Downtown Johnstown Branding Plan

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Purpose & Goals of the Downtown Johnstown Branding Plan

• Increase public and downtown business/property owners’ awareness of and participation in the Downtown Johnstown Branding Plan.

• Partner with the downtown Johnstown business and property owners to create a brand that reflects the character, sense of place, and vision for the future of downtown Johnstown.

• Be inclusive, reach all members of the community.

• Make the process fun and educational.

• Where possible, meet people where they are. Participate in existing community events and standing meetings.
As one of the fastest growing municipalities in Colorado, the Town of Johnstown is in a unique position to think strategically about how to continue to capitalize on the benefits and opportunities growth provides, while not losing sight of what makes its community, history, and destinations unique. The new Branding Plan will help the Town better understand how to tell its story through development of a **downtown brand** that focuses on celebrating and raising awareness of the historic community core, and a comprehensive community **signage and wayfinding plan** that helps raise awareness of Johnstown’s unique destinations and resources and how to access them. Together, the new downtown brand and wayfinding designs will reinforce the history and character of Johnstown, while also helping to ground the Town's continued potential for growth and economic development in a strong foundation of shared community values and history.

**Project Goals:**

- Create a cohesive, iconic, inclusive, and welcoming wayfinding system that celebrates the community and directs visitors into and through the Johnstown area
- Alert and direct visitors and residents into downtown Johnstown, as well as create more significant directional signage from regional arterials that run through and adjacent to the community (I-25, Highway 60, Weld County Road 17, County Road 18/Highway 402, Highway 34 and others)
- Identify travel paths and key decision-making points for the different travel modes of Johnstown visitors, to help guide decision-making about investments in wayfinding over time
- Create a historic downtown Johnstown brand that authentically reflects the character, history, and sense of place of both the historic downtown core and the overall community pillars and values
- Outline a new brand marketing plan that illustrates how the new brand will be used across various materials, platforms, events, presentations, and audiences
- Develop a brand implementation plan that ensures the messages and key points of the brand become the driving force to market, grow, and redevelopment of historic downtown Johnstown

**Key Tenants of the Branding & Wayfinding Plan**

- **Placemaking** - Reinforce a sense of place for Johnstown’s historic downtown, enhancing the community image and brand
- **Brand Awareness** - Support, brand, and identify a distinct identity for downtown Johnstown with branding and signage that blends with the historic yet growing character of the area
- **Legibility** - Highlight important community resources and destinations, and how to access them through clearly defined directional information
- **Highway Visibility** - Direct visitors to Johnstown’s destinations from major transportation arteries
- **Economic Development** - Increase awareness of historic downtown Johnstown, helping to increase sales tax revenues, general interest in the area, and encourage economic growth, and investment

**Project Deliverables**

- Final Downtown Johnstown brand, brand marketing plan, and brand implementation plan that illustrate the design of the new brand and brand mark, and outline the goals, processes and probable costs for the recommended brand roll-out
- Final Wayfinding Design Intent Drawings for Downtown (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time
- Townwide Wayfinding Plan for signage locations and types
- Statement of Probable Cost for the fabrication, installation, and maintenance of the proposed wayfinding system, and bid documents for a competitive request for proposal for fabrication and installation bids for the proposed Phase 1 wayfinding

Reinforcing the historic character, community, and sense of place within Johnstown’s historic downtown is at the foundation of the new Branding & Wayfinding Plan.
CONNECTING WITH JOHNSTOWN RESIDENTS AND STAKEHOLDERS

Building a brand is grounded in understanding the meaning and connection people have for a place. As the historic center of the Johnstown community, the new downtown brand needs to reflect the values, attachments, history, and sense of place embodied in the shared community downtown.

In order to understand these values, it is critical to hear from all members of the Johnstown community, using methods that provide space and time for people to talk about the things that matter most to them about Johnstown, and the community touchstones and special characteristics that define their feelings about Downtown Johnstown.

At the core of the design teams approach to community outreach is to meet people where they are, with methods that are meaningful to them. This entailed creating a variety of outreach events and communication materials tailored to different community groups and demographics.

Outreach Goals

Goal 1: Increase public and downtown business/property owners’ awareness of and participation in the Downtown Johnstown Branding & Wayfinding Plan.

Goal 2: Partner with the downtown Johnstown business and property owners to create a brand that reflects the character, sense of place, and vision for the future of downtown Johnstown, and a wayfinding plan that raises awareness of downtown Johnstown and helps people locate destinations within the downtown area.

Goal 3: Be inclusive, reach all members of the community.

Goal 4: Make the process fun and educational.

Goal 5: Where possible, meet people where they are. Participate in existing community events and standing meetings.

Early in the process of engaging with Johnstown community members, project communication graphics illustrate the overall project arc and major milestones.

This is Downtown Johnstown. Creating a New Downtown Branding & Wayfinding Plan

1. Learn
   - Meet the community to gather information
   - June 2022

2. Plan
   - Research the locality, character, and primary deep roots of Johnstown
   - Design preliminary wayfinding plan

3. Design
   - Create preliminary ideas and mock-ups
   - April 2023

4. Iterate
   - Revisions, edits, and public feedback
   - May 2023

5. Finalize
   - Final design ideas and implementation plans/cost estimates
   - June 2023

6. Launch
   - Celebrate final designs with the community
   - June 2024

Downtown Johnstown Branding Plan
**Project Brand & Logo**

In order to help identify the project to Johnstown community members, a unique project logo and color palette was developed to help identify project messaging across all methods of communication. The project logo used the central call to action of "This is Downtown Johnstown" to encourage stakeholders and community members to engage with the question of what the historic downtown means to them.

**Face-to-Face Conversations with Johnstown Businesses & Graphic Communication Give-Aways**

Stickers and project informational graphics featuring the project logo and project website information were distributed during community outreach events, and given to Johnstown businesses to display and give away to their customers (stickers and window clings were distributed to Johnstown businesses). Over the course of a month, businesses in the historic Downtown and other Johnstown retail areas were visited multiple times, and conversations with the businesses held during each visit.

**Outreach Event Project Informational Graphics**

Take-away materials featuring the project logo and information were displayed at events throughout the Johnstown community. Below, a tabletop display illustrating the project timeline and water bottle stickers with the project logo and informational page illustrates how engaging tabletop materials help to promote the project to Johnstown community members.
Temporary Project Signage

5’x3’ temporary project signage made from chloroplast was created to help promote the project website and outreach methods, and advertise the project to community stakeholders and residents in locations throughout the community. Over 10 signs were displayed in outdoor locations throughout Johnstown.
Attending Existing Johnstown Community Events
One of the most effective ways of reaching out to Johnstown residents and visitors was during existing community outreach events and celebrations. For each event during the project schedule, members of the design team and Johnstown Staff members hosted a project information booth that included information about the project, interactive displays and surveys, and project take-away information. After each outreach event, the design team noted that participation in the community survey would increase. Outreach events also gave members of the design team an opportunity to talk with event participants about their feelings about the historic downtown district, and what goals and ideas they had for the new Downtown Johnstown brand.

During the branding project phase, Town Staff and the design team hosted project informational booths at the following events:

**BBQ Days - June 4, 2022**
**Weld RESJ School Event - August 27, 2022**
**Johnstown Fall Festival - September 17, 2022**
**Thompson River Ranch Fall Event - October 1, 2022**
**Trick or Treat Street - October 29, 2022**
‘Draw Your Favorite Johnstown: Place to Go, Thing to Do, Thing to See’

One of the activities Town Staff and the design team created to engage the younger members of the Johnstown community was the ‘Draw Your Favorite’ art activity. A simple graphic was created that was designed around a frame with instructions for young artists to draw the places in Johnstown that meant the most to them. Some of the most prominent locations and special places illustrated by Johnstown youth included:

- Johnstown Parks, Playgrounds and Natural Areas
- Johnstown People (especially neighbors and family members)
- Specific Downtown Johnstown Shops and Restaurants (ice cream and cookies were popular!)
- Farm Fields and Animals
- Johnstown Community Events and Celebrations
CONNECTING WITH JOHNSTOWN NEIGHBORHOODS & RESIDENTS

Neighborhood-Specific Project Outreach
As a largely residential community, it was very important for the Town Staff and design team members to understand how neighbors living in Johnstown felt about the role of the historic Downtown district in relation to the larger overall community. Only a limited number of Johnstown residents live adjacent to the historic Downtown, and for some of the more suburban residents, the design team was interested in the overall impression and role of the older and more civic center of the community to those who do not live near this part of Johnstown. In order to outreach to residential communities, Town Staff and the design team contacted each residential neighborhood through their HOA or Metro District representatives, and developed a unique stakeholder survey and workshop presentation specific to Johnstown residents.

Neighborhood Stakeholder Worksessions
The Town of Johnstown Staff and the design team created a unique presentation and outreach exercise for individual Johnstown communities and neighborhoods. These worksessions encouraged members of HOA Boards and neighbors to provide their perspectives regarding the role of the historic Downtown as residents living in suburban Johnstown neighborhoods. These meetings began during the branding phase of the project, and will continue during the second project phase, signage and wayfinding designs.

A unique survey was created for Johnstown Stakeholder groups, including residents of the different Johnstown residential communities.
Posting project events and information on the Town of Johnstown Facebook page was an important way to raise awareness of the Branding & Wayfinding project. Facebook posts alerted community members about project milestones and outreach and feedback opportunities, and also provided a method for Johnstown residents to share their ideas and goals for the new Downtown brand. Social media posts started during the branding project phase, and will continue throughout the project until project completion in Spring of 2023.

“Downtown Parish should be a one-way street with room for outdoor dining areas for the businesses located between ES 1st ST and Charlotte. Then the other one-way could go down Raymond Ave which is already narrow.”

Facebook Post Comment

"We walk from one end to the other. Love the feel of the historic downtown. Best part of Johnstown."

"Downtown Parish should be a one-way street with room for outdoor dining areas for the businesses located between ES 1st ST and Charlotte. Then the other one-way could go down Raymond Ave which is already narrow."

Facebook Post Comment
The Downtown Johnstown Branding & Wayfinding Plan is a community-driven process that will help the historic downtown district tell its story and raise awareness of its amenities and special places. Through this planning and design process, we will:

- Engage with the Johnstown community in an equitable and meaningful way
- Help celebrate the history and character of Downtown Johnstown
- Create marketing and promotional materials that will help promote the historic downtown core of Johnstown

What is a community brand?
A community brand identity creates a consistent message and platform that can be used to market a place. For the Johnstown Branding & Wayfinding Plan, the new brand will create an identity package for the historic downtown that can be used to promote and celebrate the district. A successful community brand accurately represents the values and character of a place, and helps tell a compelling story to visitors and community members.

What is community wayfinding?
A wayfinding program helps a community communicate with people who are unfamiliar with a place. Wayfinding helps welcome visitors through signage, gateway features, and other built elements that act as guides to keep people from getting lost or misdirected, or makes them aware of destinations that might be hard to find. Great community wayfinding creates a positive visitor experience, and encourages people to stay longer and do more in a place.

Why does Johnstown need community wayfinding?
Johnstown’s historic downtown district can be hard to find, and there are other Johnstown community destinations that visitors (and even some residents!) may not be aware of. The new community wayfinding will raise awareness of Johnstown’s special places and districts, and help inspire people to visit and enjoy these important community amenities.

What's the big idea?
The Downtown Johnstown Branding & Wayfinding Plan is a community-driven process that will help the historic downtown district tell its story and raise awareness of its amenities and special places. Through this planning and design process, we will:

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What is the project schedule?
The Downtown Branding & Wayfinding Plan will kick-off in June of 2022 and continue through Spring of 2023. During the first project phase, we will work with the Johnstown community to create a brand identity for the historic downtown district. During the second project phase, we will use the finalized brand identity to create wayfinding designs that help direct people to the downtown district and other community amenities.

What will this project produce?
The final Branding & Wayfinding Plan will include a series of documents and deliverables, with lots of input from you! The project deliverables will include:

- Project Goals & Engagement Strategy
- Existing Conditions & Document Review
- Brand Discovery Book
- Strategic Brand Platform Book
- Downtown Brand Identity Package (logo, tagline)
- Brand Marketing & Implementation Plan
- Wayfinding Context Analysis & Wayfinding System Report
- Wayfinding Designs & Location Plan
- Wayfinding Quantities & Cost Estimates

What do we need from you?
In order to authentically tell the story and celebrate the character of Downtown Johnstown, we need to understand the things that you value about the downtown, what you think is special and unique about your community, and how you’d like to see Johnstown grow and redevelop over time. We also need to know your ideas for what would make the downtown a more compelling place to visit, and what places in the overall community are hard or confusing to access. The more you share your perspectives on the things that make up the heart and soul of Johnstown, the more successful the new downtown branding and wayfinding will be.

How can I get involved?
The project website will be updated throughout the project, and contain links to community surveys, outreach events, workshops and presentations. Short project summaries will be included in the monthly Johnstown community newsletter, and periodic updates will be posted to the Town of Johnstown’s Facebook page. If you’d like to sign up for the community newsletter, please add your name and contact information by clicking the link above.
Downtown Johnstown Branding Plan

## Project Research & Information-Gathering

### JOHNSTOWN CONTEXT ANALYSIS

#### Census & Community Data
Johnstown’s population and land area are split between Weld and Larimer counties, with most of the Town located in Weld County. Johnstown, like other Front Range communities, has experienced rapid population growth over the past decade; growing from a population of 10,096 in 2010 to 17,303 in 2020.

<table>
<thead>
<tr>
<th>Total Population</th>
<th>17,303</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>2020 Decennial Census</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>$115,069</th>
</tr>
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<tbody>
<tr>
<td>Source</td>
<td>2020 American Community Survey 5-Year Estimates</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Bachelor's Degree Or Higher</th>
<th>33.5%</th>
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<tbody>
<tr>
<td>Source</td>
<td>2020 American Community Survey 5-Year Estimates</td>
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</table>

<table>
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<tr>
<th>Employment Rate</th>
<th>71.8%</th>
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<tbody>
<tr>
<td>Source</td>
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</table>

<table>
<thead>
<tr>
<th>Total Housing Units</th>
<th>6,434</th>
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<tr>
<td>Source</td>
<td>2020 Decennial Census</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Households</th>
<th>4,858</th>
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<tbody>
<tr>
<td>Source</td>
<td>2020 American Community Survey 5-Year Estimates</td>
</tr>
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</table>

#### Economic Profile
According to the 2019 American Community Survey (ACS), Johnstown has a median per capita income of $39,265 and a median household income of $100,025, significantly higher than Larimer and Weld Counties’ per capita income (between $31-$37K) and median household incomes (between $71-$74K).

The most common employment sectors for those who live in Johnstown are Retail Trade, Health Care & Social Assistance, and Manufacturing. Key local employers include the Weld RE-5J School District, Coca-Cola, FedEx, Canyon Bakehouse, and Scheels. The areas with the largest concentration of employees are: Downtown, along the Highway 34 corridor, and the in the Gateway Center area. Of the 6,232 Johnstown residents in the workforce, only 420 are employed within Johnstown with the rest employed elsewhere. The average commute time for those working out of town is 30 minutes, approximately 5-7 minutes more than the mean commute time for workers in Larimer and Weld counties.

In 2017, Johnstown had 275 businesses or roughly one business per 52 residents. These establishments range from home businesses to manufacturers and large national retailers. Several of these businesses in and around Johnstown are agriculture-related, including irrigation, feed, and supply retailers.

### Character-defining features of Johnstown
- Welcoming Community
- Agricultural Heritage
- Historic Downtown
- Small Scale, Small Town
- Clean, Open Spaces
- Rural Setting
- Quality of Life
- Community Facilities

Johnstown completed an in-depth community economic development profile in 2021

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As one of the faster growing communities in Northern Colorado, Johnstown is defining itself as a premier market for development and growth. With over 250 companies and a rapidly growing residential population, it’s easy to see why everyone is calling Johnstown home.
The 2021 Johnstown Comprehensive Plan provides high-level direction for the future of the 48-square mile Growth Management Area. The Plan is designed to provide future development and redevelopment considerations for the Johnstown area for the next 20 years. The Plan contains goals, strategies, and policies to achieve the Plan’s guiding principles, several of which relate to the future signage and wayfinding of Johnstown.

Key policies pertaining to signage and wayfinding include:

- L2.1. Update Downtown Design Guidelines to reflect current community values and needs (e.g., enhanced streetscape, curbside management, and gathering places, among others); to promote the preservation, renovation, and adaptive reuse of historic structures; to review development requirements for downtown projects (parking, open space, landscaping, etc.); and to provide clear regulatory guidance for decision-making.
- L3.2. Update land use regulations to encourage development to have agricultural elements and themes (e.g., orchards, community gardens, re-purposing agricultural structures, etc.) into their design. Alongside this effort, collaborate with new and existing neighborhoods, special districts, and other community partners to implement agricultural elements and themes in neighborhoods and facilities.
- L3.4. Promote awareness about the presence of farm vehicles and enhance farm-related signage to encourage appropriate driving behavior in emerging areas of development with significant active agricultural lands.
- W2.2. Work with Downtown businesses, property owners, and residents to develop a strategy and design approach for Downtown that includes public improvements, encourages private investment, and favors home occupation businesses (that demonstrate that they will not have adverse effects on surrounding properties).
- P1.4. Establish standards for the consistent integration of thematic and educational elements in the design of recreational areas and trails. Some considerations suggested by the community are: having signs and markers that identify species, farms, floodplains, etc.
- M2.2. Assess and update sign design standards (consider Tourist-Oriented Development signage—blue signs) for major corridors and activity centers to ensure high quality, cohesive, and compatible designs that promote local businesses and reduce the need for large signage.
- S1.4. Create an implement a consistent design theme for new and existing Gateways.
- S3.5. Assess opportunities to protect vital viewsheds along major corridors and gateways to highlight Johnstown’s unique natural features (e.g., rivers, mountains, protected agricultural lands, etc.).

TOWN DESIGN GUIDELINES

The most recent Town Design Guidelines were adopted in 2005. The purpose of these guidelines is provide desirable visual elements to site planning, landscaping, and architecture. The guidelines are meant to preserve the positive visual aspects of a small town to maintain an overall neat and open appearance.

Key guidelines pertaining to signage and wayfinding found within the 2005 Johnstown Design Guidelines include:

- Overall high-quality visual experience for visitors along the I-25 and US 34 corridors.
- Visitor recognition of Johnstown’s identity along the super-corridors.
- Positive visual image of the Town.
- Enhanced visual orientation and organization of the arterial street system.
- Drivers and pedestrian safety.
- Natural features such as the Front Range or Big Thompson River to be readily visible over and/or through nearby developments.
- Minimize clutter and coordinate the appearance of corridor visual elements.
- Minimize visual and physical obstructions and other potential safety conflicts.

History of Johnstown

Johnstown, Colorado was settled in the 1860s, growing during the late 19th and early 20th centuries into a regional market community that served the surrounding agricultural area. During this period a two-block area of Parish Avenue became the commercial and mercantile heart of the growing town, a collection of one- and two-story masonry, wood and stone buildings of historical and architectural significance. Today, this neighborhood remains the heart of the city, with a variety of commercial and retail enterprises that serve the local community.

In the early 20th century, two important industries developed: a milk condensery and a unique year-round sugar factory that used “discard” molasses to produce high quality sugar. The Mohawk Milk Company, later the Carnation Milk Company, was built in 1913, and the Great Western Sugar Factory was built in 1925. Today, many businesses in and around Johnstown remain agriculture-related, including irrigation, feed, and supply retailers. Commercial and employment development has grown rapidly over the past 10 years. In particular, the 2534 and Johnstown Plaza developments have provided the opportunity for a variety of retailers and businesses to capitalize on the I-25/US 34 interchange and frontage. Its location draws local and regional shoppers into the City, forming a node of higher intensity uses away from the traditional downtown core that is expected to continue to grow.

Johnstown is an agricultural center, and many of its industrial landmarks remain agriculture-related, including irrigation, feed, and supply retailers. The Mohawk Milk Company, later the Carnation Milk Company, was built in 1913, and the Great Western Sugar Factory was built in 1925. Today, many businesses in and around Johnstown remain agriculture-related, including irrigation, feed, and supply retailers. Commercial and employment development has grown rapidly over the past 10 years. In particular, the 2534 and Johnstown Plaza developments have provided the opportunity for a variety of retailers and businesses to capitalize on the I-25/US 34 interchange and frontage. Its location draws local and regional shoppers into the City, forming a node of higher intensity uses away from the traditional downtown core that is expected to continue to grow.

Johnstown's history and stories are important community touchstones. Especially in the historic Downtown, examples of history being on display and celebrated can be seen in several prominent locations.
DOWNTOWN DESIGN GUIDELINES

The Downtown Design Guidelines were adopted in 2009. The purpose of these guidelines is to protect and preserve the historic buildings in downtown Johnstown and to protect and enhance the qualities of surrounding neighborhoods while providing guidance for the redevelopment, restoration, rehabilitation, and reuse of properties throughout downtown.

Key guidelines pertaining to signage and wayfinding found within the 2005 Johnstown Design Guidelines include:
- Bracket mounted signage is preferred downtown
- Flush wall signage is allowed downtown
- Awning and window signage is encouraged

DOWNTOWN JOHNSTOWN IMPROVEMENTS MASTER PLAN

The Downtown Improvements Master Plan provides guidance on ways to improve conditions for pedestrian sand cyclists, manages parking, improves the streetscape, and promotes appropriate compatible infill development and redevelopment opportunities.

Key guidelines pertaining to signage and wayfinding found within the 2007 Downtown Johnstown Improvements Master Plan include:
- Visual gateways should be created at the four edges of downtown to announce the arrival of a special district.
- Downtown gateways could include decorative landscaping, unique signage or a monument.
- Downtown signage program could complement and reinforce other streetscape improvements.
- Downtown signage should include pedestrian wayfinding and directory signs, vehicular wayfinding signs, parking lot direction signs, parking lot identification signs, street name signs, and regulatory signs.
- The downtown signage package should have a consistent design, incorporating a uniform style, downtown logo, and color scheme.
- Creating a brand identity could include signage along I-25 and SH-34, highlighting downtown Johnstown.

JOHNSTOWN MILLIKEN PARKS, TRAILS, RECREATION, OPEN SPACE MASTER PLAN

The Johnstown Parks Trail Recreation Open Space Master Plan was adopted in June 2003. Provides guidance on ways to improve conditions for pedestrian sand cyclists, manages parking, improves the streetscape, and promotes appropriate compatible infill development and redevelopment opportunities.

Key design guidelines pertaining to signage and wayfinding include:
- Integrate the elements of gateway, pathway and destination into the overall plan for the park and trails system.
- Signage of park entrances, trailheads, trail markers, interpretative information and park and trail safety should be standardized and include either the Johnstown, Milliken or Master Plan logo.
- Include a gateway with a display of flowers at all park entrances and trailheads.

COMPETITOR COMMUNITIES

Understanding how Johnstown’s historic Downtown relates to communities in the surrounding area/region will ensure the new branding options are not only distinct to Johnstown, but also unique and memorable as compared to how other communities are representing themselves. The following chart outlines the assets, size, messaging and webpage links for Downtown Johnstown’s closest competitors.

<table>
<thead>
<tr>
<th>COMMUNITY</th>
<th>WEBSITE LINKS</th>
<th>POPULATION</th>
<th>HISTORIC MAIN STREET?</th>
<th>COMMUNITY MISSION STATEMENT/TAGLINE (if applicable)</th>
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<tbody>
<tr>
<td>Windsor, Colorado</td>
<td><a href="https://www.windsongov.com/">https://www.windsongov.com/</a>, <a href="http://www.windsordda.com/">http://www.windsordda.com/</a></td>
<td>32,758</td>
<td>Yes</td>
<td>It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.</td>
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<tr>
<td>Longmont, Colorado</td>
<td><a href="https://www.longmontcolorado.gov/home">https://www.longmontcolorado.gov/home</a>, <a href="https://www.visitinglongmont.org/">https://www.visitinglongmont.org/</a>, <a href="https://www.downtownlongmont.com/">https://www.downtownlongmont.com/</a></td>
<td>100,119</td>
<td>Yes</td>
<td>Longmont, Colorado, located within Boulder County, is a city with 22 square miles, more than 300 days of sunshine, and a spectacular view of the Rocky Mountains. It is the perfect blend of small-town charm, cultural experience, culinary wonder and outdoor adventure. Your destination for small town charm and modern urban grit. With innovative businesses, authentic people, tangible history, and Colorado’s best craft culture, Downtown Longmont has something for everyone. Come explore and discover your new favorite place today.</td>
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<tr>
<td>Loveland, Colorado</td>
<td><a href="https://www.lovgov.org/">https://www.lovgov.org/</a>, <a href="https://downtownloveland.org/dda">https://downtownloveland.org/dda</a></td>
<td>81,774</td>
<td>Yes</td>
<td>Creating a Vibrant Downtown Environment To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.</td>
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<td>Erie, Colorado</td>
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<td>Yes</td>
<td>N/A</td>
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<tr>
<td>Timnath, Colorado</td>
<td><a href="https://timnath.org/">https://timnath.org/</a></td>
<td>1,916</td>
<td>No</td>
<td>The Town of Timnath is a welcoming, small community with beautiful parks, a quaint downtown, and safe neighborhoods.</td>
</tr>
</tbody>
</table>
COMPETITOR COMMUNITY LOGO EXAMPLES
COMPETITOR COMMUNITY LOGO EXAMPLES

City of Fort Collins

VISIT FORT COLLINS COLORADO

City of Fort Collins Utilities

Fort Collins Connexion
COMPETITOR COMMUNITY LOGO EXAMPLES

LOVELAND - COLORADO -

City of Loveland

LOVELAND DOWNTOWN DISTRICT
COMPETITOR COMMUNITY LOGO EXAMPLES
COMPETITOR COMMUNITY LOGO EXAMPLES

Erie Colorado
The Best Place to Raise a Family.
Erie Colorado

Town of Erie 1874

CONNECTING YOU TO FUN
Parks & Recreation

WHERE YOUR BUSINESS IS OUR BUSINESS
COMPETITOR COMMUNITY LOGO EXAMPLES

- Town of Timnath
- Timnath Established 1882
- Council Chats
- Timnath Citizens Academy
- Town of Timnath Water Tower
EXISTING CONDITIONS ANALYSIS

Branding & Sense of Place Within Historic Downtown Johnstown

Understanding the existing conditions within Johnstown’s historic Downtown helps establish the character-defining features of the area, and how it currently tells the community story. The existing conditions also help identify the elements that contribute to Johnstown’s sense of place and history as represented by concrete, tangible Downtown elements.

TELLING THE HISTORIC STORY

Johnstown takes great pride in its historic roots, and evidence of nods to history and historic storytelling can be seen throughout the historic Downtown.
EXISTING SIGNAGE & BRANDED ELEMENTS

There are several elements within the historic downtown that are branded with the 'Town of Johnstown' messaging. Continuing to respect the Town brand while also incorporating the new Downtown branded elements will ensure that each continues to tell a part of the overall community story.
HISTORIC ‘MAIN STREET’ WALKABLE CHARACTER
Downtown Johnstown exemplifies the character-defining elements of a historic Main Street. It has storefronts that line the route, and wide sidewalks that provide ample space for people to stroll, browse the storefront displays, and rest and connect to neighbors and friends on benches and other street furnishings. Elements like pedestrian-scale lighting, celebratory banners, colorful planter pots, clearly marked crosswalks, and specialty pavers all help reinforce the quaint and charming ‘old town main street’ character.

NEW RETAIL AREA BRANDING
Johnstown’s historic Downtown district is not the only retail area within the community. There are several established newer retail areas, and more planned for the future. Some of these newer retail areas have their own unique brand that will need to be considered when planning for the new Downtown brand.
04 Regulatory Context

REGULATORY AGENCIES SIGNAGE STANDARDS

CDOT
With several state highways running through the community, Johnstown is heavily influenced by highway traffic and highway signage standards. Updating the highway signage will be a critical recommendation of the new branding, signage and wayfinding. More than any other sign type, these updated highway signs will help raise awareness of, and interest in, visitor and tourist traffic in the off-highway community destinations, assets, and amenities.

In order to ensure the new signage, wayfinding and branding adhere to CDOT regulations, the following guides will be reviewed during the project design phase (in particular the wayfinding and signage design phases):

2009 MUTCD Standards - Section 2D.50

BUC-EE’s Signage Types & Locations
The new Buc-ee’s development includes several locations for new signage, and it will be important to work in collaboration with Buc-ee’s to ensure the new signage (scheduled to be installed in 2023) will reflect the new Downtown Johnstown branding and wayfinding. To ensure this process moves forward at the same pace as Buc-ee’s the design team is currently collaborating with the Town and the Buc-ee’s planning team to design signage that will reflect the new Downtown brand.

25 MPH speed limit through the I-25 interchange

Signage location plan and preliminary cost estimate prepared by the design team to communicate signage needs to the Buc-ee’s developers
Buc-ee’s Signage Types & Locations

Signage Prototype

**NOTE:** The prototype design is intended for material/scale reference only. The final brand and signage designs will be finalized in 2023, and the preliminary costs adjusted to reflect the final design. **Costs, materials, locations and scales in this document are intended for preliminary planning only.**

- **Community Brand/Logo** (tbd - general opportunity area for sculptural logo or light fixture)
- **Community Brand/Logo** (tbd - general opportunity area)
- **Directional Info/Icons** (direct-painted, reflective push-through lettering & icons, assume 4)
- **Masonry Base** (stacked/mortered brick or similar)
- **Auto Directional Sign Double-Sided (Johnstown)**
- **Roundabout Sign Single-Sided (Buc-ee’s)**
STAKEHOLDER OUTREACH BY-THE-NUMBERS

Reaching out to the Johnstown community was done throughout the branding research and information-gathering process. The following overview includes all the types of outreach used and the feedback received by outreach method.

Door-to-Door Conversations with Johnstown Storefronts, Restaurants, Businesses & Entertainment Venues >65

Stakeholder Outreach & Key Themes

COMmUNITY SURVEY 258 Responses

STICKERS PRINTED & DISTRIBUTED 4000

10 Temporary Signs Installed

EVENTS 75

COMMUNITY SURVEY 258 Responses

STICKERS PRINTED & DISTRIBUTED 4000

10 Temporary Signs Installed

EMAILS TO HOA'S & METRO DISTRICTS 22

EVENTS 5

FOAM CORE BOARDS AT PUBLIC BUILDINGS 6

WINDOW CLINGS 100

POSTS 15

COMMMENTS 61

LIKES 160

SHARES 54
When stakeholders and members of the Johnstown community were asked to share their most important community values and visions for the future, several key themes emerged across all conversations, surveys, workshops, presentations, social media comments, and outreach events. The key themes below represent the heart and soul of Johnstown, and the role of the historic downtown in celebrating and preserving what makes the community special, unique, and memorable.

**Overarching Key Feedback Direction: Downtown OWNERSHIP, INVESTMENT and LEADERSHIP**

Although each of the themes below vary in their perspectives and areas of emphasis, there is one thing that unites all these ideas. This key point came up during all community feedback, and it can be seen as the **OVERARCHING THEME UNDER WHICH ALL OF THE FOLLOWING THEMES CAN BE GROUPED**. That key point is:

The Historic Downtown district is the heart of the Johnstown community, and it needs much greater focus and investment from the Town and decision-makers.

Members of the Johnstown community felt the best way to ensure the downtown thrives is to have the Town take an active ownership role in investing and shaping the historic downtown's growth and redevelopment. As the central community gathering place, members of the community said they didn’t want the downtown’s growth to be left to the whims of market forces. Instead, they stated they wanted the Town to understand their collective vision for the downtown as a thriving, vibrant, walkable destination where people have engaging spaces and places to come together, and where the foundations of a connected, caring community can be made manifest. The same key words of OWNERSHIP, INVESTMENT, and LEADERSHIP were used by members of the community to describe how they wanted the Town and the Johnstown Downtown Development Authority to focus their energies and resources in ensuring the historic downtown is a place of pride within the community. All stakeholders agreed that the current downtown does not reflect its cultural and symbolic importance to the community, and said the Town needs to help the downtown redevelop and thrive. There were many ideas for what types of improvements and reinvestment would help improve downtown Johnstown, but all stakeholders were united in their belief that the Town needs to elevate the historic downtown, and be the guiding hand in allocating resources and investments that prioritize improvements within the historic downtown district.

**KEY STAKEHOLDER THEMES & IDEAS**

When stakeholders and members of the Johnstown community were asked to share their most important community values and visions for the future, several key themes emerged across all conversations, surveys, workshops, presentations, social media comments, and outreach events. The key themes below represent the heart and soul of Johnstown, and the role of the historic downtown in celebrating and preserving what makes the community special, unique, and memorable.

1. **Johnstown is a caring an authentic place where people know each other and value opportunities to come together to help each other.** Its historic agricultural roots means it is connected to the cycles of the land and nature, and humble in the face of life’s unknowns and challenges, and resilient together when times are tough. Johnstown’s motto of ‘A Community that Cares’ runs deep, and authentically represents a core behavioral expectation for Johnstown residents. When talking through what caring means, examples of putting others before yourself and leading with the heart were given. It is a quiet, beautiful place with peaceful views to western mountains across open agricultural fields, and magnificent sunsets that feel like a blessing at the end of a long day.

2. **Johnstown is a genuinely authentic place.** Although proud of it’s history and culture, Johnstown isn’t a place that shouts loudly about its accomplishments, or denies its struggles with an overly polished surface. When people interact with each other in Johnstown, they tend to lead with genuine attention and care for others, and have a tendency to downplay their gifts - until they see how these could be used to help someone, which causes them to offer what they can. Johnstown is not a flashy place, since the perception is that too much polish or voices that too loudly trumpet their accomplishments aren’t able to hear the needs of others. Listening is valued more than speaking.

Johnstown needs to have places that support its motto as ‘The Community That Cares.’ Bring people together so the old-timers and the new-comers can mix and get to know each other and use our downtown.”

“Johnstown is a place where you can go no matter the time of day and you’ll see a friendly face that you know and can have a conversation with. Keep the small farm-town feel.”
Johnstown is in the middle of rapid and unprecedented growth and change. There is a feeling that growth is happening very fast - perhaps so fast that it’s hard to 'keep up' with the growth. Discussions of needing to have adequate infrastructure in place for growth reflect the desire to make sure residents are supported as the community expands. There was also a keen understanding of the emotional impacts of a rapid and accelerating pace on a community that has historically reflected slow, thoughtful and connected growth. Emotions like anxiety, uncertainty, loss, and concern were used to describe the feeling of not knowing how to grow in line with the historic community character and values.

Johnstown is a place where people have historically felt connected and supported. Connection is still a strong character-defining trait of Johnstown, and identifying places and events that help encourage community connections is very important. There is a hope that Johnstown will encourage more physical spaces for connection and coming together - especially in the historic downtown. There is a pressing need for places where people can work and grow small businesses within the community, and the historic downtown is where residents want to see improvements that support community interaction and coming together. Ideas for co-working spaces, maker/creator spaces, trails that link neighborhoods, and breweries and entertainment venues in the downtown were all highlighted as potential places for people to gather and meet other community members.

“The history of Johnstown is agricultural, and the core values of the historic agricultural community were resiliency through collective support. Agricultural families worked hard, but were also reliant on the support, care, and giving nature of other agricultural families. Johnstown's history is one of individual hard work supported through the kindness, care, and generosity of other members of the community.”

“Downtown Johnstown needs something like “The Exchange” in Ft Collins where friends & neighbors can spend time together eating/drinking & kids can play in open spaces. Areas and businesses that encourage community coming together & spending time with each other. I think that could help keep a “small town feel” in a growing community.”

“Johnstown needs a bike path and walk way connecting West Johnstown to downtown! Families have no access to get from West Johnstown to the downtown area by foot. There is not connecting paths. We want to be able to ride our bikes from Rocksbury Ridge all the way to Downtown Johnstown in a safe manner.”

“Johnstown needs more emphasis on real inclusion. Many people might feel that there are “locals” that have lived here for generations and there are “new” people that don’t feel that same welcoming feeling. Fix that maybe?”
Sharing the Key Stakeholder Themes with the Johnstown Community

In order to ensure the key stakeholder themes resonated with the Johnstown community, they were shared through social media, community outreach events, and presented to Town Council for review and discussion. Throughout this process, the key themes were refined and polished into a community brand statement that outlined the essence of Downtown Johnstown and what it means in regard to the people and culture of the community. The final brand statement is shorthand for the key stakeholder themes and descriptions.

**Downtown Johnstown Brand Statement**

“Downtown Johnstown is a caring place where the local community values of resiliency, generosity, and collective support are woven together into an evolving and growing place that welcomes the new while honoring the old.”
CREATING A NEW BRAND FOR DOWNTOWN JOHNSTOWN

Purpose of Place Branding
A great brand does more than just make a statement about a place. If you scratch the surface, underneath every great brand are connections - threads and stories and relationships between people and their community that have meaning and value, and which go beyond logos and taglines to draw attention to what makes people feel happy and proud about where they live.

Seen through the lens of community design and economic development, branding also has a role - a critical role - in helping to build a better, more connected community. A brand that highlights community assets, aspirations and sense of place has the power to illuminate the connections between people and the place they live (or want to live), and ultimately, each other. And through this sense of connection, fondness and attachment grows, and a community draws together - for the benefit of all.

Goals of the New Downtown Johnstown Brand
• Create a brand that is unique and authentic to Downtown Johnstown
• Create a cohesive and consistent ‘look’ and messages for the new branded materials
• Ensure the new Downtown brand is respectful of Johnstown’s history, while also supporting its future potential
• Develop a brand that visually aligns with the character of the Johnstown community
• Create a brand that supports growth and economic development within the Downtown, without compromising what people love about Johnstown

Creating Downtown Johnstown’s Preliminary Brand Options
The preliminary brand concepts grew from the connections, conversations, research and insights gained during the community outreach period. The feedback and direction received from members of the Johnstown community was both considered and heartfelt, and provided insights into the value of the historic Downtown. Although there were many insights gained during the outreach period, the following six themes emerged as the key community pillars, and these themes formed the groundwork for creation of the preliminary brand concepts:

Six Key Community Outreach Themes

1. Johnstown is a caring and authentic place
2. Johnstown is genuine and humble
3. Johnstown is rooted in agricultural patterns
4. Johnstown is worried about growth and its impacts
5. Johnstown is lacking places for the community to come together
6. Johnstown is historically multi-generational and rooted
Growing Together
One of the most consistent themes we heard when speaking with Johnstown community members and stakeholders was an acknowledgment of how quickly the community was growing. Some community members saw growth as a benefit and opportunity, while others worried that growth could take away from the traditional friendly and helpful small-town feel of the community. Regardless of how stakeholders talked about growth, the underlying hope was that inevitable growth could be done in a way that helps to build and unite the community.

The Growing Together logo option focuses on a design that leans into the opportunity for the community to unite and come together around growth. Many community members said they hoped that growth could help build places where people can come together to celebrate, shop, dine and relax, and they felt the historic Downtown had so much potential to be the exciting and fun heart of Johnstown.

The logo design creates graphic punch to the words “Downtown Johnstown” with a bold “J” form. The “J” is created from graphic shapes that allude to the historic rows and crop circles of Johnstown’s historic farming landscapes, and the angular mountain forms of the western mountains. These abstracted shapes are multi-colored, and illustrate the beauty of a diverse community coming together to grow into something made whole. Another feature of the embellished “J” shape is the subtle separation of the forms that allows the overall shape to look like a warm and smiling face.

The ‘Growing Together’ tagline of logo option A reinforces the message that growth can be an opportunity for the community to become more united and strong.
LOGO OPTION A - 'GROWING TOGETHER'

DOWNTOWN

Growing Together
LOGO OPTION A - ‘GROWING TOGETHER’ - ALTERNATIVE OPTIONS

DOWNTOWN JOHNSTOWN
Growing Together

DOWNTOWN JOHNSTOWN
The EXPERIENCE

DOWNTOWN JOHNSTOWN
Growing Together

DOWNTOWN JOHNSTOWN
The EXPERIENCE
**LOGO OPTION B - ‘BE A PART OF IT’**

Be a Part of It

Johnstown’s pride is the historic caring and connection of the community. When talking about how the community expresses their sense of caring and compassion, stakeholders said that working and building something together and helping each other was an important cornerstone of Johnstown’s character. Stakeholders said they wanted new people to feel this sense of care and compassion, and that the new brand for the historic downtown should represent the strength and beauty of individual people coming together to help and support each other.

When visiting the historic Parish House, one of the common elements that pulled together the history of people making something together was the quilt. Made up of different pieces of fabric, quilts are an object meant to keep a person warm and comforted. They are also often made by groups of people working together to complete the quilting, and carry many memories and tangible ties to history and family. Quilts are also heirloom objects passed down through the generations.

Drawing from this inspiration, the Be a Par of It logo option uses an abstracted quilt-square option to illustrate the beauty of the Johnstown community beautifully coming together. In some of the options, this coming together is very abstract and made of the same graphic crop circle, farm field and mountain shapes as option A, while in other versions of this option, the quilt squares reflect a more literal interpretation of traditional quilting squares.

In each option, the call to action of ‘Be a Part of It!’ invites both existing and new members of the Johnstown community to come and ‘be a part’ of the historic Downtown. The downtown streets and grid are also alluded to in the overall structure of the shape, which reflects both a downtown street grid and a downtown storefront building.
LOGO OPTION B - ‘BE A PART OF IT’

Be a Part of It!

DOWNTOWN JOHNSTOWN
LOGO OPTION B - ‘BE A PART OF IT’ - ALTERNATIVE OPTIONS

Be a Part of It!

Be a Part of It!

Be a Part of It!
We Are Sweet!
Sugar beets and sugar beet farming and processing are an integral part of Johnstown’s history and settlement. Many stakeholders said Johnstown’s farming history was very important to them, and something they’d like to see expressed in the new Downtown branding options. One of the most interesting themes of the stakeholder farming-related comments was the connection community members saw between farming and agriculture and the feeling of cooperation, caring and togetherness that people felt was a hallmark of Johnstown’s character. Farming was described as an activity that was both independent and reliant on the help and support of others. Especially during tough years or harvest times, the natural cycles of farming included community festivals and coming together to both provide support and also share in the abundance of the harvest.

The We Are Sweet design option celebrates both the beauty of Johnstown’s farming landscapes with views toward the western mountain range, as well as the singular prominence of the sugar beet as a crop tied to the community history. The tagline of ‘We Are Sweet!’ is intended to be both a literal interpretation of the caring and sweet character of the community, as well as the sugar beet’s processing into a type of sugar used for cooking and consumption.

The character of the logo draws from historic fruit crate advertisements of the late 19th and early 20th century, using the iconic views of Johnstown’s farm fields and mountain sunsets as the imagery.
LOGO OPTION C - 'WE ARE SWEET!'
LOGO OPTION C - ‘WE ARE SWEET!’ - ALTERNATIVE OPTIONS
ADDITIONAL LOGO IDEAS & REFINEMENTS
The preliminary designs were illustrated on design banners used to present the options to the Johnstown community and gather feedback and voting.

The Downtown Johnstown Branding Plan aims to develop a cohesive and engaging identity for the downtown area of Johnstown, Colorado. The preliminary design options were presented to the community through various design banners, allowing residents to vote for their preferred design. This approach not only enhances community involvement but also ensures that the final design reflects the collective vision of the residents. The feedback collected from these banners contributed to the refinement of the design options, ultimately leading to a comprehensive and culturally resonant branding strategy for Downtown Johnstown.
‘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:

**TOTAL NUMBER OF PEOPLE WHO PROVIDED FEEDBACK DURING BRAND WEEK: 902**

**DESIGN PREFERENCE VOTING RESULTS:**

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

54% I like OPTION A

46% I like OPTION B

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.
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**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Typeface</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
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<td>Downtown Dk. Grey</td>
<td>Niveau Grotesk</td>
<td>JOHNSTOWN &amp; “Local Grows Here”</td>
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<tr>
<td>Downtown Dk. Blue</td>
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<td>Marydale-Reguler</td>
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<td>Downtown Orange</td>
<td>MODESTO OPEN</td>
<td>DOWNTOWN</td>
</tr>
<tr>
<td>Downtown Rust</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Colors**

- **Downtown Dk. Grey**
  - Pantone 454143
  - RGB: R69/G65/B67
  - CMYK: C65/M62/Y58/K45

- **Downtown Dk. Blue**
  - Pantone 284D59
  - RGB: R43/G77/B90
  - CMYK: C85/M58/Y49/K32

- **Downtown Teal**
  - Pantone 39998E
  - RGB: R57/G153/B142
  - CMYK: C76/M20/Y49/K2

- **Downtown Orange**
  - Pantone FFDC7C
  - RGB: R250/G169/B105
  - CMYK: C0/M40/Y65/K0

- **Downtown Rust**
  - Pantone DA674A
  - RGB: R218/G103/B74
  - CMYK: C11/M73/Y76/K1
Launch 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!
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.

Local “X” Grows Here Promotions
- Business
- Entrepreneurship
- Connections
- Fun
- Celebrations/Festivals
- History
- Dining
- Shopping
- Caring
- Support
- Ideas
- Wellness
- Creativity
- Families
- Community
Johntown 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