



# **Downtown Johnstown**

**VISUAL IDENTITY + MUNICIPAL WAYFINDING**

**DUE: APRIL 8, 2022 5PM MST**

**tribe**





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## PROJECT SUMMARY

Tribe Development is pleased to submit the following proposal for the Downtown Johnstown Branding and Wayfinding Project. **Our team has the passion and extensive experience to help the Town successfully plan and execute a sustainable new vision** for the cultural and civic heart of growing Johnstown along with corresponding wayfinding plan. We wholeheartedly believe in the power of brand to fuel your goals to connect with visitors and residents in new, unexpected ways. We are committed to working collaboratively with the Town, including all key departments, the public, elected officials and key stakeholder groups through the discovery, planning and design processes to achieve your vision for an active and vibrant Downtown.







# *ABOUT TRIBE*



# TRIBE: BUILDING MORE THAN WALLS

Tribe is a commercial real estate development, consulting, and branding firm that focuses on creating and cultivating community through the development of thoughtfully designed, highly curated spaces. We approach all that we do with a **community-first mindset**. Engaging communities early in the development process allows us to hone a well-crafted vision that leads to greater community support and creates vital ambassadors for our projects.

***Certified as a Minority and Women Owned Small Business, Tribe brings a unique voice and distinct perspective to the table.***

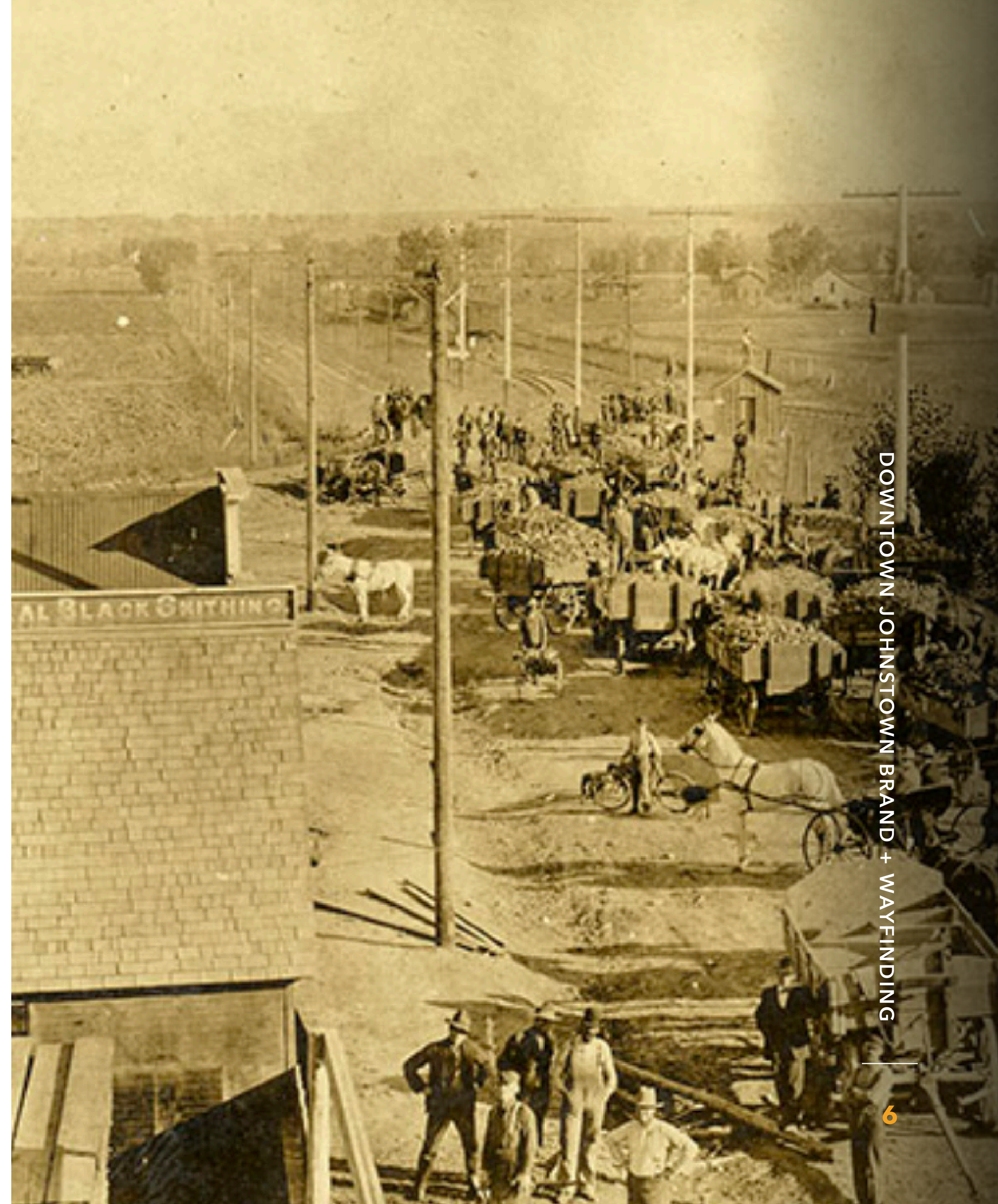




## EXPERIENTIAL DESIGN FROM START TO FINISH

Through our emphasis on and extensive work in placemaking and storytelling, we recently expanded the team to include branding and messaging in house.

We approach our visual identity projects much like our development and placemaking projects, with emphasis on **collaboration** and bringing your story to life in a **visually compelling way**. We will involve you with clear deliverables every step of the way to ensure we create a brand identity that is thoughtful, authentic, and garners attention with your key audiences.







## YOUR TEAM

### ASHLEY STILES

CEO & Founder

Ashley's Native American heritage has influenced the way she approaches projects and builds teams. Diversity in thought generates stronger results, better ideas and problem solving. The foundation of her career was built in the design world as a landscape architect. It is here that she learned from the best, about the importance of delivering positive and memorable customer experiences-to stand out from the competition and drive results.

### Quick Stats:



Windsor, Colorado  
Resident

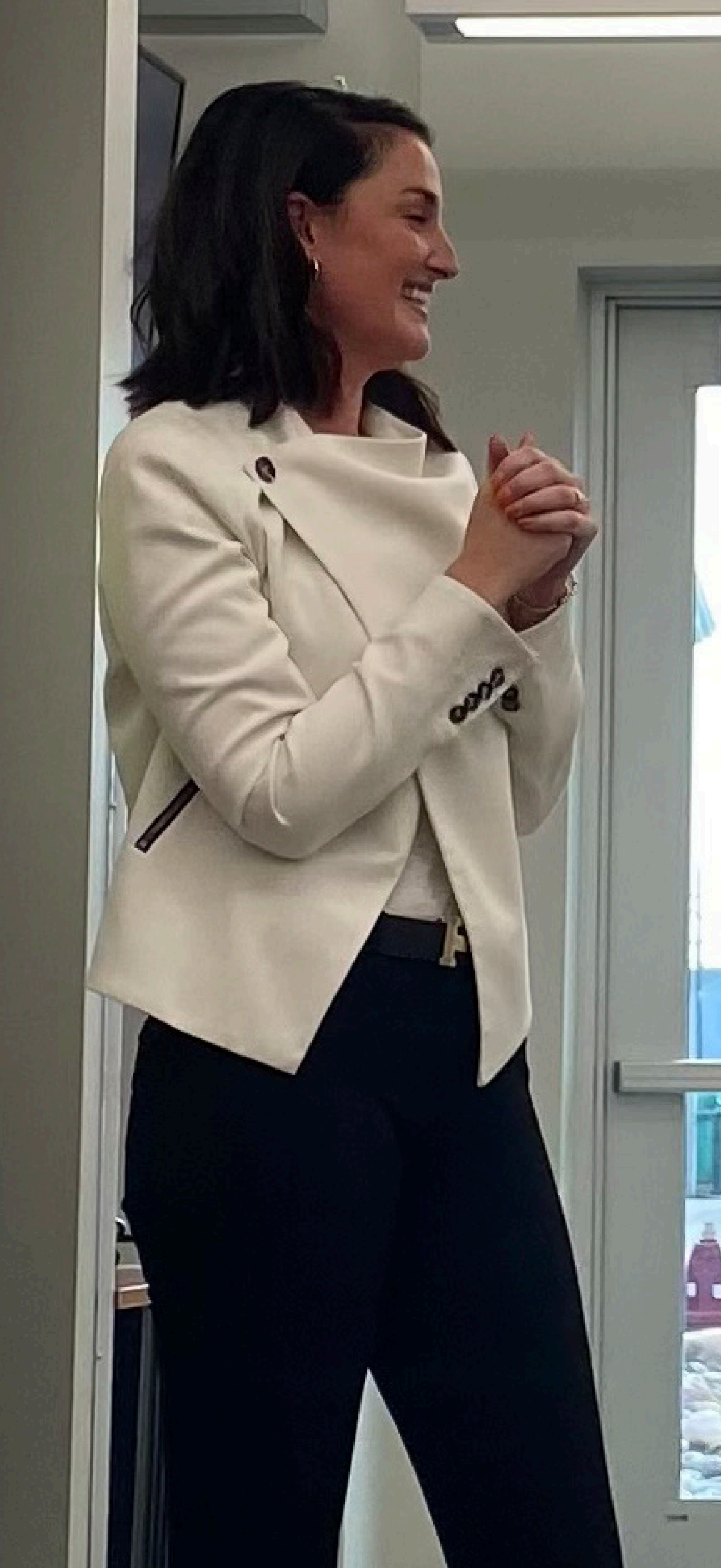


Founder of the  
Northern Colorado  
Trade Mission

**15 YEARS**

Years experience in  
the industry





## YOUR TEAM

### HILARY HADDEN

Development Director

Hilary's lens comes from the hospitality and marketing industries. The importance of thoughtful community listening and creating shared human experiences where memories are made for a lifetime, makes working in development second nature and incredibly thrilling. With authentic client positioning always at the forefront of Hilary's mind, she works to provide marketing & economic development strategy, program planning and execution for the development and hospitality industries.

### Quick Stats:



Born and raised in Scottsbluff, NE: a town founded on the sugarbeet industry, similar to Johnstown

**9 YEARS**

Experiential  
Marketing  
Experience





## YOUR TEAM

### SHANNON TORPHY

Creative Director

Shannon's creative approach marries aesthetics and function and is inspired by human interaction, history, and nature. She believes that design is everywhere, and good design is collaborative, thoughtful, and distilled. She specializes in branding, brand strategy, campaign creative, and art direction. Past work includes agency and client experience throughout real estate development, municipalities, hospitality, nonprofit, and high-tech B2B industries.

### Quick Stats:



Colorado native from Longmont, Colorado



Previous resident of Mead, Colorado

**9 YEARS**

Visual Communication industry experience





# PROJECT PARTNER

## RUSSELL + MILLS STUDIO

### Wayfinding Engineering

Tribe will partner with Russell + Mills Studio for fully engineered technical wayfinding documents in Phase Four of the project scope. Headquartered in Fort Collins, Russell + Mills Studios is an internationally recognized firm specializing in landscape architecture, urban design, and master planning. Throughout its 11+ year tenure, the firm has been highly regarded for its truly collaborative approach - from design and conceptual programming, to construction documentation and administration - the end-to-end services Russell Mills provides has made the firm a trusted, full service resource.

### Representative Clients:

Quick Stat: Nate Starck, Associate Principal and project lead, born and raised in Johnstown.



City of Denver



City of Fort Collins



Colorado State University





# *PROJECT SPOTLIGHTS*



## PROJECT SPOTLIGHTS

# Copper Yards & The Jetty

When developers Colmena Group and Kimball Investment Company met with Tribe, the mega block in Salt Lake City was not much more than a concrete slab.

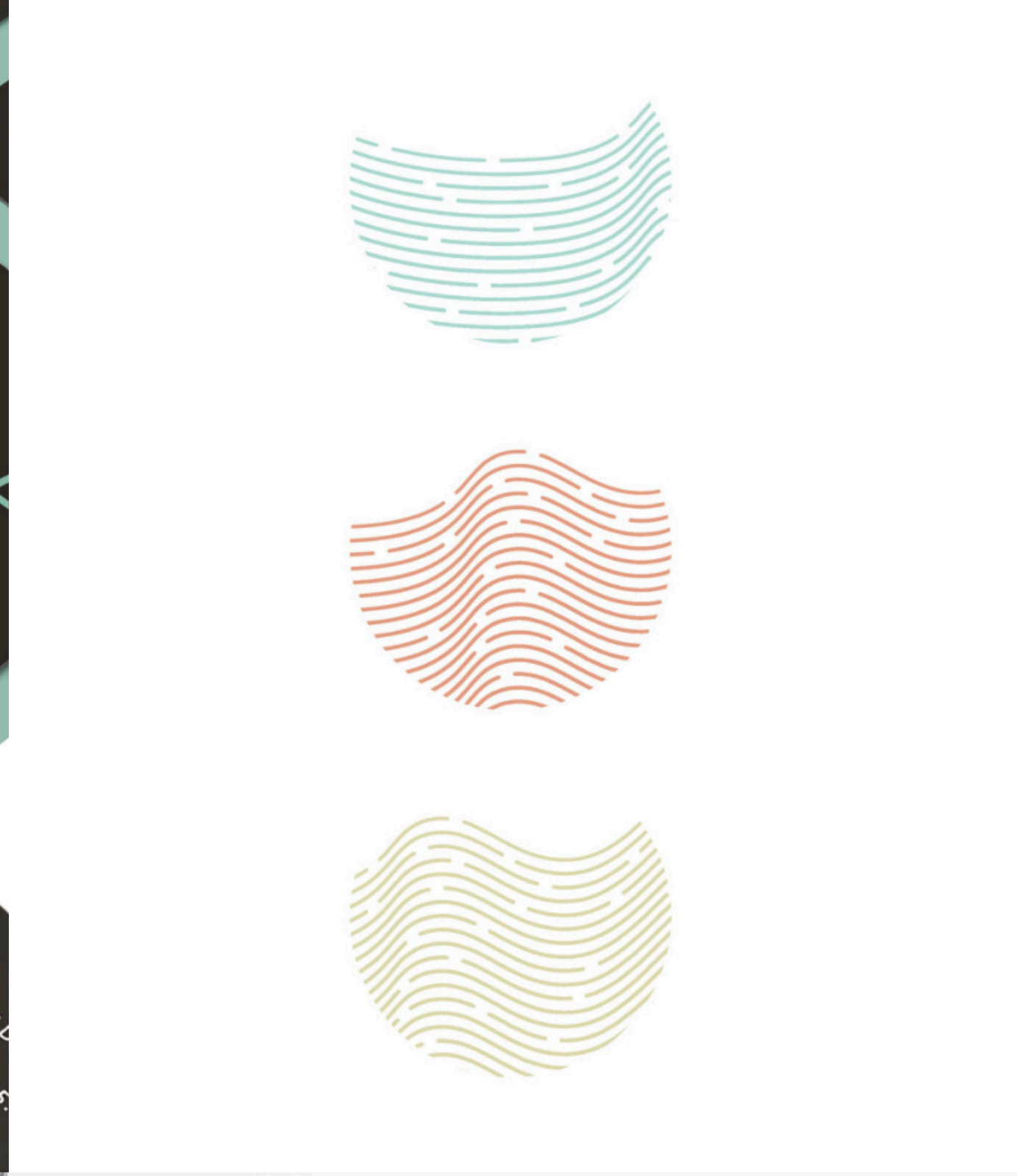
Their vision included a newly developed urban hub that pays homage to the history of Salt Lake City while looking to its vibrant future. Incorporating a multi-family residence as well as retail and office space, the block placed high importance on also being a **community center where all people could come to experience unique shops, music, and art.**

From these visions sprouted Copper Yards, a nod to the city's copper history and the railroad that allowed SLC to become a competitive national hub, and The Jetty, a name related to the famous environmental art by Robert Smithson's *The Spiral Jetty* on the banks of The Great Salt Lake. With cornerstones of history and art guiding creative and development decisions, **the super block came alive as a modern, thoughtful, and accessible place for all.**

*Project Reference: Ryan Kimball  
Kimball Investment Company  
(801) 916 - 5300  
[ryan@kimballinvestment.com](mailto:ryan@kimballinvestment.com)*









## PROJECT SPOTLIGHTS

# The Draper

The historic 4th Street block in Loveland, Colorado has origins back to the turn of the 20th Century, none more iconic than its time as Draper Drugs from 1936 -1986. **As part of the development and branding team for the block's future, Tribe is committed to retaining this beloved mainstay as a gathering place where Loveland can grow, reflect, and evolve.**

The development recognizes the critical civic nature of the site and its connections to 4th Street, the adjacent neighborhoods and urban context, and the more distant Rocky Mountain views.

To inform brand identity for the project, Tribe utilized **demographic data to create personas for each of the existing user types along with users the project hopes to attract.** These personas, along with input from the city's key

stakeholders, influenced Tribe's direction of key messages as well as naming, strategic positioning, and visual identity for the project. The branding foundational work we establish provides a guideline for making sure we make design and programming decisions for our target audiences.

Tribe acted as lead developer for the ownership team on the project. Tribe's approach at The Draper produced a stepped massing strategy that enfolds the existing historic buildings at the heart of the site. Terraces provide opportunities for connections to the outdoors and animate the streetscape. In this way, **we are maximizing value and developable area while respecting the scale and character of the existing context.**

*Project Reference: Jay Hardy  
Hardy Investments (970) 581 - 8863  
jay.hardy@bruebaukal.com*









## PROJECT SPOTLIGHTS

# CSU Spur

Made up of three buildings that focus on food (Terra), water (Hydro), and health (Vida), the CSU Spur campus is created by a university but offers an education open to anyone and everyone. Spur is much more than a physical location, it's a hub – a network – to connect people across the state, region, and world. The name and brand Spur is twofold. The spur gives nod to the western heritage of the National Western Stock Show, where the campus is located.

Spur as a verb, means to prompt or encourage someone, as the campus is intended to do. **The design of Spur allows visitors to get a first-hand look into real work community members are doing through educational exhibits, hands-on learning and observation windows.** The co-creation of the campus with local Globeville and Elyria-Swansea neighborhood community members/programs has “spurred” along a campus user-experience that is accessible by car, bike, or public transit, inclusive, and on-brand - built for those it







Tribe has been involved in the campus project for four years **consulting and guiding the branding process, providing development oversight and direction, architectural oversight, placekeeping, art integration, programming, campus wayfinding, and public engagement.** The first of the three buildings, Vida, was delivered to the public in January 2022, followed by Terra in June 2022, to be followed by Hydro, in January 2023.

*Project Reference: Tiana Kennedy  
CSU Assistant Vice Chancellor  
(970) 420 - 3316  
tiana.kennedy@colostate.edu*







# *PROJECT APPROACH*



# PROJECT APPROACH

01

INITIAL RESEARCH

02

GOALS & BRAND POSITIONING WORKSHOPS

03

BRAND IDENTITY

04

WAYFINDING SIGNAGE PLAN & IMPLEMENTATION

tribe



**PROJECT APPROACH**

# Phase 01: Initial Research

In order to appropriately onboard the Tribe Team, we will begin the branding and wayfinding process with a period of kick off and initial research including the following explorations:

- Site Visit
- Community Exploration
- Historic Research & Identity
- Target Audience Analysis
- Key Competitive Differentiators *Assessing messaging and positioning of neighboring towns*





## PROJECT APPROACH

# Phase 02: Goals & Brand Positioning Workshops

Following completion of initial research, Tribe will plan and coordinate collaborative workshops to engage with key stakeholder groups for open dialogue around the following:

### Workshop 1

*Half day in person work session with critical Town stakeholders*

- **Goals**
- **Johnstown History**
- **Johnstown Today**  
*Existing conditions overview*
- **Target Audiences**  
*Review and confirm*
- **Competitive Opportunity**  
*Review and confirm*
- **Visioning**  
*Mission, Vision, Key Differentiators*
- **Town Personality**  
*Programming, Services, Amenities, Journey Mapping, Wayfinding*
- **Visual Identity**  
*Color Theory, Mood Boards, Admired Brands*

### Workshop 2

*Our second in person workshop will be held in the evening and will be aimed at engaging with the general public to gather input from land owners, business owners, residents, and more on goals and aspirations for the future of Downtown Johnstown. This conversational brainstorming session will allow for the community's considerations to be heard and recognized, informing next steps.*

### DELIVERABLES

The deliverable from initial research and the workshops is a **brand/project strategy platform** presented to key stakeholders in person or via video conferencing to drive the project's positioning direction and roadmap for the next phases. This document will summarize the research and engagement received during the aforementioned engagements.



## PROJECT APPROACH

# Phase 03: Brand Identity

Building on goals established in the Research and Brand Positioning phase, a distinct graphic identity will be designed to inspire engagement with Downtown Johnstown and help differentiate it in the region and beyond. Our design process includes the insites solicited from stakeholders and the general public. The resulting identity system will include an approach toward color, pattern, materiality, typography and illustrations profoundly rooted in its unique Johnstown heritage and context.

Tribe will present brand concepts in person, followed by a feedback meeting that can be in person or virtual.

### DELIVERABLES

#### Two Design Concepts including:

- Logos  
*Vertical and horizontal applications*
- Color Palette
- Typography
- Graphic Elements
- Example Executions  
*Wayfinding signage, Website hero image, Social media bug, Merchandise*
- In person presentation of concepts
- 1 round of revisions to finalize

#### Brand guideline:

Upon selection of concept, Tribe will provide Johnstown with a brand guideline for user implementation as well as all native digital files and assets for the new brand



## PROJECT APPROACH

# Phase 04: Wayfinding Signage Plan & Implementation

The strong, critical foundation formed during the brand phase will lead us to creation of a new downtown wayfinding system. In partnership with Russell + Mills, Tribe will help create a cohesive and walkable wayfinding master plan that engances the identity of Downtown Johnstown. In addition to signs within Downtown, the system is anticipated to include key signs elsewhere in Johnstown (especially proximate to I-25) to build awareness and attract visitors to Downtown.

Our teams will collaborate on wayfinding observations, goals, and strategy in person with Downtown Johnstown key stakeholders to inform the final master plan.

### DELIVERABLES

#### Master Plan, including:

- Site Observations
- Wayfinding Goals
- Strategy

#### Outline of Sign Types, Location Plans and Message Schedule, including:

- Locations of entry
- Vehicular directional
- Pedestrian wayfinding
- Public parking
- Street banners
- Crosswalk/ pedestrian marking

#### Design Intent Drawings for all sign types

Contract engineering reports for all signage and fabricator selection bid support





# *PROJECT TIMELINE*



# PROJECT TIMELINE

The Tribe team will complete the above-noted tasks, and work directly with the City of Johnstown staff to schedule the workshops and review and refine the deliverables as follows:







*FINANCIAL  
OUTLINE*



# FINANCIAL OUTLINE

Downtown Johnstown will have access to our full team consisting of development and branding specialists, along with support from the company CEO. Hilary Hadden, Development Director, will be your main day-to-day contact, ensuring the project is completed on time and on budget.

**Phase 1:** Project Kick Off and Initial Research: \$10,000

**Phase 2:** Goals & Brand Positioning Workshops: \$25,000

**Phase 3:** Brand Identity: \$20,000

**\*Phase 4:** Wayfinding & Bid Ready Reports: \$50,000

\*Additional subconsultants for structural and/or electric engineering services have not been included for purposes of this proposal. If needed, additional subconsultant fees will be billed directly to client.

**TOTAL PROJECT COST: \$105,000**





**Thank you!**

**tribe**

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