

DOWNTOWN JOHNSTOWN

Branding Plan

Overview Booklet



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October 2023

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.

PROJECT DESCRIPTION

As one the fastest growing municipality 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 loosing 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 redevelop 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

01

Project Communication

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.

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

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.

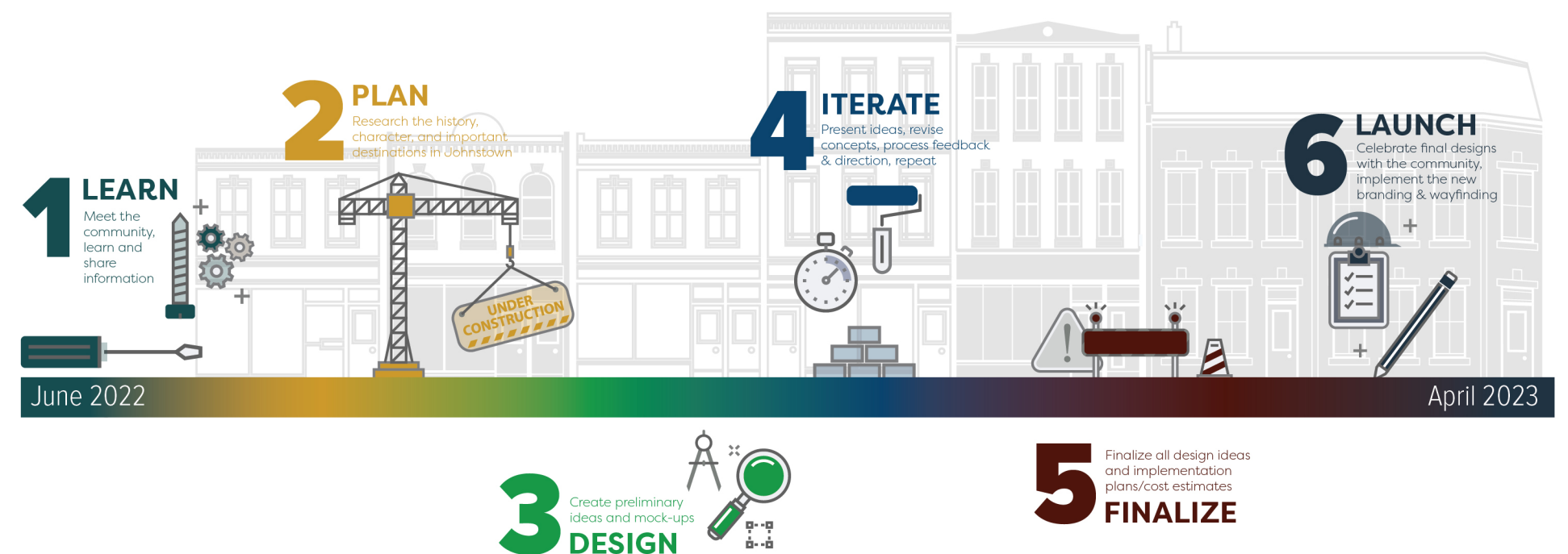
Goal 3: Be inclusive, reach all members of the community.

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.

This is Downtown Johnstown.

Creating a New Downtown Branding & Wayfinding Plan



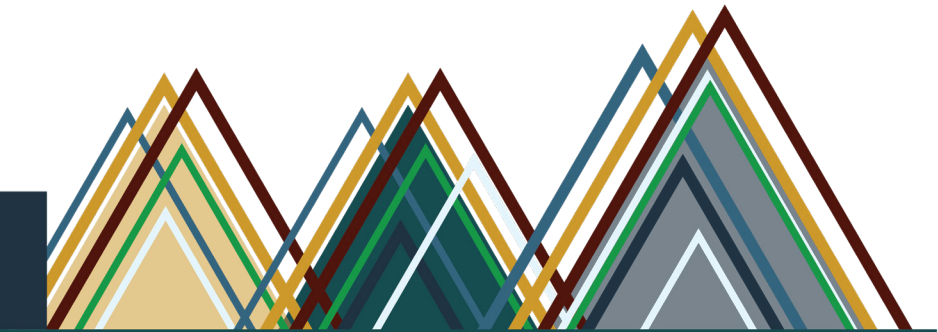
PROJECT COMMUNICATION GRAPHICS

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.

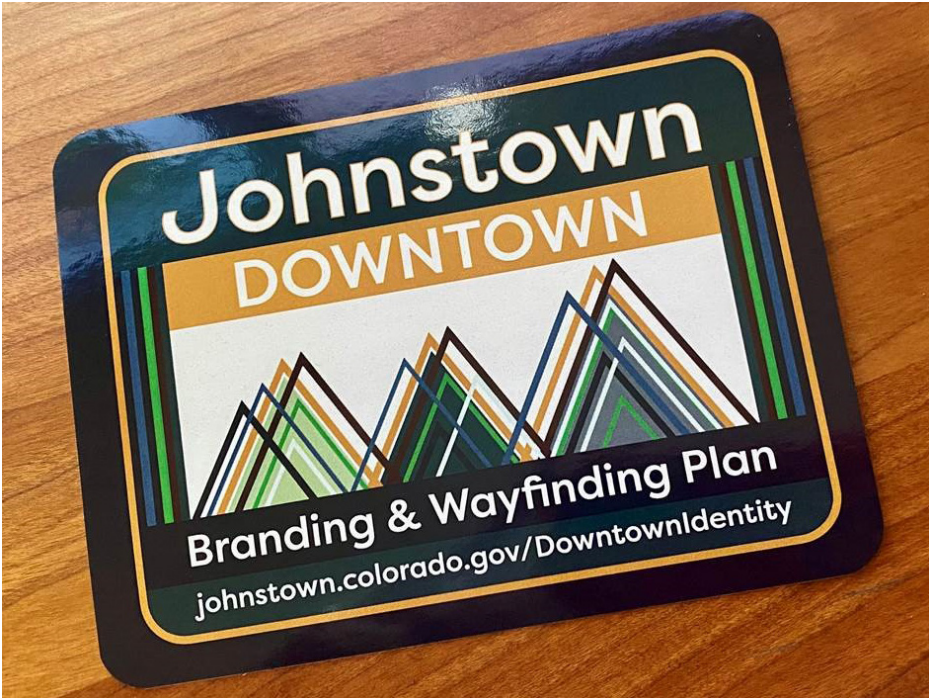
This is
Downtown
Johnstown

Project logo that includes the “This is Downtown Johnstown” call to action message



Branding & Wayfinding Plan

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.



Tabletop display from Johnstown BBQ days - June 4, 2022

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.



PROJECT OUTREACH EVENTS

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 RE5J 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**



PROJECT OUTREACH EVENTS



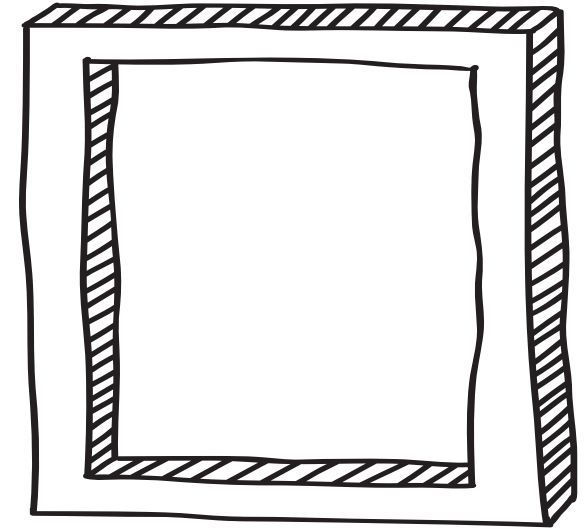
‘Draw Your Favorite Johnstown: Place to Go, Thing to Do, Thing to See’
One of the activities Town Staff and the design team created to engage the younger members of the Johnstown community was the ‘Draw Your Favorite’ art activity. A simple graphic was created that was designed around a frame with instructions 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**

Draw Your Favorite Johnstown...

PLACE TO GO THING TO DO

THING TO SEE



Blank graphic designed to encourage younger members of the Johnstown community to draw their favorite Johnstown places, people, and activities



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.



Signs installed at all residential mailboxes throughout the Johnstown community resulted in a significant increase in community survey responses in the days after the signs were installed

A unique survey was created for Johnstown Stakeholder groups, including residents of the different Johnstown residential communities

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.



SOCIAL MEDIA OUTREACH TO BUILD PROJECT AWARENESS & SHARE PROJECT INFORMATION

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.



COMMUNITY SURVEY RESULTS SNAPSHOT #1

When friends and family visit you, where in Downtown Johnstown do you take them?

Places to EAT & DRINK

- Black Sheep
- B's Coffee
- Lunch Box
- Santiago's
- Wing Shack
- Cassidy's
- Mr. Donuts
- J-Town Nutrition
- Los Dos Garcia's
- Dominic's Pizza
- Domino's Pizza
- Los Rudos
- Huang Garden
- The Original Heavenly Cakes

SERVICES & Places to SHOP

- Nails & Spa
- Hays Market
- Spirits Music Hall
- Ace Hardware
- Nicole's Warehouse
- Johnstown Liquor
- Johnstown Clothing & Embroidery
- Imprint Family Chiropractor

Recreational & Cultural AMENITIES

- Public Library
- Parish Park
- YMCA
- Parish House
- Eddie Aargon Park
- Reservoir
- Old Masonic Temple

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

34 people said they don't take visitors to Downtown Johnstown

This is **Downtown Johnstown** Branding & Wayfinding Plan

Project informational graphics were created to be posted to the Town of Johnstown Facebook page - this example illustrates a graphic used to share results from one of the community survey questions

Downtown Johnstown Branding & Wayfinding Plan

Johnstown's Personality Traits & Attributes Feedback

\$50

Everyone who ranks the character traits will be entered into a drawing for a \$50 gift certificate to Hays Market!

HELLO! Where do you think Johnstown falls on the scale of character traits below? Use sticker dots to rank each character trait option on the scale below.

Thank you for helping us understand Johnstown's character!

Graphics advertising events and opportunities for feedback were posted regularly to the Town of Johnstown Facebook page

Town of Johnstown, CO - Government

September 24 ·

What types of businesses would make you want to spend more time in Downtown Johnstown?

??? Restaurants, Breweries, Coffee Shops, Gallery's, Sip-and-Paint or Crafty Shops, Coworking Spaces, Bars, Entertainment Venues, Clothing Stores, Jewelry Stores, Gifts and Speciality Items Shops ???

Share your choice(s) in the comments!!

5 37 Comments

Like Comment Share

View 25 previous comments

Danielle Daniel Parish should be a one-way street with outdoor eating areas and less traffic.

Cortney Lopez Crafty shops for sure. Would love a pottery painting shop. More of a variety of restaurants.

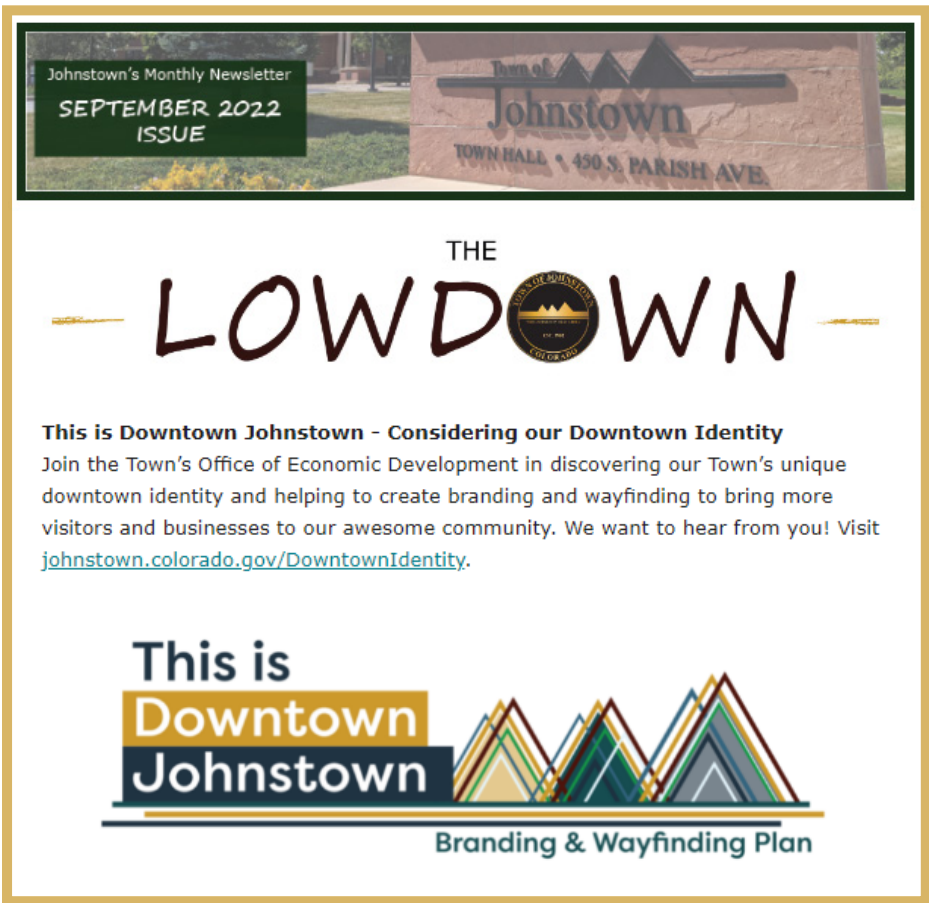
"Downtown Parish should be a one-way street with room for outdoor dining areas for the businesses located between ES 1st ST and Charlotte. Then the other one-way could go down Raymond Ave which is already narrow."

Facebook Post Comment

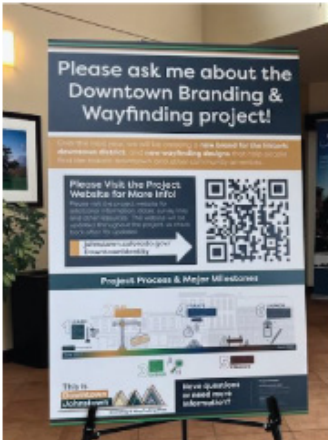
JOHNSTOWN COMMUNITY NEWSLETTER

Community Newsletter Helps Share Branding & Wayfinding Project Information

Each month, the Town of Johnstown creates a newsletter that is sent in paper copies and/or emails to Johnstown residents, and also shared electronically on the Town of Johnstown webpage. Articles and information in the newsletter shared project updates and provided links to community surveys and outreach events.



Newsletter project posts shared information about progress and feedback opportunities, and helped spread project awareness to members of the Johnstown community



TOWN OF JOHNSTOWN PROJECT-SPECIFIC WEBPAGE

Branding & Wayfinding Plan Project Webpage: www.johnstown.colorado.gov/DowntownIdentity

The project webpage is the central source for all information and updates for the Branding & Wayfinding Plan. As the central portal for information throughout the project, most project graphics and communication materials include a link to the project webpage. The webpage will be continuously updated during all project phases. Visitors to the webpage can also send a direct email to members of the project team with questions or comments.

Project Webpage FAQ's

“What’s the big idea?”

The Downtown Johnstown Branding & Wayfinding Vision & Approach

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 the purpose of a Downtown Johnstown brand?”

The new downtown brand and identity package will help support the economic success of the downtown through a package of marketing materials that include things like a new logo, tagline, and marketing plan. The identity package will allow the historic downtown district to speak with one consistent and compelling voice, and help the district compete for visitors and businesses.

“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 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.

02

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.

Total Population

17,303

Source: 2020 Decennial Census

Median Household Income

\$ 115,069

Source: 2020 American Community Survey 5-Year Estimates

Bachelor's Degree Or Higher

33.5 %

Source: 2020 American Community Survey 5-Year Estimates

Employment Rate

71.8 %

Source: 2020 American Community Survey 5-Year Estimates

Total Housing Units

6,434

Source: 2020 Decennial Census

Total Households

4,858

Source: 2020 American Community Survey 5-Year Estimates

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

The graphic features a dark background with a photograph of the Town of Johnstown Town Hall. Overlaid on the image is the title 'TOWN OF JOHNSTOWN' in large white letters, with 'Economic Development Profile' in smaller yellow text below it. To the right of the image is a table with three rows of data. The first row shows 'AVERAGE HOUSEHOLD INCOME' as '\$113,416'. The second row shows 'MEDIAN AGE' as '36.9'. The third row shows 'SALES TAX REVENUE 2019 TO 2020' as '36% INCREASE'. To the left of the table, there are three large numbers: '32' (likely population), '100+' (likely businesses), and '14' (likely miles). At the bottom of the graphic, there is a section titled 'Johnstown completed an in-depth community economic development profile in 2021' and a paragraph stating 'As one of the fastest growing communities in Northern Colorado, Johnstown is defining itself as a premier market for development and growth. With over 400 companies and a rapidly growing residential population, it's easy to see why everyone is calling Johnstown home.' At the very bottom, there is a small line of text: 'Sources: ESRI Community Profile report, US Census Bureau- American Community Survey and Population Estimates, Town of Johnstown Finance Department' and a page number 'PAGE 3 | JOHNSTOWN.COLORADO.GOV'.

AVERAGE HOUSEHOLD INCOME	\$113,416
MEDIAN AGE	36.9
SALES TAX REVENUE 2019 TO 2020	36% INCREASE

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

As one of the fastest growing communities in Northern Colorado, Johnstown is defining itself as a premier market for development and growth. With over 400 companies and a rapidly growing residential population, it's easy to see why everyone is calling Johnstown home.

Sources: ESRI Community Profile report, US Census Bureau- American Community Survey and Population Estimates, Town of Johnstown Finance Department

PAGE 3 | JOHNSTOWN.COLORADO.GOV

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’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

Document Review

Reviewing existing design and regulatory information related to signage and wayfinding provides a detailed perspective regarding what types, sizes, quantities, and materials are appropriate for the new signage palette. Much work has been done in regard to thinking and designing Johnstown signage, and honoring these past efforts ensures the design team is building on this foundation. All documents reviewed were analyzed for both detailed content and overall design intent, with the goal of capturing both the technical details and general tenor of each.

Documents Reviewed:

- Johnstown Comprehensive Plan
- Johnstown Town Design Guidelines
- Johnstown Downtown Design Guidelines
- Downtown Johnstown Improvements Master Plan
- Parks, Trails, Recreation and Open Space Master Plan

COMPREHENSIVE PLAN

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 found within the 2021 Johnstown Comprehensive Plan 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.

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, high-lighting downtown Johnstown.

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

The Johnstown Parks Trailer 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:

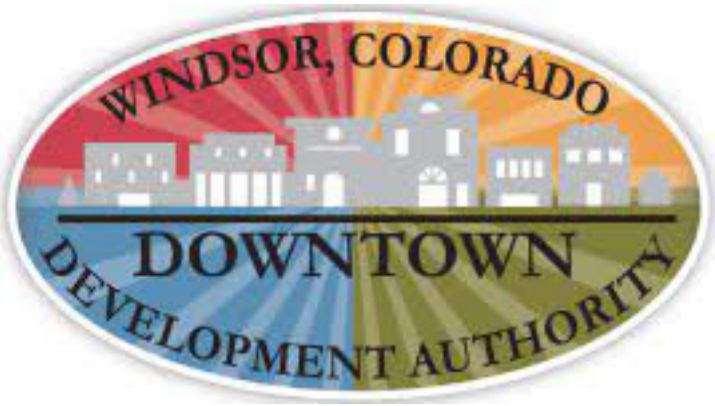
- Integrate the elements of gateway, pathway and destination into the overall plan for the park and trails system.
- Signage of park entrances, trailheads, trail markers, interpretative information and park and trail safety should be standardized and include either the Johnstown, Milliken or Master Plan 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.

COMMUNITY	WEBPAGE	POPULATION	HISTORIC MAIN STREET?	COMMUNITY MISSION STATEMENT/TAGLINE (if applicable)
Windsor, Colorado	https://www.windsorgov.com/ http://www.windsordda.com/	32,758	Yes	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.
Longmont, Colorado	https://www.longmontcolorado.gov/home https://www.visitlongmont.org/ , https://www.downtownlongmont.com/	100,119	Yes	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.
Fort Collins, Colorado	https://www.fcgov.com/ https://downtownfortcollins.org/	169,810	Yes	A distinctive destination. Economic, cultural, and social growth. Mission: to build public-private investment partnerships that foster economic, cultural and social growth in the central business district.
Loveland, Colorado	https://www.lovgov.org/ https://downtownloveland.org/dda	81,774	Yes	Creating a Vibrant Downtown Environment To create a vibrant downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.
Greeley, Colorado	https://greeleygov.com/ https://www.greeleydowntown.com/	107,445	Yes	A City Achieving Community Excellence The place to be.
Erie, Colorado	https://www.erieco.gov/	27,157	Yes	n/a
Timnath, Colorado	https://timnath.org/	1,916	No	The Town of Timnath is a welcoming, small community with beautiful parks, a quaint downtown, and safe neighborhoods.

COMPETITOR COMMUNITY LOGO EXAMPLES



COMPETITOR COMMUNITY LOGO EXAMPLES



COMPETITOR COMMUNITY LOGO EXAMPLES



COMPETITOR COMMUNITY LOGO EXAMPLES



Loveland Downtown District



COMPETITOR COMMUNITY LOGO EXAMPLES



COMPETITOR COMMUNITY LOGO EXAMPLES



Where Your Business is Our Business

COMPETITOR COMMUNITY LOGO EXAMPLES



03

Existing Conditions

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

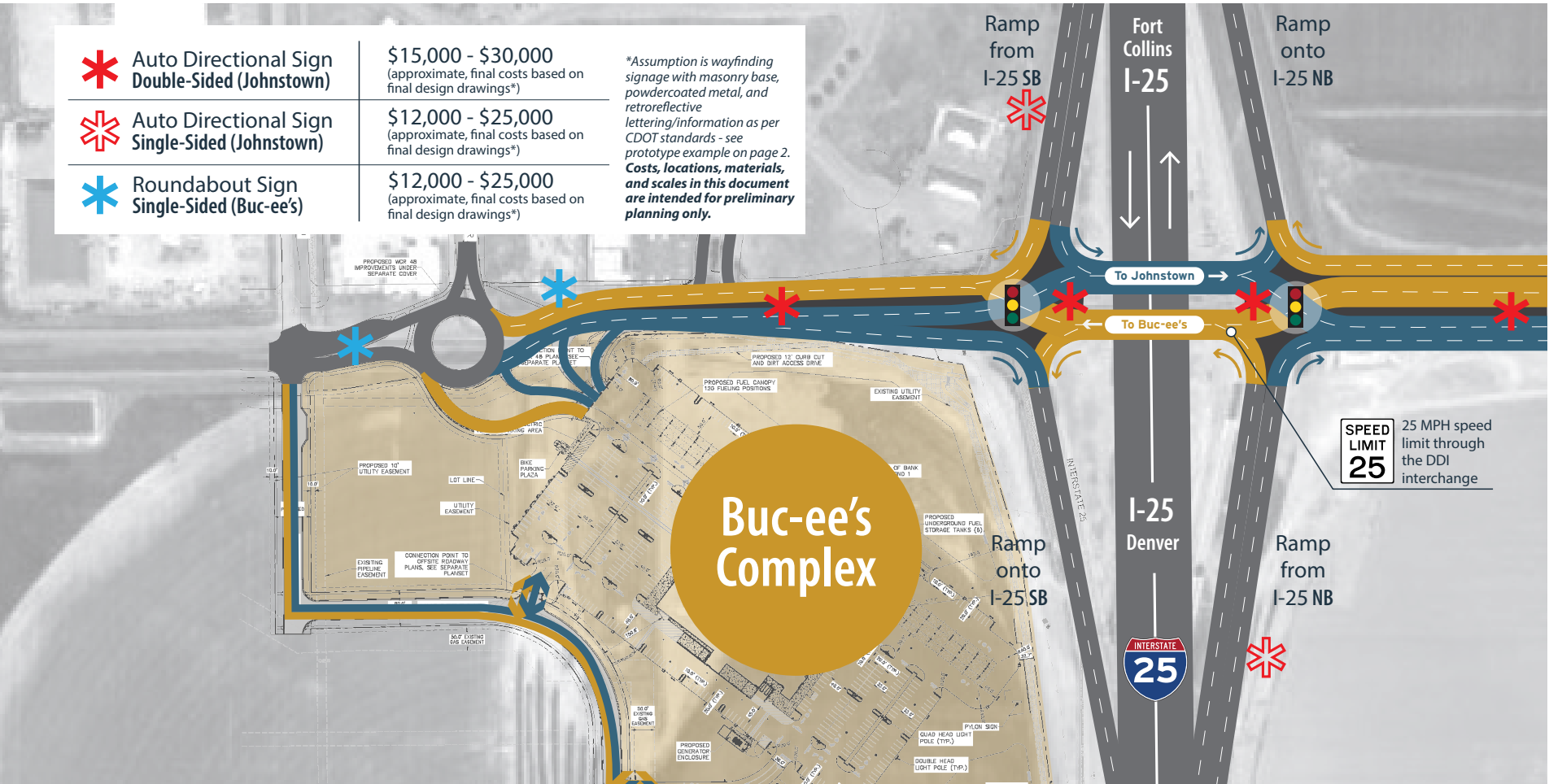
CDOT
With several state highways running through the community, Johnstown is heavily influenced by highway traffic and highway signage standards. Updating the highway signage will be a critical recommendation of the new branding, signage and wayfinding plan. More than any other sign type, these updated 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):

2019 CDOT Guide Signing - Wayfinding Excerpt and Sections S-614 through S-614-6
2009 MUTCD Standards - Section 2D.50

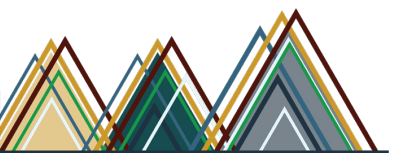
BUC-EE’s Signage Types & Locations
The new Buc-ee’s development includes several locations for new signage, and it will be important to work in collaboration with Buc-ee’s to ensure the new signage (scheduled to be installed in 2023) will reflect the new Downtown Johnstown branding and wayfinding. To 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.

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

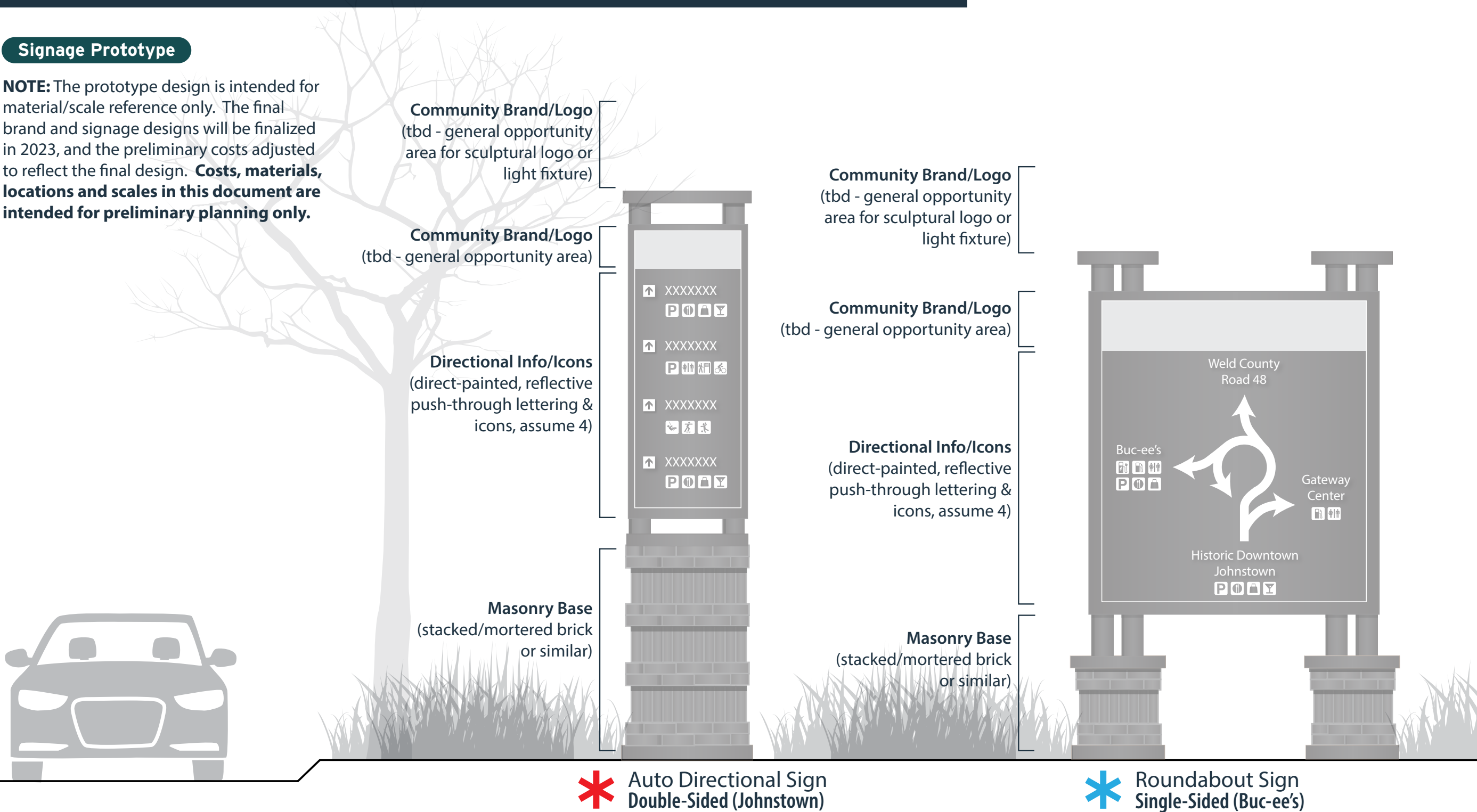
This is
Downtown
Johnstown



Branding & Wayfinding Plan

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.**



05

Stakeholder Outreach & Key Themes

STAKEHOLDER OUTREACH BY-THE-NUMBERS

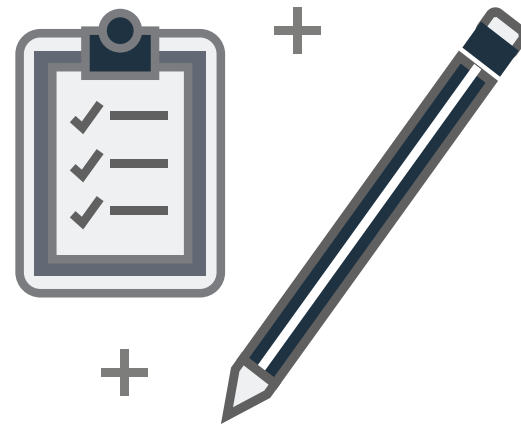
Reaching out to the Johnstown community was done throughout the branding research and information-gathering process. The following overview includes all the types of outreach used and the feedback received by outreach method.

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

>65

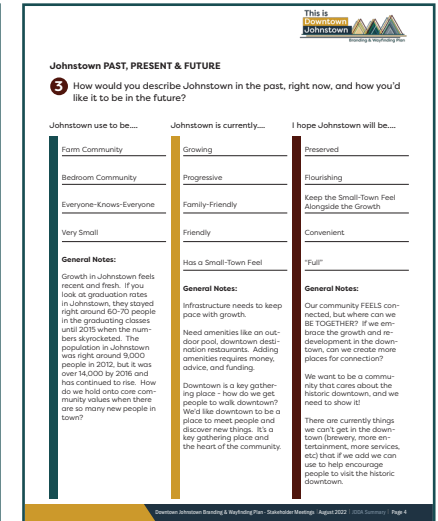
COMMUNITY SURVEY

258 Responses



STICKERS
PRINTED &
DISTRIBUTED
4000

10
Temporary
Signs
Installed



Stakeholder
Surveys & Workshops

75



WINDOW CLINGS

100



EMAILS
TO HOA'S &
METRO DISTRICTS
22



EVENTS

5

FOAM
CORE
BOARDS
AT
PUBLIC
BUILDINGS
6



15 Posts



61 Comments



160 Likes



54 Shares

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.

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.**

1 KEY THEME

Johnstown is...
a **CARING AND AUTHENTIC** place

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.

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.”

2 KEY THEME

Johnstown is...
GENUINE & HUMBLE

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 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.”

3 KEY THEME

Johnstown is...
**ROOTED IN
AGRICULTURAL
PATTERNS**

The history of Johnstown is grounded in agriculture. The rhythms and cycles of agriculture are closely tied to the seasons and weather, and require an attentive eye to the needs of the land, plants, and animals. Those involved with agriculture need to look carefully and deeply at the land and make responsive adjustments to support its growth and health. It is an active act of care and attention. Agricultural communities are also united in the environmental conditions that impact their collective success - a bad year for one farming family is often also a bad year for everyone else in the community, too. **There is unity in this lifestyle, and also a shared support structure to deal with difficulties.** Finally, agricultural communities have natural times of the year to celebrate the fruits of their cultivation, which often result in shared festivals of harvest and abundance.

“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.”

4 KEY THEME

Johnstown is...
**worried about
GROWTH & ITS
IMPACTS**

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.

“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.”

5 KEY THEME

Johnstown is...
**LACKING PLACES FOR
THE COMMUNITY TO
COME TOGETHER**

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.

“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.”

6 KEY THEME

Johnstown is...
**historically MULTI-
GENERATIONAL &
ROOTED**

People who grow up in Johnstown tend to come back - even if they leave initially. They are drawn back to the values of the community and ties to both immediate family and the larger Johnstown family. There are many families in town that have multi-generational history and ties to the community. However, for the many new people who are moving into Johnstown, the question of how Johnstown can invite/include them into a shared sense of belonging and inclusion is critical. What activities, messages and places could make a meaningful statement about Johnstown welcoming new people and showing them a pathway into the caring heart of the town? Can events or places be designed that tell the story of Johnstown’s helping, caring, and resilient nature? And how can new people connect or be welcomed into to these spaces/events?

“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?”

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 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. ”



06

Preliminary Branding Options

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

LOGO OPTION A - ‘GROWING TOGETHER’

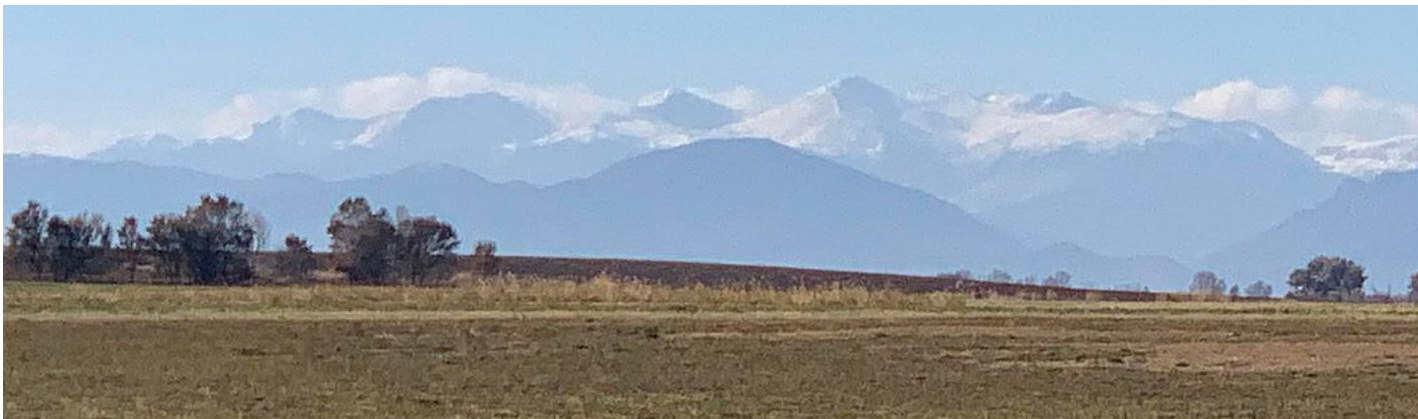
Growing Together

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 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.

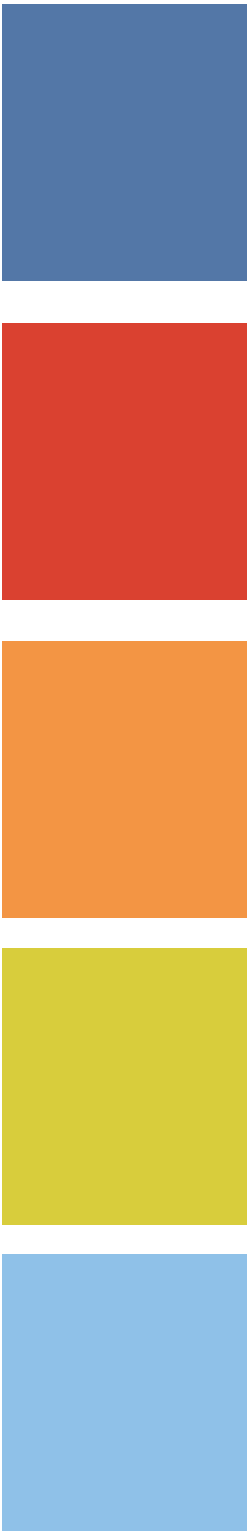
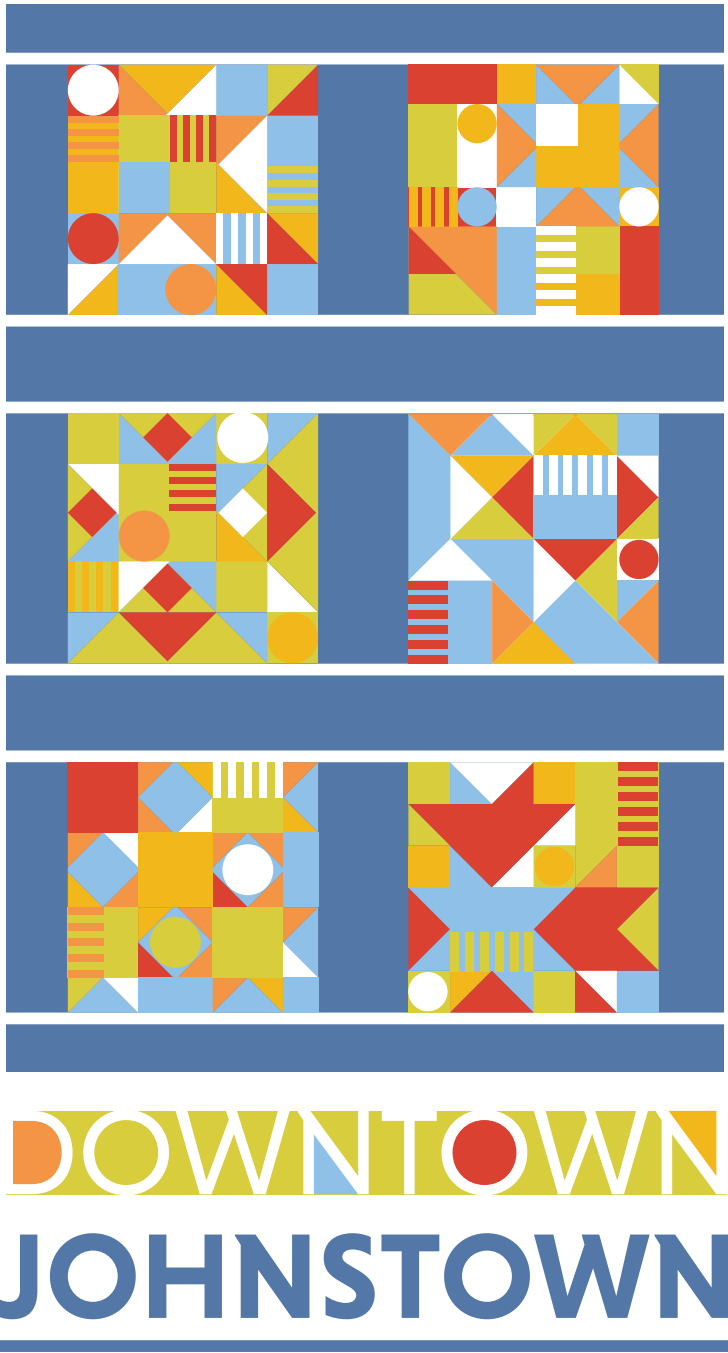
When visiting the historic Parish House, one of the common elements that pulled together the history of people making something together was the quilt. Made up of different pieces of fabric, quilts are an object meant to keep a person warm and comforted. They are also often made by groups of people working 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.

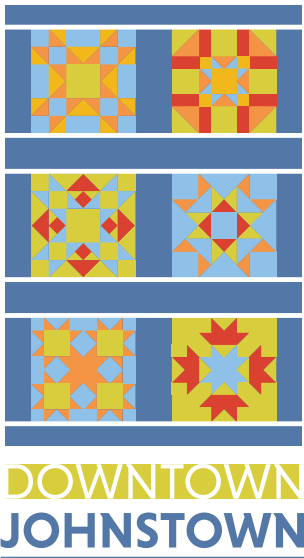


Be a Part of It!

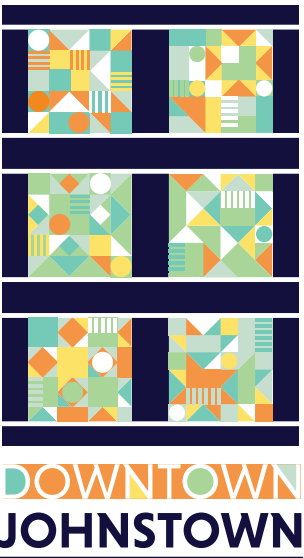


LOGO OPTION B - 'BE A PART OF IT' - ALTERNATIVE OPTIONS

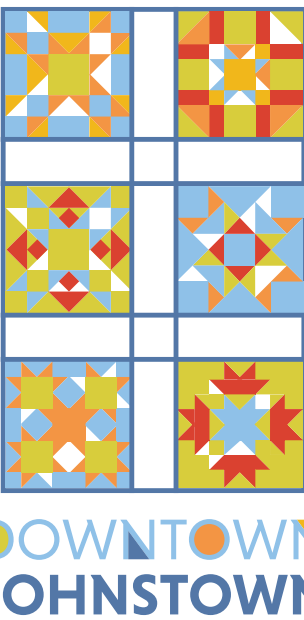
Be a Part of It!



Be a Part of It!



Be a Part of It!

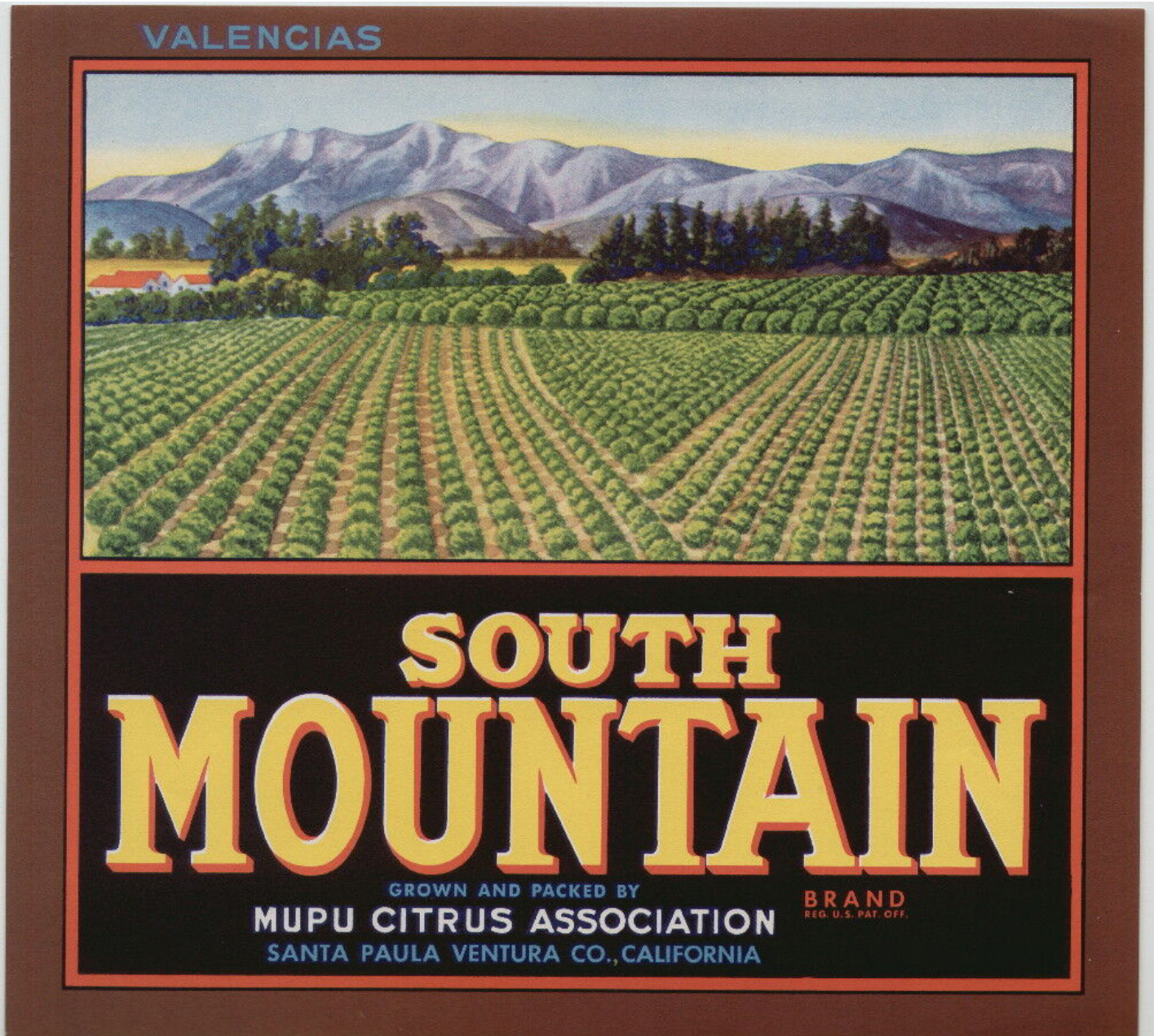


LOGO OPTION C - ‘WE ARE SWEET!’

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.







ADDITIONAL LOGO IDEAS & REFINEMENTS





07

Final Preliminary Design Options & Community Feedback

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



Branding & Wayfinding: Option A

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

Branding Design - Option A Logo Alternatives



Branding Design - Option A Logo Alternatives

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

I LIKE OPTION A!

Place Your Voting
Dots Here



Branding & Wayfinding: Option B

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

Branding Design - Option B Logo Alternatives



Branding Design - Option B Logo Alternatives

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

I LIKE OPTION B!

Place Your Voting
Dots Here

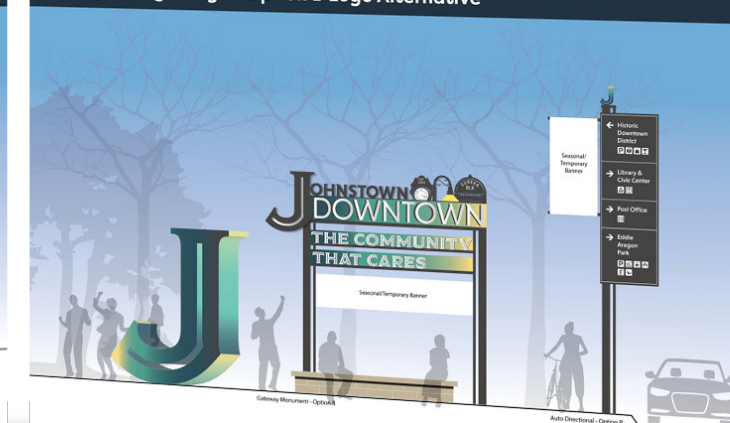
Wayfinding Design - Option A Logo Alternative



Option A Materials
1. Brushed aluminum
2. Polished stainless steel
3. Glass block
4. Polished stainless steel
5. Colored mosaic



Wayfinding Design - Option B Logo Alternative



Option B Materials
1. Brushed aluminum
2. Polished stainless steel
3. Glass block
4. Colored mosaic
5. Polished stainless steel



BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023

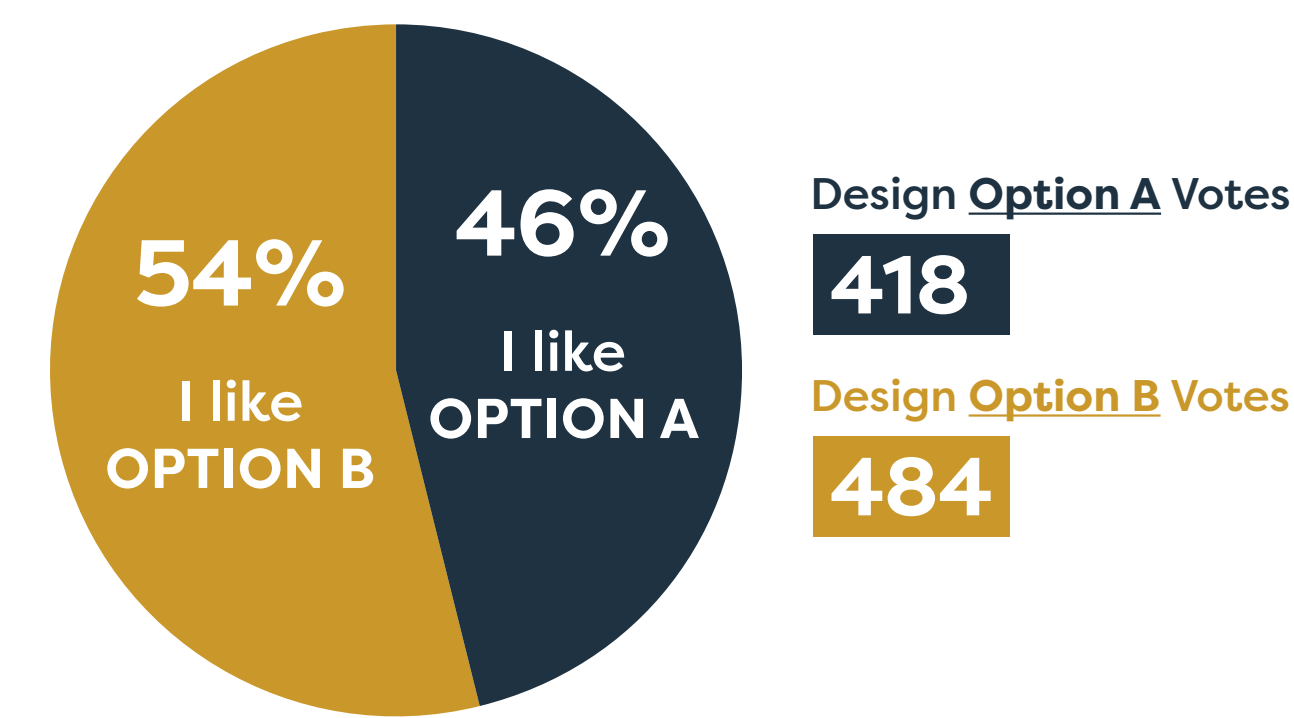
‘Brand Week’ Goals & Approach

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

OVERALL BRAND WEEK OUTREACH NUMBERS:



DESIGN PREFERENCE VOTING RESULTS:



It’s BRAND WEEK!!

AND WE WANT TO HEAR FROM YOU!!

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

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

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

johnstown.colorado.gov/DowntownIdentity



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

BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023



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



BRANDING OUTREACH WEEK - JANUARY 30 THROUGH FEBRUARY 4, 2023

'Brand Week' Feedback Overview

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

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

Signage & Wayfinding Comments

I Like the Large 'J'

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

I Like the Use of Brick

The brick material of Design Option A was universally highlighted as a preferred signage material. Respondents stated they liked how it referenced the historic brick construction of the downtown buildings, and also noted that the new I-25 bridge uses brick in 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.



08

Final Downtown Johnstown Brand

A NEW BRAND FOR DOWNTOWN JOHNSTOWN

The New Downtown Johnstown Brand - “Local Grows Here”

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



JOHNSTOWN BRANDING EXPRESSIONS - ALTERNATE BRANDING APPLICATIONS

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



JOHNSTOWN BRANDING EXPRESSIONS - FONTS, COLORS & LETTERHEAD EXAMPLE

MODESTO OPEN - DOWNTOWN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Niveau Grotesk - JOHNSTOWN & "Local Grows Here"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Marydale-Regular - "Business"

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Downtown Dk. Grey
Pantone 454143

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

Downtown Dk. Blue
Pantone 2B4D59

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

Downtown Teal
Pantone 39998E

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

Downtown Yellow
Pantone FFDC7C

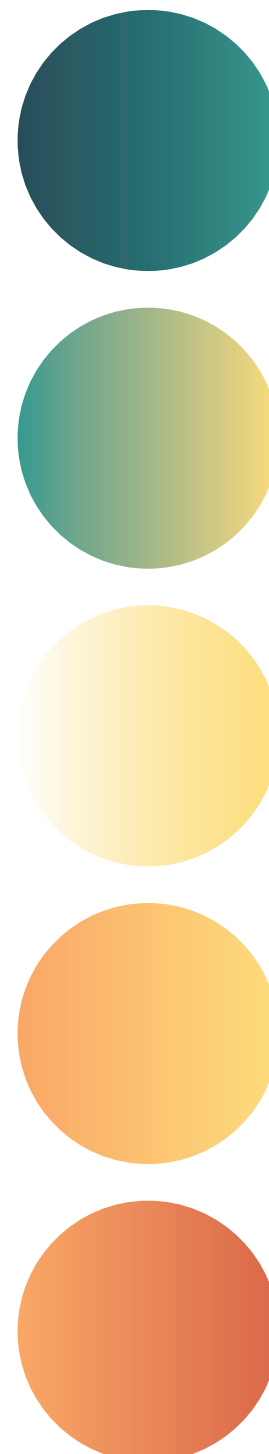
RGB: R254/G221/B125
CMYK: C1/M11/Y61/K0

Downtown Orange
Pantone FFAA67

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

Downtown Rust
Pantone DA674A

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



JOHNSTOWN BRANDING EXPRESSIONS - PROMOTIONAL SWAG



Launching the New Downtown Brand

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



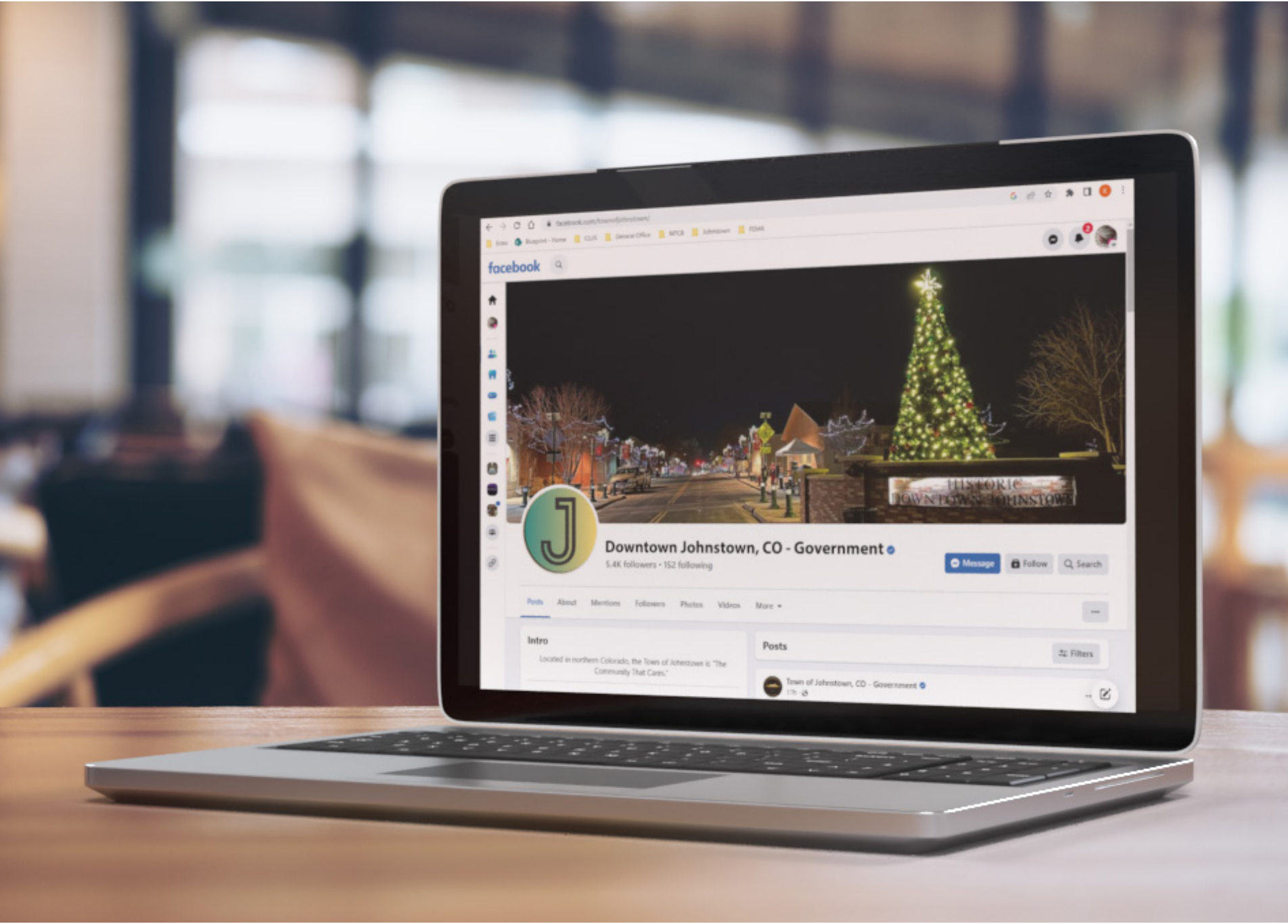
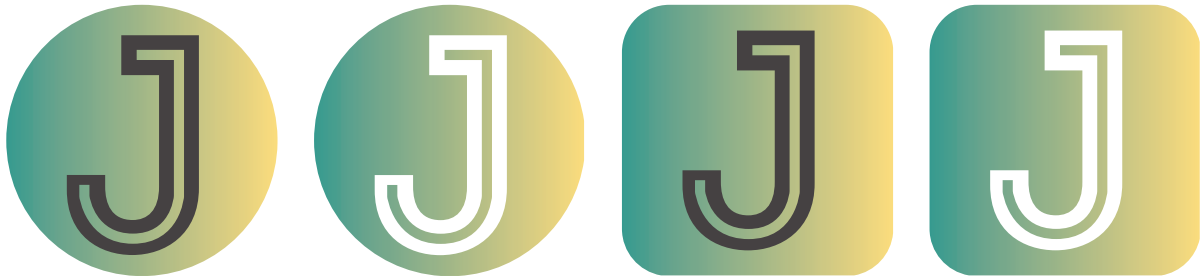
JOHNSTOWN BRANDING EXPRESSIONS - SOCIAL MEDIA MESSAGING & PROMOTIONS

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

DOCUMENT PREPARED BY:

Michael Baker

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