

DOWNTOWN JOHNSTOWN

Branding Guide & Action Plan

October 2023



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. "

A photograph of a street in Johnstown, Pennsylvania. In the foreground, a black lamppost holds a yellow and red banner that says 'WELCOME' with a sun logo. To the left, a clock tower is visible. The street is lined with trees and has several cars parked or driving. A 'NO BICYCLE PARKING ON SIDEWALKS' sign is visible on the right. The background shows more trees and buildings under a clear blue sky.

Implementing the Downtown Johnstown Brand

This guide provides an overview of when and how to use the new Downtown Johnstown brand, and how to coordinate its use with the Town of Johnstown, downtown businesses and property owners, event coordinators, downtown representatives, and others. The guide also provides a roadmap and guidance for implementing the Downtown Johnstown brand over time.

01

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.



1 Logo Option 1 (when requesting logo files from the Town, please refer to the logo option # for the style of your preferred file)

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 - ALTERNATE BRANDING APPLICATIONS

Alternate Brand Compliant Logo Versions

In addition to the primary logo, there are several additional alternatives of the brand that may be used. These options are intended to supplement the central logo and brand in graphics and promotional materials. Their consistent element is the "Johnstown J" - the link between all logo alternatives and the most simple version of the new brand.



JOHNSTOWN BRANDING EXPRESSIONS - EXAMPLE OF LOCAL "X" GROWS HERE PROMOTION

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!



JOHNSTOWN BRANDING EXPRESSIONS - LOCAL "X" GROWS HERE PROMOTIONAL PHOTOGRAPHY

Local "X" Grows Here Promotion Examples

- Business
- Entrepreneurship
- Connections/Friends
- Fun
- Celebrations/Festivals
- History
- Dining
- Shopping
- Caring
- Support
- Ideas
- Wellness
- Creativity
- Families
- Community

Role of Photography in Telling the Downtown Johnstown Brand Story

Photography is an important way to reinforce the "Local Grows Here" brand tagline and character. Preference should be given to photos that highlight an intimate and people-centered story about Downtown Johnstown as a place to grow a business, celebrate with friends and family, experience a community event or celebration, or do something fun and creative are recommended. Over time, these types of compelling, human-experience-centered character photos can be taken of specific Downtown Johnstown places, events, and people....but until these photos are available, the recommendation is to use stock photography that captures the same sense of place and feel. The examples below and on the next page illustrate the preferred look and feel of the "Local Grows Here" brand tagline, and should be used as a guide for the types of photos needed to promote and market Downtown Johnstown.



Local Families Grow Here



Local Entrepreneurship Grows Here



Local Families Grow Here



Local Business Grows Here



Local Support Grows Here



Local Fun Grows Here



Local Community Grows Here



Local Friendships Grow Here



Local Shopping Grows Here

JOHNSTOWN BRANDING EXPRESSIONS - LOCAL "X" GROWS HERE PROMOTIONAL PHOTOGRAPHY



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