

Visual Marketing for Main Street



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Why Visual Marketing Is Important

- It gives potential and existing customers knowledge of your downtown as a viable place to shop, dine, and use business services and, with having a consistent, look will help with branding your organization
- Main Street businesses have come a long way in the past five years of the professionalism of their branding and visual marketing



How to Get Started

- Make sure an element of your downtown's branding (logo, tagline, color or pictures) are consistently in your marketing pieces
- Many downtowns use historical architectural elements as part of their logo
- Consistent images and color help solidify the visual image of downtown in the minds of your local consumer
- BUT, things can look different, depending on your audience and what you want to portray**



Festival/Special Event Logos

- Professional looking logos give the look and feel of your festival or special event
- This branding of what your festival is "all about" can portray "fun" or an upscale event



Old Sacramento – Theatre of Lights



- Holiday Event based on when the poem "The Night Before Christmas" was introduced in the Sacramento Bee in 1857
- The poem was narrated by Mark Twain and told the story with music and a light show twice nightly on Thursday through Sunday nights
- History as well as entertainment
- Visual Marketing images included sepia tones and "old-time" fonts

Old Sacramento – Theatre of Lights



Old Sacramento – Holiday Shopping – 2008



Old Sacramento – Holiday Shopping – 2009



Old Sacramento – St. Patrick's Day



Ventura Downtown Organization



Ventura Downtown Organization



Ventura Downtown Organization



Ventura Downtown Organization



Downtown San Leandro



Downtown San Leandro



Downtown San Leandro



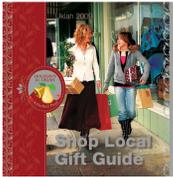
Downtown San Leandro



Downtown San Leandro



Ukiah Main Street



Ukiah Main Street



Ukiah Main Street



Movie Theater Slides



Movie Theater Slides Design Considerations

- The key to an effective ad is simplicity - 7 second rule
- Do not place important elements (copy or art) near the edge. Focus tends to be soft on the outside edge due to various presentation factors
- Upper and lower case bold fonts are easier to read than all caps. Use your Website address
- No more than two photo elements per design are recommended

Billboards/Sides of Buses



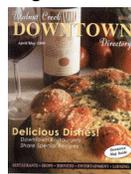
- Keep your message simple (you don't want people getting in accidents reading your sign!)
- Use your website address, tagline and logo
- 7 second rule applies

Newspaper Supplements/Magazines



- A supplement to your local newspaper, done monthly, bi-monthly, quarterly or annually, is a way to create awareness about your downtown to locals and visitors

Newspaper Supplements/Magazines



- A magazine, dedicated to your downtown, can be direct mailed (expensive) or distributed to various places including visitor centers, hotels, etc. These are free magazines.

Newspaper Supplements/Magazines

- These pieces have a good amount of advertising in them so that the publisher can make a profit.
- Having editorial control on the features and articles lets you say positive things about the businesses downtown, as well as publicizing your events.



Brochures

- A listing of all of downtown's businesses is a fair and equitable way to promote all businesses. Include a map of downtown to help people find their way
- Brochures can be marketed to both local residents and visitors, and is a piece that many locals keep to find products, services and restaurants in downtown



Brochure Samples



Where to place brochures

- City Hall
- Chamber of Commerce
- Visitors' bureau
- Hotels
- Restaurants
- Retail stores
- Apartment complexes (mail out program)
- Realtors
- Subdivisions
- Visitor centers
- Train stations
- Bus stations
- Dormitories
- Conference centers
- Performing arts centers
- Universities
- Conference planners
- School districts
- Welcome Wagon



Tips on Brochures

- For the first time out, estimate how many brochures you can distribute in a period of time (six months to a year)
- Decide how many times a year you will update and print (no more than two times a year)
- Track (as best you can) where brochures are distributed
- Pocket brochures are becoming popular



Information Kiosks



- A kiosk should give basic information of where your businesses are located (by map or by address) and points of interest (art, historical sites)

Information Kiosks

- Kiosks can be custom made as an art piece, or can be obtained from manufacturers
- Update no more than once a year even though you have business changes constantly (cost factor)
- A brochure holder on the kiosk is an effective way to have the customer "walk away" with more up-to-date information needed



Walking Tour Guides



- Black and White on the Cover with Historic Photos
- Color on the inside with today's photos of historic buildings

Informational Fliers



- Pictures of people portray action and liveliness
- Muted background
- Special event logo/font

Informational Fliers

- Switching pictures and text from side to side makes visual interest

