08

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.
**Downtown Johnstown Branding & Wayfinding Plan**

**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:**

<table>
<thead>
<tr>
<th>TOTAL NUMBER OF PEOPLE WHO PROVIDED FEEDBACK DURING BRAND WEEK</th>
<th>902</th>
</tr>
</thead>
</table>

**DESIGN PREFERENCE VOTING RESULTS:**

<table>
<thead>
<tr>
<th>Design Option A Votes</th>
<th>Design Option B Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>418</td>
<td>484</td>
</tr>
</tbody>
</table>

54% I like OPTION A  
46% I like OPTION B

**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!

<table>
<thead>
<tr>
<th>MONDAY, JANUARY 30</th>
<th>THURSDAY, FEBRUARY 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00a - 9:00a</td>
<td>YMCA</td>
</tr>
<tr>
<td>10:30a - 12:30p</td>
<td>The Urban Egg</td>
</tr>
<tr>
<td>3:00p - 5:00p</td>
<td>Hays Market</td>
</tr>
<tr>
<td>7:00a - 9:00a</td>
<td>YMCA</td>
</tr>
<tr>
<td>11:30a - 1:30p</td>
<td>Santiago’s</td>
</tr>
<tr>
<td>4:00p - 6:00p</td>
<td>YMCA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEDNESDAY, FEBRUARY 1</th>
<th>SATURDAY, FEBRUARY 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00a - 12:00p</td>
<td>Senior Center</td>
</tr>
<tr>
<td>1:00p - 3:00p</td>
<td>Library</td>
</tr>
<tr>
<td>11:00a - 1:00p</td>
<td>Urban Egg</td>
</tr>
<tr>
<td>2:00p - 4:00p</td>
<td>Red Barn Liquor</td>
</tr>
</tbody>
</table>

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.
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 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 its 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.
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.
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**

**ABCDEFHJKLMNOPQRSTUVWXYZ**
**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

**Niveau Grotesk - JOHNSTOWN & “Local Grows Here”**

**ABCDEFHJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**Marydale-Regular – ©Business**

**ABCDEFHJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

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*Small-Community, MBA Commercial Development Manager*

*Town of Johnstown, Colorado*
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!
JOHNSTOWN BRANDING EXPRESSIONS - SOCIAL MEDIA MESSAGING & PROMOTIONS

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