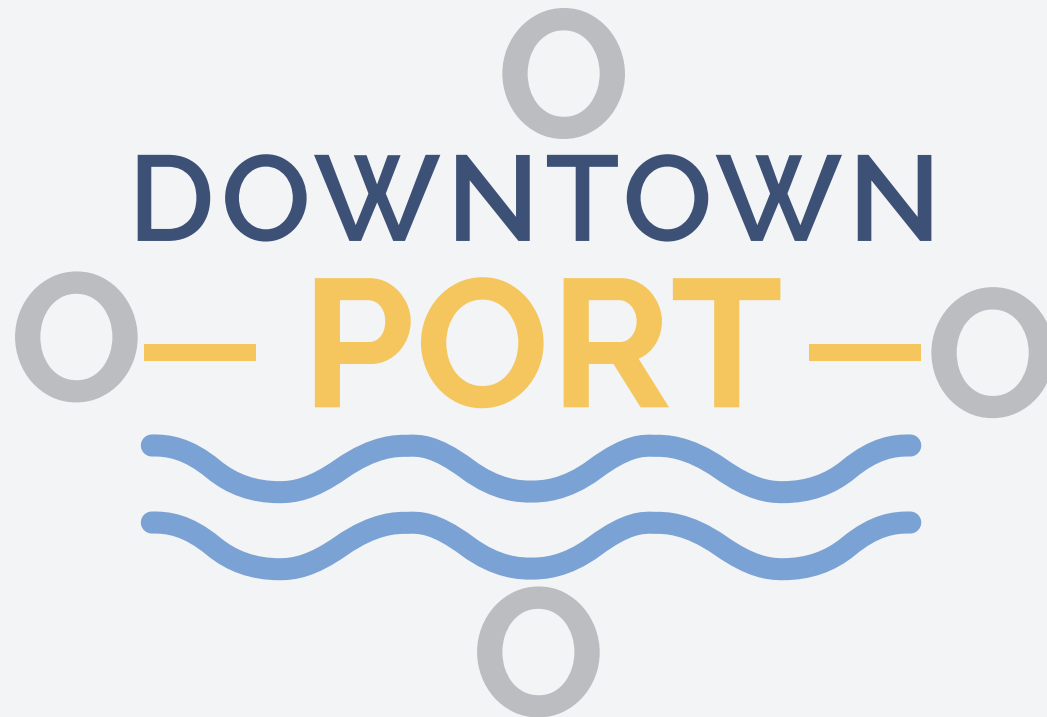
Word

1.4 Logo Spacing

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

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.



2.0

The Colors



2.1

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.

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.

Pantone 5275 CP RGB 67 71 122 HEX/HTML 43477a CMYK 74 68 7 31	Pantone 659 C RGB 118 164 215 HEX/HTML 76a4d7 CMYK 53 26 0 0	Pantone 317 C RGB 162 218 220 HEX/HTML a2dadc CMYK 35 0 14 0
Pantone 486 C RGB 237 143 124 HEX/HTML ed8f7c CMYK 3 53 47 0	Pantone 141 C RGB 244 198 92 HEX/HTML f4c65c CMYK 4 22 75 0	Pantone 7499 CP RGB 252 243 203 HEX/HTML fcf3cb CMYK 1 2 24 0

3.0

The Type



3.1

Typography

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

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

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

3.2

Primary Typeface

Raleway

Hello I'm:
Raleway

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

3.3 Secondary Typefaces

Raleway Weights

FONTS

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

RALEWAY is your brand typeface

3.4 Type Hierarchy

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

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.

Port Washington

H1

Port Washington

H2

Port Washington

H3

Port Washington

H4

Port Washington

BODY COPY

Port Washington

CAPTION

Port Washington

CC

4.0

The Audiences



FIVE AUDIENCES OF MAIN STREET

1

DONORS

Sponsors
Donations
Members
Investors
Planned Giving

2

OWNERS

Business
Building
Property
Developer

3

PUBLIC

Customers
Citizens
Event Goers

4

VOLUNTEERS

Board
Committees
Events
Service
In-kind

5

GOVERNMENT

Mayor & Council
Schools
County
Chambers
CVBs



PORT WASHINGTON
MAIN STREET

DOWNTOWN
— PORT —



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MAIN 5 AUDIENCES OF MAIN STREET

DONORS

Our donors help us to exist. But we don't want it to be charity, we want it to be earned. Businesses investing in our organization, gaining exposure, leaving a legacy, and support the place they call home. We want to be the organization known for getting things done. And a movement worth investing in.

START HERE

WHY IS MAIN STREET IMPORTANT TO DONORS?

We believe that Main Street is a wise investment
We believe that this is a smart way to build business
We believe that Main Street can help leave a legacy
We believe that Main Street is an efficient way to advertise
We believe that supporting grassroots economic development makes your support of your community apparent

STRATEGIC TACTICS

- SHOW HOW FUNDS ARE USED
- TESTIMONIALS
- BOOTHS AT EVENTS
- SOCIAL MEDIA STORIES
- VACANT WINDOW KIOSKS

MEASURABLE RESULTS

- EVENT ATTENDANCE
- SOCIAL REACH
- INCOME
- WILLINGNESS TO GIVE
- DONOR SATISFACTION SURVEY

TARGETS TO IMPROVE OUR RELATIONSHIP WITH

CAPTURING TESTIMONIALS DURING EVENTS
TEXT MESSAGE TO DONATE
HISTORIC AFICIONADOS
GEOGRAPHICAL LOCATION
AGING COMMUNITY, POSSIBLE OPPORTUNITY FOR PLANNED GIVING



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MAIN STREET



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MAIN 5 AUDIENCES OF MAIN STREET

OWNERS

The owners are so very important to our districts. They are the building owners, the business owners, the property owners, developers and prospects. They are the ones who are putting their blood, sweat and tears into the district. They have the HIGHEST level of risk involved or any audience. The best way to think of it, the owners are putting on a major event each and every day, and are doing it on their dime.

START HERE

WHY IS MAIN STREET IMPORTANT TO OWNERS?

We believe that business owners should prosper
We believe customers will love our district
We believe that our buildings deserve love, and we build the economy to support that love
We believe profit is good
We believe that loyalty comes from experiences

STRATEGIC TACTICS

- SPOTLIGHT CAMPAIGN
- CROSS PROMOTION
- PERSONAL CONNECTION
- FACEBOOK GROUP
- PARKING SUPPORT

MEASURABLE RESULTS

- STOREFRONT OCCUPANCY
- INCREASED SALES
- FOOT TRAFFIC
- BUSINESS REVENUE
- SOCIAL MENTIONS
- NEW BUSINESS
- AVERAGE AGE PER UNIT

TARGETS TO IMPROVE OUR RELATIONSHIP WITH

CURRENT BUILDING OWNERS. CLEAN UP.
"THE MORE THE MERRIER" GETS MORE PEOPLE TO STOP.
LOCAL TRAINING SESSION - WHAT'S HERE. WE'RE HERE! CAPTURE SCENARIO
ACCESS TO CAPITAL - MICROLOANS



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MAIN 5 AUDIENCES OF MAIN STREET

PUBLIC

The public are our customers, our event goers, our guests. They are the ones who make the market viable. They are the ones who support small business. They are the economy builders. The loyal ones who return time and time again. And at Main Street, we help people fall in love with our community.

START HERE

WHY IS MAIN STREET IMPORTANT TO THE PUBLIC?

We believe we want to feel special
We believe that events create memories
We believe that traditions are born downtown
We believe that our origin story is important
We believe that downtown is how people become connected to their community

STRATEGIC TACTICS

- GREAT EVENTS
- FULL EXPERIENCES
- FEEL AT HOME
- SHOWCASE THE OLD/NEW
- UNBOXING VIDEOS
- VIRTUAL TOURS

MEASURABLE RESULTS

- SALES
- CUSTOMERS
- ATTENDANCE
- STREET TRAFFIC
- PEOPLE COMPLAIN ABOUT PARKING LESS

TARGETS TO IMPROVE OUR RELATIONSHIP WITH

OPPORTUNITY FOR UNUSUAL EVENTS.
CROSS COUNTRY SKIING TO DRIVE TRAFFIC DURING THE SHOULDER SEASON.
LOCALS - SOCIALIZATION SPACES ARE LIMITED. LIMITED "BAR" OR SOCIAL SPACES.
THERE'S NO COFFEE SHOP, LIMITED RESTAURANTS.
ALSO PLAZA, BENCH SPACES.



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MAIN 5 AUDIENCES OF MAIN STREET

VOLUNTEERS

Our donors help us to exist. But we don't want it to be charity, we want it to be earned. Businesses investing in our organization, gaining exposure, leaving a legacy, and support the place they call home. We want to be the organization known for getting things done. And a movement worth investing in.

START HERE

WHY IS MAIN STREET IMPORTANT TO VOLUNTEERS?

We believe that with Main Street, you can make a difference
We believe that you will feel a part of something bigger
We believe that Main Street is fun and rewarding
We believe that Main Street can be a safe place to make change

STRATEGIC TACTICS

- FOCUS ON EFFICIENCY
- SINGLE SERVING SERVICE
- ASK FOR WHAT YOU NEED
- CELEBRATE THEIR HELP
- SPOTLIGHT VOLUNTEERS

MEASURABLE RESULTS

- HOW MANY SHOW UP
- HOW MANY COME BACK
- SATISFACTION SURVEY
- HOW OFTEN DO THEY HELP
- DO THEY BRING FRIENDS

TARGETS TO IMPROVE OUR RELATIONSHIP WITH

HOW TO GET VOLUNTEERS TO GET EXCITED.
BE A PART OF SOMETHING GREAT. (NOT TO FIX THINGS.) MAKING A DIFFERENCE
LOOK AT ENGAGING FAMILIES IN VOLUNTEER PROJECTS.
SOMETIMES JUST NEED TO ASK - MORE PERSONALIZED "JOIN ME" STRATEGY - FATHER PAT - COULD YOU (AND THEN RUN).
COMMUNITY LEADER SUPPORTING



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MAIN 5 AUDIENCES OF MAIN STREET

GOVERNMENT

Our elected officials and city staff are some of our greatest partners. Main Street presents to beautiful opportunity to be involve in the future of the community in a non-political fashion, while communicating to the constituents and making them love their place. Jobs, tax base, private sector investment, small business support, Main Street offers it all.

START HERE

WHY IS MAIN STREET IMPORTANT TO THE GOVERNMENT?

We believe that Main Street are the Pioneers of Economic Development
We believe that growing tax base and growing jobs starts at the heart
We believe that Main Street makes the Government's job easier
We believe that Main Street is the most efficient way to leverage
Financial improvement

STRATEGIC TACTICS

- SHOWCASING PROGRESS
- VOTER OPINIONS
- REPORTS TO COUNCIL
- PERSONAL INTERACTIONS
- NOTES FROM OWNERS
- MAYOR COFFEE HOURS

MEASURABLE RESULTS

- BUDGET
- FUNDING
- SUPPORT
- EASE OF PARTNERSHIPS
- A SEAT AT THE TABLE

TARGETS TO IMPROVE OUR RELATIONSHIP WITH



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5.0

The Resources



5.1

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.



DP-1C-Black.png



DP-1C-Blue.png



DP-1C-DkBlue.png



DP-1C-Sun.png



DP-1C-Warm.png



DP-1C-Water.png

DP-1C-White.png



DP-3C.png



DP-Round-1C-Black.png



DP-Round-1C-Blue.png



DP-Round-1C-DkBlue.png



DP-Round-1C-Sun.png



DP-Round-1C-Warm.png



DP-Round-1C-Water.png

DP-Round-1C-White.png



DP-Round-3C.png



SUNRISE SHORE
SunriseShore-4C.png

SHOP
EXPLORE
DISCOVER
HISTORIC
COAST

Words.png

5.2 Copyright

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Port Washington, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

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.



Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

6.0

The Action



BRANDTOUCH IMPLEMENTATION CHECKLIST

PHASE 1

Adopt Brand

- ☐ Board/Council Adoption
- ☐ Share Brand Link with Design Partners

Technical Integration

- ☐ Install Fonts
- ☐ Copy Brand Folder to Local Drive
- ☐ Adopt Internal Toolbox with staff

PHASE 2

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

Online

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

PHASE 3

Communication

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

Event Extension

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

Collateral

- ☐ Share Brand Resources
- ☐ Share Merchadising Examples
- ☐ Share Brand Partner Idea List
- ☐ Create Volunteer Shirts
- ☐ Create Staff Shirts
- ☐ Vehicle Graphics
- ☐ Police Badges
- ☐ Bench, Trash Can, Public Space Integration

Wayfinding

- ☐ Plan Strategic Banner Strategy
- ☐ Plan Event Banner Strategy
- ☐ Explore Partnering for Comprehensive Wayfinding System
- ☐ Bike Sign System
- ☐ Bike Lane Branding
- ☐ Guerilla Pedestrian Signs
- ☐ Parking Signs

Printing

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

Other

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



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HOW TO BE A **BRAND PARTNER**

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



PORT WASHINGTON **MAIN STREET**

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!



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.

CHECK OFF ONE OF THE SUGGESTIONS, AND YOU ARE A BRAND PARTNER!



ARNETT MULDROW

STRATEGIC EVENT CALENDAR

GOVERNMENT
VOLUNTEER
PUBLIC
OWNER
DONOR
RETAIL
SPECIAL
IMAGE

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE



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STRATEGIC EVENT CALENDAR

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



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MAIN5 COMMUNICATION CHANNELS



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SOCIAL

	GOVERNMENT	VOLUNTEER	PUBLIC	OWNER	DONOR	ANNUAL	MONTHLY	WEEKLY	ECONOMIC VITALITY	ORGANIZATION	PROMOTION	DESIGN	BOARD
Facebook Page													
Facebook Merchant Group Page													
Facebook Volunteer Group Page													
Instagram													
Instagram Stories													
Twitter													
Pinterest Product Catalog													
Pinterest Sweet Shot Catalog													
Tik Tok													

WEB/PRINT

	GOVERNMENT	VOLUNTEER	PUBLIC	OWNER	DONOR	ANNUAL	MONTHLY	WEEKLY	ECONOMIC VITALITY	ORGANIZATION	PROMOTION	DESIGN	BOARD
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													

RELATION & PRESENTATION

	GOVERNMENT	VOLUNTEER	PUBLIC	OWNER	DONOR	ANNUAL	MONTHLY	WEEKLY	ECONOMIC VITALITY	ORGANIZATION	PROMOTION	DESIGN	BOARD
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													

PHOTO ASSET CHECKLIST

Main Street Context

☐ Daytime
☐ Nighttime
☐ Winter
☐ Holidays
☐ Festival
☐ Drone

Farmers Market

☐ Setup
☐ Produce Detail
☐ Product Detail
☐ Vendor Shot
☐ Busy Shot
☐ Transaction Shot

Event

☐ Setup
☐ Marketing
☐ Busy Shot
☐ Business Owner
☐ Transaction Shot
☐ People

Business

☐ Storefront Day with People
☐ Storefront Night
☐ Contact with People
☐ Product Detail
☐ Owner Shot
☐ Transaction Shot

Restaurants

☐ Restaurant Front-Day
☐ Restaurant Front- Night
☐ Dining Room w/ People
☐ Outdoor Dining w/ People
☐ Food Shot
☐ Serving Shot

Office/Co-work

☐ Building Front
☐ Interior Shot
☐ Employees working
☐ Saavy Logos on things

Parades

☐ Public Safety
☐ Patio Dining
☐ Pets
☐ Bike Racks

Examples



Downtown Context with People



Farmers Market Vendor Shot



Restaurant with People



Patio Dining



Parades



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DOWNTOWN
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SOCIAL MEDIA STRATEGY



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MONTHLY THEMES FOR INSPIRATION

JANUARY NEW STARTS & PLANNING	FEBRAURY DIVERSITY & LOVE	MARCH CLEAN & GREEN	APRIL BEAUTY & COLOR	MAY MAIN STREET FLAVOR	JUNE LOCAL REDISCOVERY
JULY ROAD TRIP	AUGUST HISTORY & CIVICS	SEPTEMBER FESTIVALS, EVENTS & FUN	OCTOBER FALL FOR MAIN STREET	NOVEMBER SHOP SMALL OFTEN	DECEMBER HOLIDAY TRADITIONS

WEEK BY WEEK

MONDAY PICTURES SPEAK	TUESDAY TASTE TUESDAY	WEDNESDAY MAGIC STORY TIME	THURSDAY TRAILHEAD THURSDAY	FRIDAY MAIN EVENT WEEKEND	SATURDAY REST	SUNDAY REST
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DAILY POSTS

GALLERY PHOTO	FOOD PIC	INSPIRATIONAL QUOTE	HIGHLIGHT PRODUCT	PROMOTE EVENTS	STORY DURING EVENTS
BEHIND THE SCENES	MENU PIC	VIEWER POLL	VIDEO TOUR	ACTIVITIES	
OWNER IMAGE	SERVER VIDEO	ASK A QUESTION	UNBOXING VIDEO		
HISTORIC IMAGE	DESSERT POST	THANK YOUR FANS	THIS OR THAT?		



BRANDSCORE MAINSTREET

POINT

YOUR SCORE

TO DO

1. Do You Have A Defined Typeface?	5 points	
2. Do You Have A Color Palette?	5 points	
3. Do You Have An Organization Logo?	5 points	
4. Do You Have An Destination Logo?	5 points	
5. Do Your Committes Have Logos?	2 points	
6. Do You Have A Styleguide?	5 points	
7. Do You Have An Org Branded Presentation Template?	2 points	
8. Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 points/ 6 max	
9. Is Your Org Logo On Your Website?	5 points	
10. Do You Have An Org Brochure?	5 points	
11. Is Your Org Logo Your Facebook Profile?	3 points	
12. Is Your Logo Your Instagram Profile?	3 points	
13. Do You Know What Twitter Is For?	3 points	
14. Do You Have A Traditional Or Electronic Newsletter?	2 points	
15. Do You Have A Uniform Hashtag?	2 points	
16. Do Our Events Amplify Our Brand?	5 points/ 20 max	
17. Does Your Gateway Include Your Logo?	5 points	
18. Your Street Banners Feature Your Destination Brand.	3 points	
19. Do You Make Your Volunteers Feel Part Of The Brand?	5 points	
20. Do You Address Parking With Your Brand?	5 points	
21. Is There Logo Apparel?	2 points	
22. Member Or Investor Benefits	2 points	



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BRANDSCORE CITY

POINT

YOUR SCORE

TO DO



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1. Do You Have A Defined Typeface?

5 points

2. Do You Have A Color Palette?

5 points

3. Do You Have An Municipal Seal?

5 points

4. Do You Have An City Logo other than your Seal?

5 points

5. Do Your Departments Have Logos in the system (not police or fire)?

2 points

6. Do You Have A Styleguide?

5 points

7. Do You Have An City Branded Presentation Template?

3 points

8. Do You Have City Branded Business Card, Letterhead & Envelope?

3 points

9. Is Your City Logo On Your Website?

5 points

10. Do You Have An City Promotional Brochure?

5 points

11. Is Your City Logo Your Facebook Profile?

3 points

12. Is Your City Logo Your Instagram Profile?

2 points

13. Do You Know What Twitter Is For?

2 points

14. Do You Have A Traditional Or Electronic Newsletter?

3 points

15. Do You Have A Uniform Hashtag?

2 points

16. Do Our Events Amplify Our Brand?

5 points

17. Does Your Gateway Include Your Logo?

5 points

18. Do Your Street Banners Feature Your Destination Brand?

10 points

19. Do You Make Your Volunteers Feel Part Of The Brand?

5 points

20. Do You Address Parking With Your Brand?

5 points

21. Is There Logo Apparel?

5 points

22. Do you have Branded Wayfinding Signs?

10 points