



# Town of Johnstown

## TOWN COUNCIL AGENDA COMMUNICATIONS

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<b>AGENDA DATE:</b>	March 20, 2023
<b>SUBJECT:</b>	Downtown Johnstown Branding & Wayfinding Project
<b>ACTION PROPOSED:</b>	Consider Support of Downtown Johnstown Brand & Logo
<b>ATTACHMENTS:</b>	<ol style="list-style-type: none"><li>1. Downtown Johnstown Branding &amp; Wayfinding: Final Downtown Brand Presentation</li><li>2. Building Logo Letter Executed</li></ol>
<b>PRESENTED BY:</b>	Sarah Crosthwaite, Economic Development Manager

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### AGENDA ITEM DESCRIPTION:

Enclosed is the Downtown Johnstown Branding & Wayfinding Presentation that provides an overview of Staff's outreach and communication with the community during Design Brand Week and the final downtown brand/logo.

For reference, Staff met with the Town Council during a work session on January 23, 2023, to gather feedback on 3 preliminary brand design concepts. Per Town Council direction, Staff moved forward with 2 of the 3 brand design concepts to show to the community including residents, visitors, and businesses.

During the month of February, Staff held Brand Design Week and met at various locations throughout the community to get direct feedback and votes on which brand concept people preferred. We also provided an opportunity for people to vote online through survey monkey. The presentation attached provides an overview of the final vote count for Option A and B (page 2). It also provides a summary of comments and feedback we received to help illustrate how we determined the final brand design which was ultimately a combination of both Option A and B (page 4 and 5).

The remaining presentation provides a high overview of the brand colors, fonts, and its application through various mediums. The intent is to provide an understanding of how we can

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incorporate this brand to highlight the downtown to residents and visitors but also encourage continued investment by new and existing businesses.

The goal is to launch this brand in Spring/Summer of 2023 through a downtown event. We have also launched Phase 3 of this project which is beginning to design the wayfinding signage for downtown which will be a representation of this final downtown brand. The deliverables for Phase 3 include signage types, locations, and complete bid ready documents which will assist with fabrication and installation over the next several years. Town Staff will provide the Town Council in April with a full wayfinding signage packet for informational purposes.

**LEGAL ADVICE:**

The Town Attorney drafted a letter regarding the Town’s use of the ‘Eureka Blk’ building within the logo for the current Property Owners to acknowledge and support. The letter was executed by the Town Manager and Property Owners on February 13, 2023.

**FINANCIAL ADVICE:**

N/A

**RECOMMENDED ACTION:** Staff is supportive of the Downtown Johnstown Brand & Logo.

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**SUGGESTED MOTIONS:**

**For Approval:** I move to support the adoption of the Downtown Johnstown Brand & Logo to be utilized for marketing purposes and representation of the Downtown Corridor.

**For Denial:** I move to support the adoption of the Downtown Johnstown Brand & Logo to be utilized for marketing purposes and representation of the Downtown Corridor.

*Reviewed and Approved for Presentation,*



Town Manager

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