Downtown Johnstown Branding & Wayfinding Town Council Work Session

Kristin Cypher
Michael Baker International
This is Downtown Johnstown.
Creating a New Downtown Branding & Wayfinding Plan

1. LEARN
Meet the community, learn and share information

2. PLAN
Research the history, character, and important destinations in Johnstown

3. DESIGN
Create preliminary ideas and mock-ups

4. ITERATE
Present ideas, revise concepts, process feedback & direction, repeat

5. FINALIZE
Finalize all design ideas, and implementation plans/cost estimates

6. LAUNCH
Celebrate final designs with the community, implement the new branding & wayfinding

June 2022
April 2023
The Downtown Johnstown Brand:

- Is unique and authentic to Johnstown
- Creates consistent and cohesive messaging and ‘look’
- Is respectful of Johnstown’s history, while also supporting its growth
- Visually aligns with the character of the Johnstown community
- Supports growth without compromising what we love about Johnstown
Themes from the Community Outreach

1. Johnstown is... a CARING & AUTHENTIC PLACE
2. Johnstown is... a GENUINE & HUMBLE
3. Johnstown is... a ROOTED IN AGRICULTURAL PATTERNS
4. Johnstown is... worried about GROWTH & ITS IMPACTS
5. Johnstown is... in need of GATHERING PLACES
6. Johnstown is... historically rooted & MULTIGENERATIONAL

Downtown Johnstown Branding & Wayfinding Plan
Branding
Iconography
"We need more variety in restaurants & shops that have outdoor spaces and spaces that encourage neighbors meeting neighbors."

--Johnstown Stakeholder
"Johnstown has potential for being a town full of nostalgia but keeping up with modern times. It should be a safe and attractive place where people would be envious of the residents of our town to have such a gem right in our backyard."

--Johnstown Stakeholder
Icons from the Community Outreach

Johnstown Community Icons | Historic Touchpoints

This is Downtown Johnstown

“"You go downtown to ‘Grab a bite’ right now, but it would be awesome if you could ‘go downtown for the afternoon.’ Maybe get dinner, take in a movie or a show or do an activity.”

--Johnstown Stakeholder

Downtown Johnstown Branding & Wayfinding Plan
“Downtown Johnstown looks very old and tired, and very limited to only really one street with two blocks. The entire downtown needs to expand to allow additional businesses and shops to have a chance to succeed in the Downtown area.”

---Johnstown Stakeholder
“Johnstown could capitalize on its connection to sugar beet industry which saved Colorado economy or some other historical base. Make it a historic tourism destination.”

--Johnstown Stakeholder

Downtown Johnstown Branding & Wayfinding Plan

Phase 1 Community Feedback Summary Themes

Thank you for your input and engagement during the first phase of the Downtown Johnstown Branding & Wayfinding Plan. Based on the feedback we received, we’ve created a list of themes that we will incorporate into our downtown character and wayfinding. Over the next few weeks, we will use these themes to guide the creation of the Johnstown downtown Branding & Wayfinding design system.

1. Johnstown is... a CARING AND AUTHENTIC place
   - Caring and authentic place: A place where we care about each other and the community. It's a place where people feel welcome and valued. Our downtown will reflect this through thoughtful design and emphasis on community engagement.

2. Johnstown is... GENUINE & HUMBLE
   - Genuine and humble: Embracing our history and culture, we are proud of our roots. Our downtown design will celebrate this heritage, reflecting the simplicity and authenticity of our community.

3. Johnstown is... ROOTED IN AGRICULTURAL PATTERNS
   - Rooted in agricultural patterns: Johnstown’s history is deeply tied to agriculture, particularly the sugar beet industry. Our design system will incorporate visual elements that reflect this agricultural heritage.

4. Johnstown is... worried about GROWTH & ITS IMPACTS
   - Worried about growth & its impacts: As we plan for the future, we must consider the impact of growth on our downtown. Our design will prioritize sustainability and adaptability, ensuring that Johnstown can thrive without sacrificing its character.

5. Johnstown is... lacking places for the COMMUNITY TO COME TOGETHER
   - Lacking places for community to come together: We need spaces where residents and visitors can gather, socialize, and celebrate. Our downtown design will include new gathering places that foster community engagement.

6. Johnstown is... historically MULTI-GENERATIONAL & ROOTED
   - Historically multi-generational & rooted: Johnstown has a rich history of diverse generations living and working together. Our downtown will celebrate this diversity, creating a welcoming environment for all ages.

Johnstown Community Icons | Sugar Beets

Icons from the Community Outreach

This is Downtown Johnstown

Branding & Wayfinding Plan
Icon Set

Johnstown Icons
Johnstown Downtown Icons
Preliminary Branding & Wayfinding Design Options
Option A

Downtown Johnstown Branding & Wayfinding Plan
Downtown Johnstown Branding & Wayfinding Plan

Option A

Gateway Monument - Option A

Auto Directional - Option A
Option B
Downtown Johnstown Branding & Wayfinding Plan

Option B

Gateway Monument - Option B

Auto Directional - Option B
Identifying Assets & Activating Places
Option C
Option C
Option C
Option C

Downtown Johnstown Branding & Wayfinding Plan
Your Thoughts & Feedback?
Thoughts & Feedback

Branding

• What things do you like about each design option?
• Is there anything about the options that you’d like to change/update/edit?
• Favorite option straw pole (go with your gut and try not to overthink it) – what is your favorite?
Thoughts & Feedback

Wayfinding

- What things do you like about each design option?
- Is there anything about the options that you’d like to change/update/edit?
- Favorite option straw pole (go with your gut and try not to overthink it) – what is your favorite?
Next Steps
1. **Adjust Design Options** - Incorporate comments and direction from our discussion today

2. **‘Brand Week’** – Present the final preliminary design options to the community during the last week of January/first week of February. We will host a feedback booth at several Johnstown locations during that week where members of the community can vote and comment on the designs.

3. **Social Media & Online Voting** – We will launch an online voting survey during Brand Week, and will have the survey open for 2-3 weeks to gather input and voting on the designs.

4. **Final Designs** – We will create the final design options and include them in a Council informational packet.

5. **Brand Launch** – We will host a brand launch event in the downtown, ideally in conjunction with an existing JDDA event. Ideally in Spring 2023.
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