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 – Holiday Shopping – 2008

Old Sacramento – Holiday Shopping – 2009

Old Sacramento – St. Patrick’s Day
**Movie Theater Slides**

- 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

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**Movie Theater Slides Design Considerations**

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**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

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**Newspaper Supplements/Magazines**

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

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**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.

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**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.
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’ bureaus
- 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).

**Informational Fliers**
- Pictures of people portray action and liveliness.
- Muted background.
- Special event logo/font.

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