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Final Preliminary Design Options & Community Feedback

The preliminary designs were illustrated on design banners used to present the options to the Johnstown community and gather feedback and voting



Branding & Wayfinding: Option A

Branding Option A utilizes the community icons and the "Downtown" and "Johnstown" as unified elements that are connected and grow from each other. The primary color idea also reflects a unified but blended gradient that shows the strength of the Johnstown community's history and interpersonal support and care. In the signage, the graphic elements are given dimension through layering them in physical space, while also anchoring them through the use of traditional Johnstown brick and masonry architectural elements.

Branding Design - Option A Logo Alternatives



Branding Design - Option A Logo Alternatives

VOTE HERE
If **Option A**
is your
favorite!

I LIKE OPTION A!

Place Your Voting
Dots Here



Branding & Wayfinding: Option B

Branding Option B takes the branded Downtown Johnstown icons and blends them with a word mark that reflects the historic character of the town during its founding in 1902, with the addition of a pronounced "J" that creates a 4th icon form. The logo accent colors are given the same treatment as the blended colors of Option A, but here they are used to specifically accent the "Downtown" letterforms. In the signage, the traditional logo forms are given a contemporary twist through the use of the icons as dynamic, sculptural elements. The large sculptural "J" is especially dynamic, and functions as both an icon and as something that can be climbed/sat on for photos or fun.

Branding Design - Option B Logo Alternatives



Branding Design - Option B Logo Alternatives

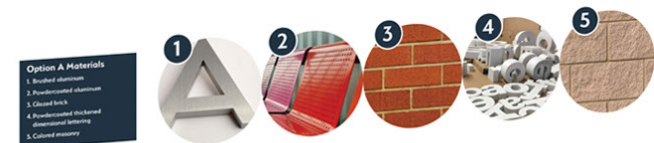
VOTE HERE
If **Option B**
is your
favorite!

I LIKE OPTION B!

Place Your Voting
Dots Here



Wayfinding Design - Option A Logo Alternative



Wayfinding Design - Option B Logo Alternative



BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023

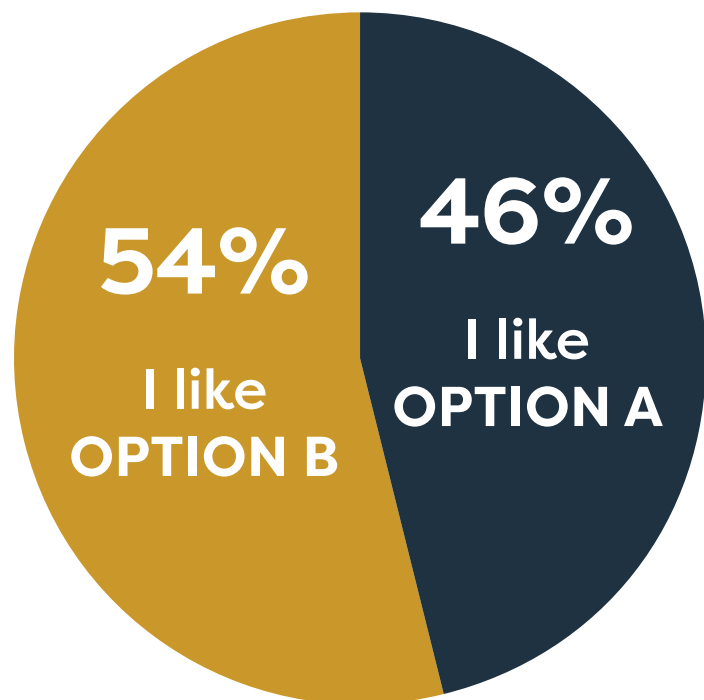
'Brand Week' Goals & Approach

During Brand Week, the preliminary branding and wayfinding options were presented at various public and private locations known to have high visitor traffic from a wide cross-section of the Johnstown community. At each event location the preliminary design options were displayed on public input banners, and Johnstown community members were asked to vote and comment on their preferred designs, encouraged to ask questions about the project, and to respond to initial call-to-action taglines for the new brand. In total, we heard from over 750 Johnstown residents in-person during Brand Week, and also reached over 140 residents through the on-line voting and comment survey.

OVERALL BRAND WEEK OUTREACH NUMBERS:



DESIGN PREFERENCE VOTING RESULTS:



Design Option A Votes

418

Design Option B Votes

484

It's BRAND WEEK!!

AND WE WANT TO HEAR FROM YOU!!

We've created design options for the Downtown Johnstown Branding & Wayfinding, and now it's time to hear from YOU!! Please meet us at the following locations to see the preliminary designs to vote and comment on your favorite ideas!

MONDAY, JANUARY 30	THURSDAY, FEBRUARY 2
7:00a - 9:00a YMCA	7:00a - 9:00a YMCA
10:30a - 12:30p The Urban Egg	11:30a - 1:30p Santiago's
3:00p - 5:00p Hays Market	4:00p - 6:00p YMCA
WEDNESDAY, FEBRUARY 1	SATURDAY, FEBRUARY 4
10:00a - 12:00p Senior Center	11:00a - 1:00p Urban Egg
1:00p - 3:00p Library	2:00p - 4:00p Red Barn Liquor

Can't make it in person? Go to the Branding & Wayfinding project page on MONDAY, JANUARY 30th to vote and comment on your favorite ideas online:

johnstown.colorado.gov/DowntownIdentity



Social media posts like the one shown above were used throughout brand week to let the Johnstown community know where-and-when they could provide input. Engagement with the posts included 'likes' and 'shares' and several people who provided in-person feedback mentioned they had seen the Brand Week Facebook posts and made sure to stop by during the scheduled input hours.

BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023



By meeting people in locations throughout Johnstown, the design team was able to gather feedback and direction from a wide variety of Johnstown residents and visitors while they were doing regular activities like shopping, dining, working out, learning or taking their children to daycare.



BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023

'Brand Week' Feedback Overview

In addition to voting on the two design options, members of the Johnstown community also shared their ideas and thoughts regarding the overall Option A and Option B branding and wayfinding designs and the preliminary ideas for the branding 'Call to Action' or tagline. The online voting also provided an opportunity for community members to rate their color preferences for each branding design option and add any additional ideas or comments on the two preliminary design options.

During these community conversations, the following key themes emerged regarding the two design options and the preliminary 'Call to Action' taglines:

Signage & Wayfinding Comments

I Like the Large 'J'

Even people who voted for Design Option A said they liked the large wayfinding "J" of Design Option B, and wanted to see this type of bold gateway feature incorporated into the final wayfinding designs. They said they liked how it referenced the "R" of the local high school Rough-Rider, and also felt it would be a fun and playful way to announce arrival into the historic downtown district, while also being an engaging an interactive gathering place for community members.

I Like the Use of Brick

The brick material of Design Option A was universally highlighted as a preferred signage material. Respondents stated they liked how it referenced the historic brick construction of the downtown buildings, and also noted that the new I-25 bridge uses brick in it's design, and it would be great to tie into that new community feature.

I'd Like to Incorporate Temporary Banners in the Signage Palette

Design Option B showed several options for adding temporary banners to the gateway and auto directional signs, and members of the community said they would like to see these temporary banners incorporated into the final wayfinding palette. They stressed the need to highlight community events with the banners, and said they would even like to have separate banner poles installed along major roads such as the section of I-25 and Highway 60, and in other community gateway areas.

I Like Using an Icon on Top of the Auto Directional Signs

Even for those participants who preferred the overall Option B signage, they

stated they strongly preferred the auto directional signage of Option A, stating that the unique rounded icon at the top of the signage would be a wonderful, artistic, and memorable signage feature that should be included in the final signage palette.

Branding & Tagline Comments

Make Sure 'Downtown' is Prominent

Regardless of which option community members preferred, they all wanted to make sure the final brand gave prominence to the word 'Downtown.' Overall, they preferred how 'Downtown' was presented in Option B, but they also liked how evenly and clearly 'Downtown' and 'Johnstown' appeared in Branding Option A.

I Like the Prominent 'J' and the Icons

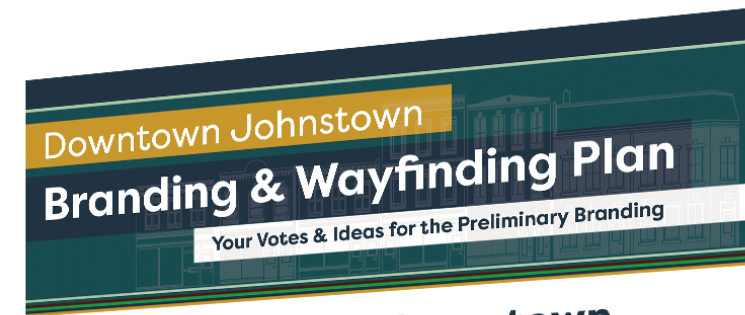
Even if community members preferred Branding Option A, they liked the prominent 'J' of Branding Option B, and wanted to see if it could be incorporated into the final design option. They also liked the use of icons in both design options, but felt they were more visible/prominent in Branding Option B, and wanted to make sure the final brand highlighted these unique Downtown Johnstown icons.

The Tagline Should Reflect Local Pride & Values

Although no clear preference for the presented tagline option emerged during Brand Week, there were many helpful comments that expressed the desire for the tagline/call to action to be centered around an authentic local experience, and encourage local growth and investment in the historic downtown area.

I Like the Gradient Color Option

All participants preferred the gradient color in both A and B options. They said they liked how the gradient reflected the beautiful Johnstown sunsets, and also that it mimicked the idea of growth and evolution in a positive, gentle, and attractive way. They said they liked the solid color options for seasonal events and celebrations that could be tied to color, like using red for the Johnstown Jingle. The online voters also preferred the gradient color option, with 45% of respondents saying they liked the gradient brand color the most. The second color preference was teal with 30%. The red and peach colors were ranked between 14% and 3% respectively, but several in-person and online comments highlighted a preference for red to be used either seasonally or as a nod to the 'rough-rider' red of the local school.



Welcome to the Downtown Branding & Wayfinding Plan PRELIMINARY DESIGN OPTIONS!

We are so grateful for the ideas, feedback and direction you've provided over the past few months, and eager to show you some options for the new Downtown Johnstown branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs! Please look over the two design option banners, branding and wayfinding designs!

- 1 Step One: Review the 2 design option banners for the Downtown Johnstown branding & wayfinding
- 2 Step Two: Use the provided sticker dots to vote on your favorite design option for the branding & wayfinding
- 3 Step Three: Make note of any ideas or comments you have using the provided sticky notes

Don't Have Time to Vote! Scan the QR Code to Provide Input From Home!



<https://www.surveymonkey.com/r/PreliminaryBrandingOptions>

EXTRA CREDIT HELP!!

Call to Action Ideas!

We've put a placeholder call to action in the branding and wayfinding of both "Colorado" and "The Community That Cares", but we're looking for a UNIQUE CALL TO ACTION FOR JOHNSTOWN'S DOWNTOWN that we can use to market and promote downtown destinations, attractions, and redevelopment. We came up with the concepts below, but if you have other call to action phrases, we'd love to hear your ideas! PLEASE WRITE YOUR CALL TO ACTION PHRASE IDEAS ON A STICKY NOTE & POST THEM BELOW!! And if you have a favorite of the options below, place a sticker dot on it.

"BE A PART OF IT!"

"GENUINELY LOCAL"

"IT STARTS HERE"

"WHERE EXPERIENCES ARE CREATED"

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Final Downtown Johnstown Brand

A NEW BRAND FOR DOWNTOWN JOHNSTOWN

The New Downtown Johnstown Brand - "Local Grows Here"

The final Downtown Johnstown brand incorporates the feedback and direction we received from the community, the Johnstown Downtown Development Association, local businesses and staff members from the Town of Johnstown. The final brand also includes the new tagline "Local Grows Here," with the option of adding different qualifiers like local **business, connections, history, creativity, family, community**, etc. to specifically identify the things the community would like to grow in the historic downtown district. The "Local Grows Here" tagline embraces the reality of community growth in a positive way, highlighting that encouraging growth that empowers and strengthens what is local and unique will set the historic downtown apart as a place that supports and encourages the growth of local businesses, entrepreneurs, and places where the community can come together.



JOHNSTOWN BRANDING EXPRESSIONS - ALTERNATE BRANDING APPLICATIONS

In order to ensure the brand is applicable to the variety of events and communication needs, several alternatives of the primary logo were designed that allow it to be used in different formats. The illustrations below show several examples of how the logo expression can be modified to accommodate a variety of applications while still being brand compliant.



JOHNSTOWN BRANDING EXPRESSIONS - FONTS, COLORS & LETTERHEAD EXAMPLE

MODESTO OPEN - DOWNTOWN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Niveau Grotesk - JOHNSTOWN & "Local Grows Here"
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Marydale-Regular - "Business"
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Downtown Dk. Grey
 Pantone 454143

RGB: R69/G65/B67
 CMYK: C65/M62/Y58/K45

Downtown Dk. Blue
 Pantone 2B4D59

RGB: R43/G77/B90
 CMYK: C85/M58/Y49/K32

Downtown Teal
 Pantone 39998E

RGB: R57/G153/B142
 CMYK: C76/M20/Y49/K2

Downtown Yellow
 Pantone FFDC7C

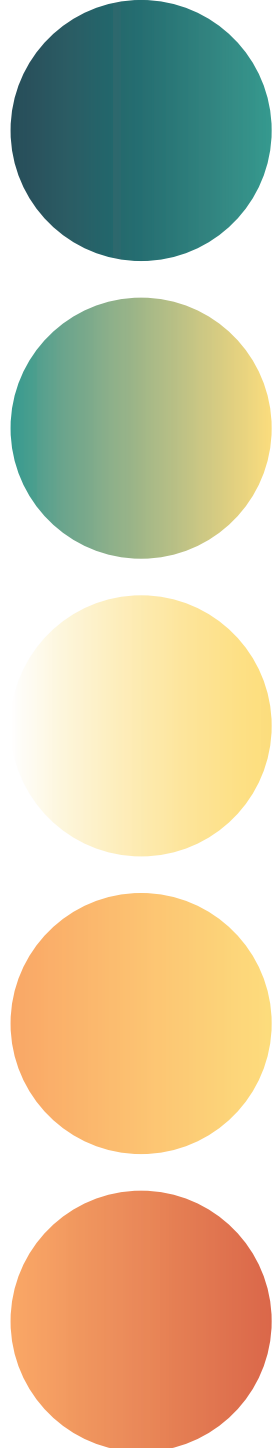
RGB: R254/G221/B125
 CMYK: C1/M11/Y61/K0

Downtown Orange
 Pantone FFAA67

RGB: R250/G169/B105
 CMYK: C0/M40/Y65/K0

Downtown Rust
 Pantone DA674A

RGB: R218/G103/B74
 CMYK: C11/M73/Y76/K1



JOHNSTOWN BRANDING EXPRESSIONS - PROMOTIONAL SWAG



Launching the New Downtown Brand

Creating and distributing useful and compelling materials that celebrate the new Downtown brand will be part of the official brand launch in Spring/Summer 2023. Some examples of potential useful branded elements can include reusable grocery bags, water bottles, hats, shirts, pins, and stickers - just to name a few!

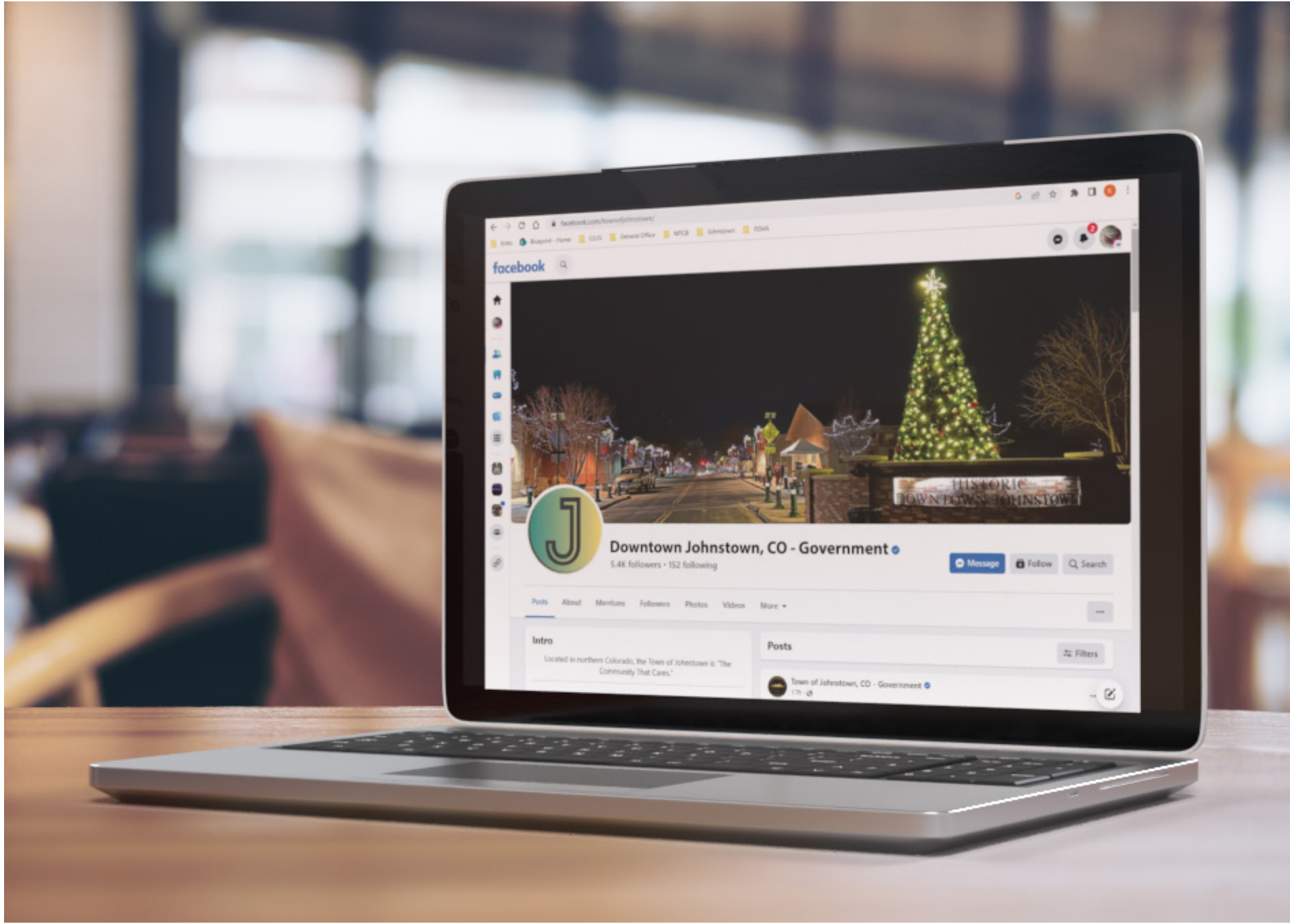
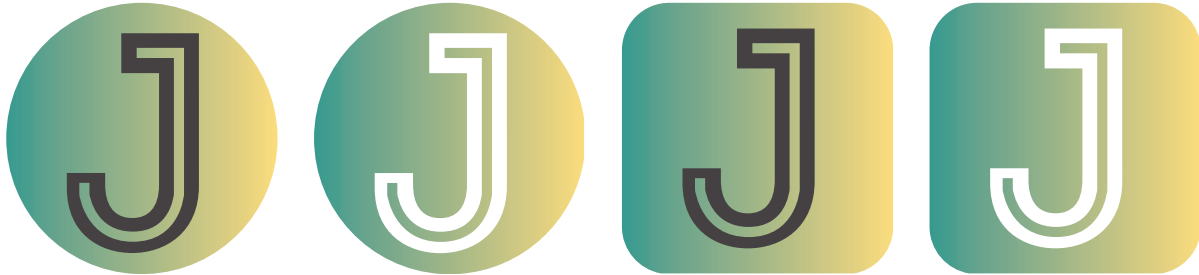


Local “X” Grows Here Promotions

- Business
- Entrepreneurship
- Connections
- Fun
- Celebrations/festivals
- History
- Dining
- Shopping
- Caring
- Support
- Ideas
- Wellness
- Creativity
- Families
- Community

Social Media Presence

As the Downtown brand grows and expands in reach, potentially broadening stakeholder communication to include a unique social media presence on Facebook and perhaps expanding into Instagram would allow the Downtown Johnstown promotional messages to have a larger reach and keep all the downtown-related information on one page.



JOHNSTOWN BRANDING EXPRESSIONS - EXAMPLES OF LOCAL "X" GROWS HERE PROMOTIONS

Promoting the Local "X" Grows Here Downtown Brand

The new Downtown Brand and call to action of "Local Grows Here" reinforces the historic downtown area as the heart and soul of the Johnstown community, and an important place to grow community relationships, connections, ideas, creativity, and entrepreneurship! As the new brand is implemented, different messages promoting local growth and redevelopment in the Downtown will be used to target various audience members. The example to the right illustrates the type of photography and messaging used to encourage **local businesses** to invest and grow in the Downtown area. The photo takes a person-centered approach to highlighting the idea of opening a business, and has a small-town/local feel and the friendly demeanor characteristic of the Johnstown community.

Branding Target Audiences

The final Branding Implementation Plan will focus on the following target audiences, tailoring the messaging and marketing materials needed to attract these audiences to shopping, dining, recreating, working or investing in Downtown Johnstown:

- Families
- Teens
- New Residents
- Long-Time Residents
- Developers/Investors
- Entrepreneurs/New Businesses
- Visitors/Tourists
- At-Home Businesses
- Incubator Businesses/Food Trucks
- Existing Downtown Businesses (looking to grow and expand)

Downtown Johnstown is Open for Business!

As the heart of the Johnstown community, the Downtown is where we want to grow local businesses and entrepreneurship. Have a business idea you'd like to explore? Reach out to us for help and support!



Contact Sarah Crosthwaite, Economic Development Manager at scrosthwaite@johnstownco.gov

DOCUMENT PREPARED BY:

Michael Baker

I N T E R N A T I O N A L