



A LOOK INSIDE A BRANDING GUIDE



ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



ABOUT THE CREATORS

Leigh Young, AICP is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

Jay Schlinsog, CMSM is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

Ben Muldrow is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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BRANDING YOUR DISTRICT



What is Community Branding?

Community or district branding refers to the process of creating a unique identity, image, and reputation for a specific community, neighborhood, or district. This branding effort aims to capture and communicate the distinctive characteristics, values, culture, and atmosphere of the area to both residents and outsiders. The primary goals of community or district branding include:

Attracting Tourism: By creating a strong, appealing brand, an area can attract visitors interested in its unique attractions, events, or local culture.

Economic Development: A well-branded community can attract businesses, investors, and developers by showcasing the area as vibrant, thriving, and conducive to growth.

Community Pride: Effective branding can foster a sense of pride among residents, enhancing community cohesion and satisfaction.

Differentiation: It helps differentiate the area from other neighborhoods or districts, highlighting its unique selling points (USPs) and reasons to visit, live, or invest there.

Marketing and Promotion: A clear and compelling brand makes it easier to market the community or district through various channels, attracting attention and interest from a wider audience.

The process involves identifying the key attributes, values, and experiences that define the community, and then creating a consistent and engaging brand message that can be communicated through logos, slogans, marketing materials, events, and digital presence. The goal is to create a strong, positive perception that resonates with both the internal community and external audiences.



WHAT MAKES UP A BRAND SYSTEM?

A downtown or district management organization brand kit, designed to promote and maintain the identity of a community-focused initiative, typically includes a range of elements that ensure consistency and recognition across all forms of communication and marketing. Here's what is commonly found in a brand kit:

Logo Design: The centerpiece of the brand, available in various formats (full color, black and white, vertical, horizontal) to fit different uses and backgrounds.

Color Palette: A selection of primary and secondary colors that represent the brand's visual identity, including specific color codes (e.g., CMYK, RGB, HEX) for consistency across digital and print mediums.

Typography: Guidelines on font styles, sizes, and usages for headings, subheadings, and body text to maintain uniformity in all written communications.

Brand Guidelines Manual: A comprehensive document detailing how to use the logo, color palette, typography, and other visual and verbal brand elements correctly. It may include dos and don'ts, spacing specifications, and examples of proper and improper uses.

Stationery Templates: Templates for business cards, letterheads, envelopes, and other stationery items that feature the brand's visual elements.

Marketing Collaterals: Templates or examples for brochures, flyers, posters, and other promotional materials that adhere to the brand's aesthetic.

Digital Assets: This includes website design guidelines, email signature templates, social media icons, and profile/cover images that align with the brand identity.

Signage and Banners: Guidelines and templates for outdoor and indoor signs, wayfinding signage, banners, and flags that feature the brand's logo and colors.

Merchandising: Guidelines for branded merchandise, such as T-shirts, hats, mugs, bags and other items, ensuring that products consistently represent the brand identity.

Imagery Style: A guide to the types of images and photography that complement the brand, including style, tone, and subjects that align with the brand's message and values.

Messaging Framework: Key messages, taglines, and a tone of voice guide that outlines how the brand communicates its values and objectives to the public.

Social Media Guidelines: Recommendations for how to use social media effectively, including profile setups, post formats, hashtags, and engagement strategies that reflect the brand's identity.

Creating a brand kit like this helps an organization maintain a cohesive and recognizable identity across all touchpoints, fostering brand recognition, trust, and engagement within the community and beyond.



BRAND STYLEGUIDE

Coldwater BrandTouch™ Manual

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

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An organization would utilize their brand style guide as a crucial tool to ensure consistency, coherence, and effectiveness in all their communication and marketing efforts. This guide serves as a comprehensive manual detailing the organization's visual and verbal identity, including specific instructions on logo usage, color palettes, typography, imagery, and messaging tone. By adhering to these guidelines, the organization ensures that every piece of content, from social media posts to promotional materials and beyond, aligns with its brand identity, reinforcing brand recognition and trust among the community, visitors, and potential investors. The style guide

helps maintain a consistent brand image across various platforms and materials, thereby enhancing the organization's professional image and the community's sense of unity and pride. Furthermore, it streamlines the creative process for staff and external vendors by providing clear, easy-to-follow instructions, ensuring that all marketing efforts effectively communicate the unique qualities and values of the district. This strategic use of the brand style guide is instrumental in building a strong, recognizable brand that resonates with the target audience and supports the organization's goals for economic vitality and community engagement.



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.



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.



2.2 Color Specs

Color 1	Color 2	Color 3	Color 4	Color 5
HEX: #336670	HEX: #50A776	HEX: #A3D080	HEX: #80C080	HEX: #80C080
RGB: 51, 102, 112	RGB: 80, 167, 118	RGB: 163, 208, 128	RGB: 128, 192, 128	RGB: 128, 192, 128
CMYK: 60, 28, 0, 50	CMYK: 44, 6, 2, 34	CMYK: 16, 6, 6, 17	CMYK: 16, 6, 28, 28	CMYK: 16, 6, 28, 28

Color 6	Color 7	Color 8	Color 9	Color 10
HEX: #F37838	HEX: #003366	HEX: #80C080	HEX: #80C080	HEX: #80C080
RGB: 243, 120, 56	RGB: 0, 51, 102	RGB: 128, 192, 128	RGB: 128, 192, 128	RGB: 128, 192, 128
CMYK: 0, 46, 62, 4	CMYK: 100, 0, 0, 0	CMYK: 16, 6, 28, 28	CMYK: 16, 6, 28, 28	CMYK: 16, 6, 28, 28

2.4 Color Blindness

ORIGINAL										
PROTANOMIA										
PROTANOMALY										
DEUTERANOMIA										
DEUTERANOMALY										
TETRANOMIA										
TETRANOMALY										
ACHROMATOPSIA										
ACHROMATOMALY										

3.2 Primary Typeface

KOPIUS

Hello I'm:
Kopius

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.3 Secondary Typefaces

ALT GOTHIC

Hello I'm:
ALTERNATE GOTHIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



4.1 Wayfinding

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



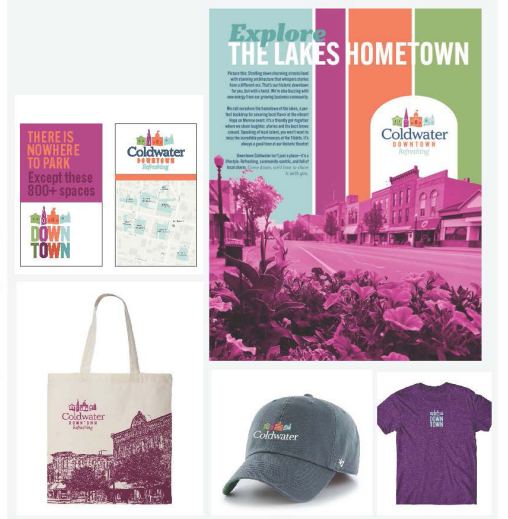
4.2 Collateral

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

SHOPPING BAGS
Perfect for local businesses to use to show that Coldwater is a shopping destination.

BUSINESS CARDS
Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your phone and fax, your telephone number, an email address, and a street address.

FASHION MERCHANDISE
Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



5.1 Logo Contact Sheet

FILE FORMAT GUIDE

All of the included graphic files might not work on your machines, 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.



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 Coldwater. 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 variations, size and dimensional variations - landscape and portrait, reversed out versions, social media profile images, favicon etc.

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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.



SAMPLE IMPLEMENTATION GUIDE

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

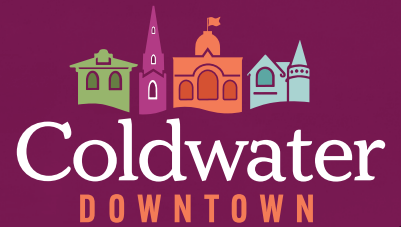
PHASE 2

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

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

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

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

Other

-
-
-
-
-
-

A brand implementation checklist serves as a comprehensive guide to ensure the consistent and effective application of a brand's identity across all internal and external touchpoints. To use a brand implementation checklist, start by reviewing each item on the list, which typically includes tasks related to updating digital assets (website, social media profiles), applying the new brand across all marketing materials (brochures, business cards, signage), training staff on brand guidelines, and launching the brand to the public through a coordinated marketing campaign. For each task, assign responsible parties, set deadlines, and mark progress to track completion. It's crucial to regularly

review and update the checklist to address any emerging branding needs or gaps. Incorporate feedback mechanisms to gather insights on the brand's reception and make adjustments as necessary to maintain brand integrity and resonance with your audience. Utilizing a brand implementation checklist in this manner ensures a unified brand experience, reinforcing brand recognition and loyalty among your target audience.



Supplemental resources in a brand kit provide guidance for the expanded implementation of the community's brand by providing guidance, tools, and examples for partner organizations and stakeholder groups to plug-in. The contents provide direction and illustrate ways the organization and partners can integrate the community or district brand in social media, events marketing, communication planning, and related activities, and a tool for measuring the brand's overall implementation.

ENGAGING BRAND PARTNERS

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



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!

A "How to Be A Brand Partner" page is an invaluable resource for inspiring creativity among businesses, organizers, and groups, encouraging them to actively implement and embody the community brand in unique and innovative ways. This page should serve not only as a guideline but as a source of creative examples on how to integrate the brand into various aspects of their operations, events, and communications. By highlighting the benefits of brand partnership, such as increased visibility and alignment with community values, the page can

motivate stakeholders to think outside the box and explore new avenues for brand application. Encouraging user-generated content, co-branded initiatives, and community-driven projects can further foster a sense of ownership and pride in the brand. This approach not only amplifies the brand's reach and impact but also cultivates a vibrant, collaborative ecosystem where creativity flourishes, and the community brand becomes a living, breathing entity within the local landscape.



COMMUNICATION PLANNING MATRIX

MAIN5 COMMUNICATION CHANNELS

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	WEEKLY	MONTHLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
SOCIAL													
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													
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													
RELATION & PRESENTATION													
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													



The Main Street Communication Planning Matrix is a strategic tool designed to streamline and enhance the effectiveness of external communications. By laying out different types of communication activities (such as social media updates, press releases, and email newsletters), identifying specific target audiences (local businesses, residents, tourists), setting communication frequencies (daily, weekly, monthly), and assigning responsible parties, the matrix ensures a comprehensive and organized approach to engaging with the community and beyond. Utilizing this matrix, organizations can visually map out their communication strategy, ensuring that all messaging is consistent, timely,

and tailored to the needs and interests of each audience segment. This level of planning helps in identifying gaps or overlaps in communication, enabling more efficient resource allocation and task delegation. Moreover, it fosters collaboration among team members, as everyone clearly understands their roles and responsibilities in the communication process. Regularly reviewing and updating the matrix allows for adaptability in response to community feedback or changes in strategic objectives, keeping the organization's external communications dynamic and effective.



STRATEGIC EVENT CALENDAR

STRATEGIC EVENT CALENDAR	IMAGE	SPECIAL	RETAIL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
JANUARY								
FEBRUARY								
MARCH								
APRIL								
MAY								
JUNE								
JULY								
AUGUST								
SEPTEMBER								
OCTOBER								
NOVEMBER								
JANUARY								



The strategic event calendar is a pivotal tool for organizations, enabling them to meticulously plan and categorize their events throughout the year. By mapping out all strategic events on this calendar, organizations can classify each event into distinct categories such as special events, image-building events, retail promotions, or business development initiatives. This systematic categorization helps in visualizing the organization’s annual event strategy at a glance, ensuring a balanced mix that caters to both community engagement and economic development goals. The strategic event calendar aids in identifying potential gaps in programming, such as periods with too few events that engage

the community or missed opportunities for retail promotions. It also highlights overlaps that could dilute event impact or strain resources. With this holistic view, organizations can make informed decisions about introducing new events or adjusting existing ones to better serve the needs of citizens and businesses alike. The strategic event calendar thus becomes not just a planning tool, but a strategic asset in enhancing the vibrancy, cohesion, and economic vitality of the community.



PHOTO ASSETS

Creating a comprehensive photo asset library is essential for capturing the essence of your district's life and vibrancy throughout the year. These quality images are invaluable for creating engaging designs, social media posts, and marketing materials. Here's a checklist to help you get started:

Seasonal Landscapes and Street Scenes: Capture the changing seasons, showcasing how your district looks in spring, summer, fall, and winter. Include bustling streets, quiet mornings, and festive decorations as they change throughout the year.

Local Businesses: Document the exteriors and interiors of local shops, cafes, and businesses. Highlight unique storefronts, popular products, and special services offered as well as the local business owners themselves.

Public Art and Street Art: Document murals, sculptures, and other forms of public art that add color and interest to your district.

People and Daily Life: Capture candid and posed shots of residents and visitors enjoying daily life and special moments in the district. Include diverse groups to reflect the community inclusively.

Nature and Green Spaces: Showcase parks, gardens, and green spaces within the district, highlighting places where people can relax and connect with nature.

Night Scenes: Include images of your district after dark, focusing on well-lit streets, nightlife, and any evening events.

Retail and Dining Experiences: Photograph shopping experiences, dining, and entertainment options, emphasizing the variety and quality available.

Infrastructure and Amenities: Document transportation options, parking facilities, benches, lighting, and other infrastructure that improves the quality of life in the district.

Before and After Project Photos: If applicable, include before and after shots of improvement projects, renovations, or events setup to showcase the district's development over time.

Signature Dishes and Local Products: Highlight local cuisine, signature dishes from restaurants, and unique products from shops. Remember, the goal is to build a diverse and dynamic library that

represents the full spectrum of experiences your district offers.

Regularly update your photo library to include new businesses, events, and changes in the landscape. Ensure you have the necessary permissions for commercial use of the photos, and consider organizing photo walks or contests to engage the community in contributing to this valuable asset.

PHOTO ASSET CHECKLIST

<p>Main Street Context</p> <ul style="list-style-type: none"> <input type="checkbox"/> Daytime <input type="checkbox"/> Nighttime <input type="checkbox"/> Winter <input type="checkbox"/> Holidays <input type="checkbox"/> Festival <input type="checkbox"/> Drone <p>Farmers Market</p> <ul style="list-style-type: none"> <input type="checkbox"/> Setup <input type="checkbox"/> Produce Detail <input type="checkbox"/> Product Detail <input type="checkbox"/> Vendor Shot <input type="checkbox"/> Busy Shot <input type="checkbox"/> Transaction Shot <p>Event</p> <ul style="list-style-type: none"> <input type="checkbox"/> Setup <input type="checkbox"/> Marketing <input type="checkbox"/> Busy Shot <input type="checkbox"/> Business Owner <input type="checkbox"/> Transaction Shot <input type="checkbox"/> People <p>Business</p> <ul style="list-style-type: none"> <input type="checkbox"/> Storefront Day with People <input type="checkbox"/> Storefront Night <input type="checkbox"/> Context with People <input type="checkbox"/> Product Detail <input type="checkbox"/> Owner Shot <input type="checkbox"/> Transaction Shot 	<p>Restaurants</p> <ul style="list-style-type: none"> <input type="checkbox"/> Restaurant Front-Day <input type="checkbox"/> Restaurant Front- Night <input type="checkbox"/> Dining Room w/ People <input type="checkbox"/> Outdoor Dining w/ People <input type="checkbox"/> Food Shot <input type="checkbox"/> Serving Shot <p>Office/Co-work</p> <ul style="list-style-type: none"> <input type="checkbox"/> Building Front <input type="checkbox"/> Interior Shot <input type="checkbox"/> Employees working <input type="checkbox"/> Saavy Logos on things <p>Parades</p> <ul style="list-style-type: none"> <input type="checkbox"/> Public Safety <input type="checkbox"/> Patio Dining <input type="checkbox"/> Pets <input type="checkbox"/> Bike Racks 	<p>Examples</p> <p>Downtown Context with People</p> <p>Farmers Market Vendor Shot</p> <p>Restaurant with People</p> <p>Patio Dining</p> <p>Parades</p> <p>Coldwater DOWNTOWN</p>
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Community Events and Festivals: Cover a variety of events, from farmers' markets to holiday parades, cultural festivals to art shows. Capture crowds, vendor stalls, and special performances.

Historic Landmarks and Architecture: Include photos of historic buildings, landmarks, and significant architectural details that define the character of your district.



SOCIAL MEDIA STRATEGY

SOCIAL MEDIA STRATEGY



MONTHLY THEMES FOR INSPIRATION

JANUARY NEW STARTS & PLANNING	FEBRUARY 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?		

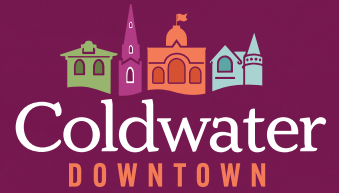
Implementing a social media strategy that utilizes monthly themes and daily post suggestions is a highly effective way to create a robust and coherent messaging platform for any organization. By organizing content around specific themes for each month, the organization can ensure that its messaging is not only relevant and engaging but also varied and comprehensive, covering all aspects of its mission, events, and community involvement. Daily post suggestions within these themes further streamline content creation, providing a clear roadmap for what to share each day, from highlighting local businesses and community stories to promoting events and initiatives. This approach

enables the organization to take advantage of pre-scheduling tools, allowing for the bulk organization and automatic publication of content. Such efficiency in planning and executing social media strategy maximizes the use of limited resources, ensuring a consistent and impactful online presence without the need for daily, hands-on management. This not only saves time but also allows for strategic allocation of human and financial resources towards other critical areas of the organization's operation, enhancing overall productivity and effectiveness in achieving its goals.



BRAND IMPLEMENTATION SCORECARD

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



The Brand Score Self-Scoring Matrix is an invaluable tool for organizations aiming to evaluate the effectiveness of their brand implementation and identify areas for improvement. By providing a structured framework for self-assessment, this matrix allows organizations to rate their performance across various branding dimensions such as visibility, consistency, engagement, differentiation, and audience perception. Each category is scored based on predefined criteria, helping to pinpoint strengths and highlight weaknesses in the brand's current implementation strategy. This introspective analysis not only reveals how well the brand aligns with its intended

identity and values but also uncovers “low-hanging fruit” – areas where small, manageable changes could lead to significant improvements in brand perception and effectiveness. By focusing on these opportunities, organizations can strategically allocate resources and efforts to enhance their brand's impact and resonance with their target audience. The Brand Score Self-Scoring Matrix thus serves as a roadmap for continuous brand refinement, guiding organizations towards more cohesive, impactful brand experiences that drive engagement and loyalty.

