



# Leonardtoun, Maryland BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Leonardtoun Brand, and will help create equity as we tell others about A most exceptional place!

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PREPARED BY



**ARNETT MULDROW**

316 West Stone Avenue

Greenville, SC 29609

[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)

[arnettmuldrow.com](http://arnettmuldrow.com)



The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

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Brand

2.0

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Logo

3.0

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Color

4.0

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Typography

5.0

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Expansion

6.0

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Resources

# 1.1 Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

## UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

We are a most historic place. Our past is rooted in the earliest settlements of Maryland where these lands offered the freedom of religious expression that would echo through our nation to this day. Established as the seat of St. Mary's County in 1708, the term "a most convenient place" was coined by the early leaders to denote our position along the water and amidst the fields that provided abundance for our people. Our history is that of courage, freedom, and innovation.

We are a most beautiful place. Our setting in the rolling hills of Southern Maryland and along the waters of Breton Bay allow us stunning vistas in a verdant landscape. Our downtown evokes the charm and wonder of one of the few towns in Maryland centered on a square. Our neighborhoods, parks, waterways, and trails contribute to the distinct character of a community that cares deeply about enhancing the feel of a true small town.

We are a most welcoming place. We are a friendly greeting by a local shopkeeper, a delicious meal served with pride, a party on the Square, and a warm wave from a neighbor. It is here that longtime families with deep ties to our town welcome new neighbors who have carefully chosen this place to make it their home. It is here that the young and the young at heart can nurture creative ideas. We are the place where visitors to our region find the true spirit of a community connected.

We are a most creative place. We are artists who practice our talents in paintings, sculptures, photographs, and mosaics. We are entrepreneurs whose ideas imbue our town with an atmosphere of sophistication perfectly joined with the comfort of community. We are bringing art to the streets, new events and activities, and a nurturing place for our citizens, our county, and our region. It is through art and culture that the facets of our community come alive.

We are a most innovative place. We are restoring our downtown with passion and cooperation, bringing new life to our Square. With vision, we saw that our connection to the bay could be re-imagined as a promenade, a pier, and parks that have once again tied us to the waters that surround us. We look to the future curating plans for continued connections, thoughtful growth, and a keen awareness that small town life is the very essence of our community.

We invite you to discover Leonardtown, Maryland: **A most exceptional place!**



## 1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

### LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Leonardtown:  
A most  
exceptional  
place!

## 2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

### A. LOGOMARK

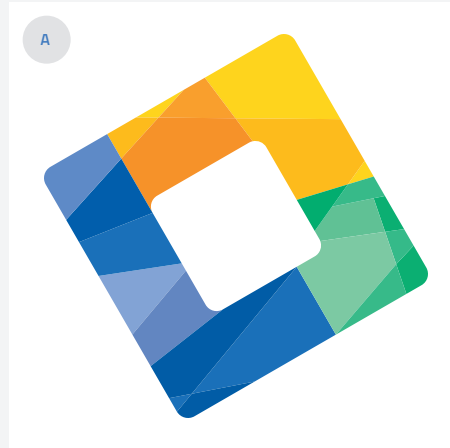
A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

### B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

### C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.



## 2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

### LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

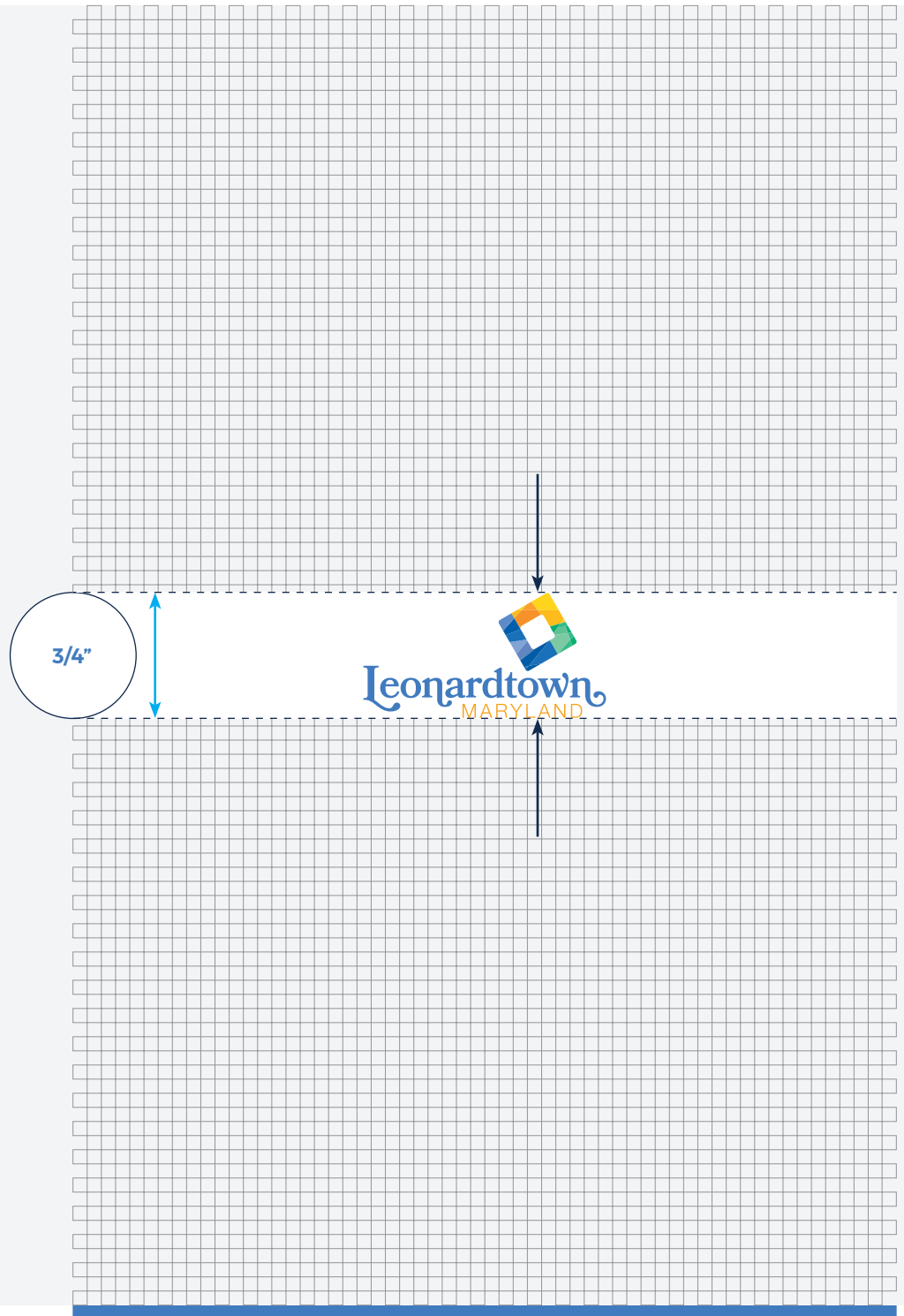


## 2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

### A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.



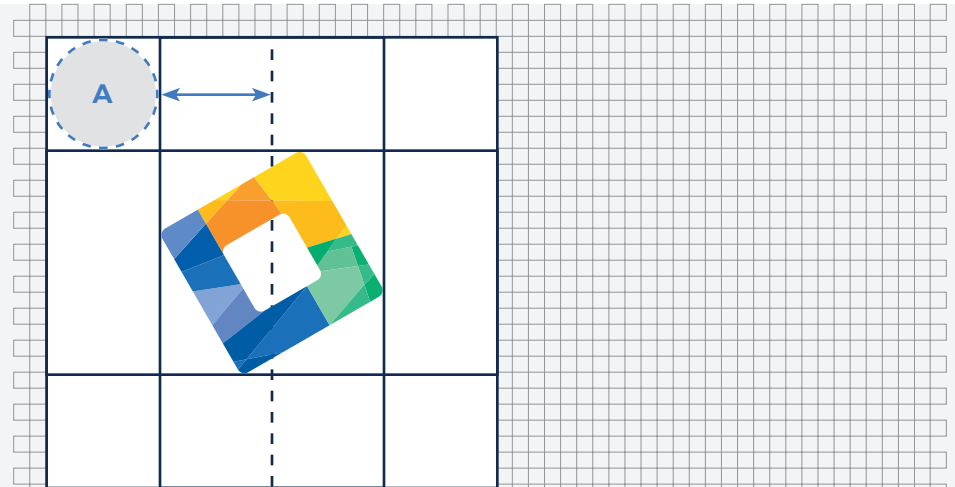


## 2.4 Logo Spacing

### WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility - thereby diminishing the effectiveness of the logo.

The area that surrounds the logo known as “clear space” is as important as the logo itself.



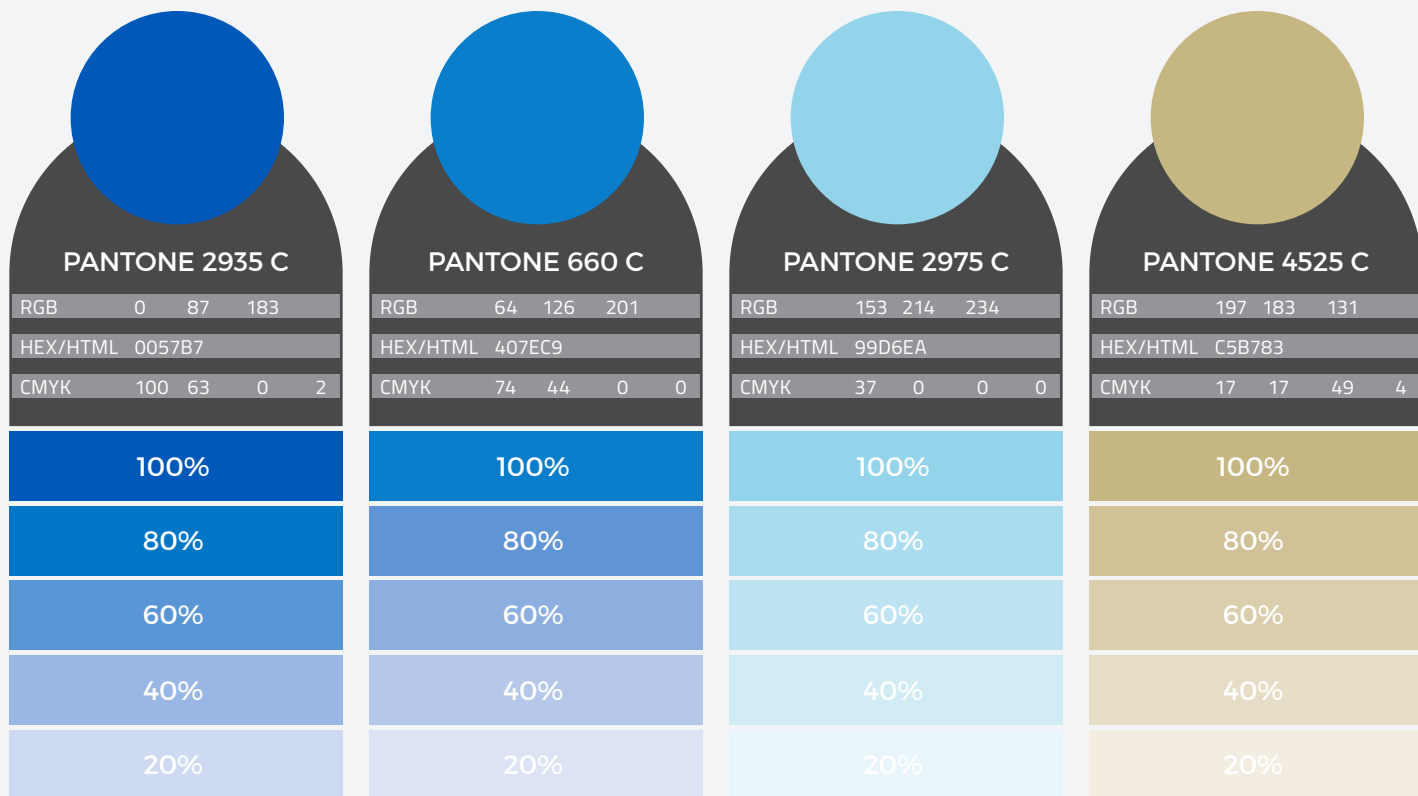
# 3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

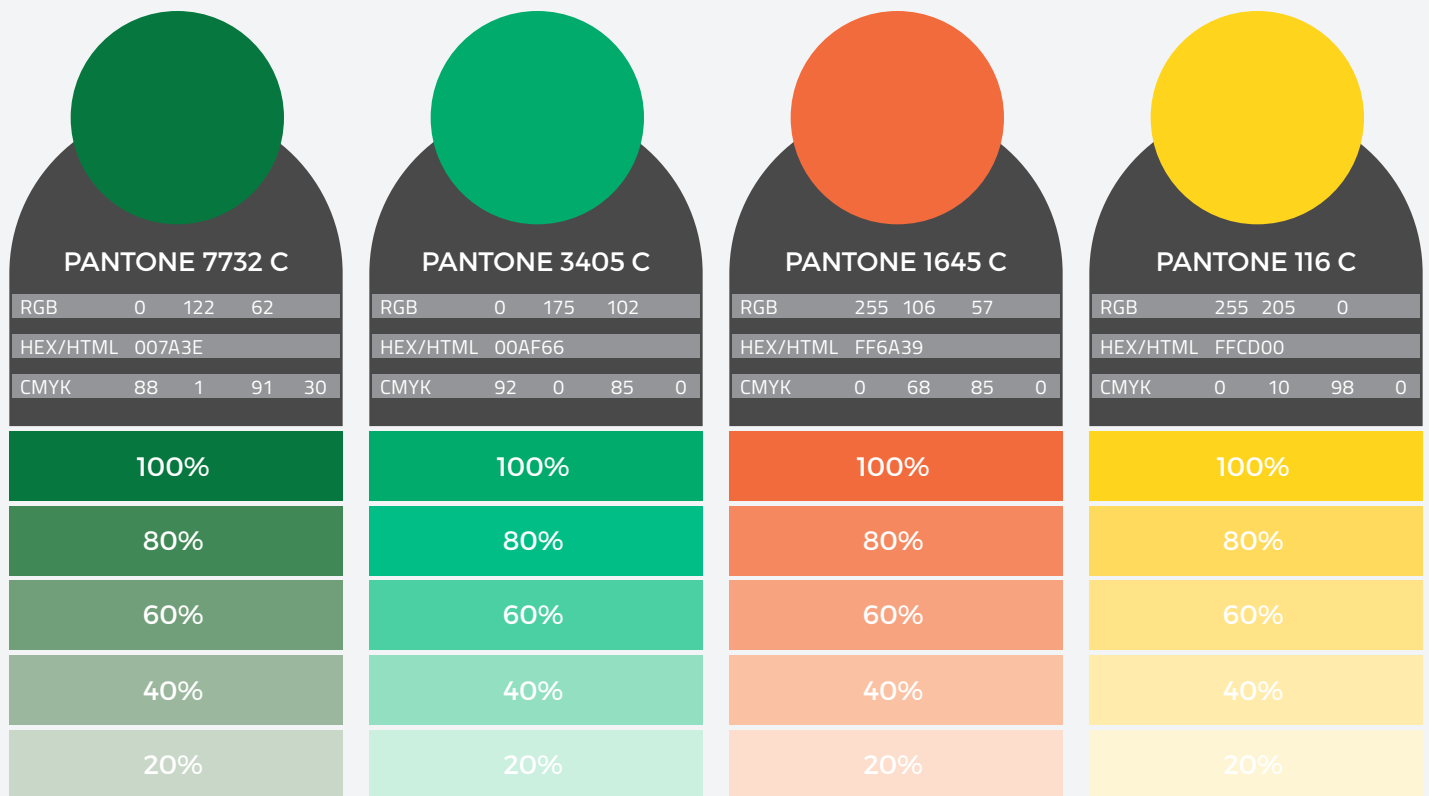
### COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

### Color Swatches



Almost 90% of people’s assessment on products or services is based on colors alone. Due to colors’ strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



## 4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

### SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

[www.practicaltypography.com/what-is-typography.html](http://www.practicaltypography.com/what-is-typography.html)

Do not think  
of type as  
something  
that should  
be merely  
readable.  
It should  
be beautiful.

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## 4.2 Primary Typeface

Bookmania Semibold

Hello I'm:  
Bookmania  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Bookmania Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

## 4.3 Secondary Typeface

Helvetica Neue Light

Hello I'm:  
Helvetica Neue

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn

opqrstuvwxyz  
1234567890

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&**

Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&*

## 4.4 Tertiary Typeface

Mak Dah

Hello I'm:  
Helvetica Neue  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4.5 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

### LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

### TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

### WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Leonardtown

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H1

Leonardtown

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H2

Leonardtown

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H3

Leonardtown

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H4

Leonardtown

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BODY COPY

Leonardtown

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CAPTION

Leonardtown

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CC



## 5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.



### PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

### BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

### TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

### STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

### PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

### INFORMATIONAL KIOSKS

Informational kiosks serve as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking resources and should include a map and the shopping & dining guide, along with the walking tour brochures.

## 5.2 Collateral

Now is the time to put your logo on everything.  
AND WE MEAN EVERYTHING.



## 5.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

### HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

### BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

### ARTWORK

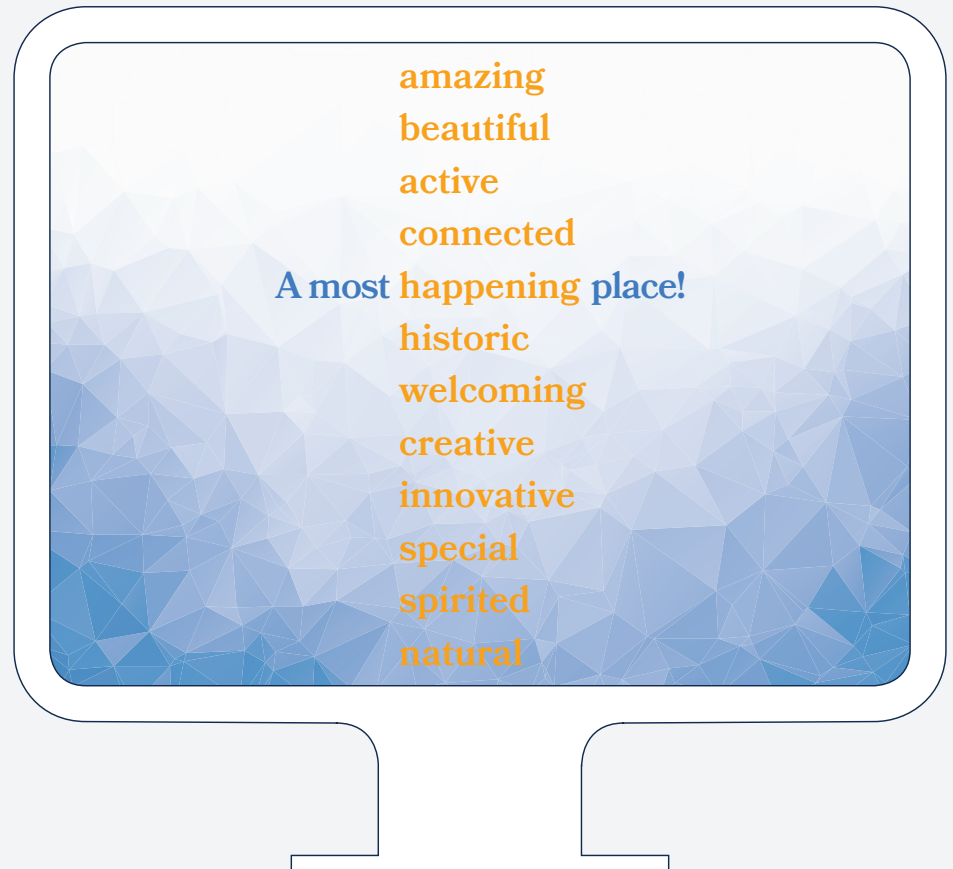
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

### CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.







*A most  
unique  
place!*



**Leonardtwn**  
MARYLAND





*A most  
natural  
place!*



**Leonardtwn**  
MARYLAND





*A most  
delicious  
place!*



**Leonardtwn**  
MARYLAND





# Leonardtwn Graphics Catalog

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PREPARED BY

 **ARNETT MULDROW**  
316 West Stone Avenue  
Greenville, SC 29609  
[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)  
[arnettmuldrow.com](http://arnettmuldrow.com)

## 6.1 Logo Contact Sheet

### File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



**File Type:** Portable Document Format  
**Category:** Vector Image Files  
**File Description:** Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:

Mac OS Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview  
Windows Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



**File Type:** JPEG Image File  
**Category:** Raster Image Files  
**File Description:** Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



**File Type:** Encapsulated PostScript  
**Category:** Vector Image Files  
**File Description:** PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:

Mac OS Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress  
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



**File Type:** Adobe Illustrator File  
**Category:** Vector Image Files  
**File Description:** Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview  
Windows Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



**File Type:** PNG Image File  
**Category:** Raster Image Files  
**File Description:** Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.





Arts and Entertainment  
District\_4C



Arts and Entertainment  
District\_Black



Arts and Entertainment  
District\_Blue-Dark



Arts and Entertainment  
District\_Blue-Light



Arts and Entertainment  
District\_Green-Dark



Arts and Entertainment  
District\_Green-Light



Arts and Entertainment  
District\_Orange



Arts and Entertainment  
District\_White



Arts and Entertainment  
District\_Yellow



Arts District-icon\_4C



Arts District-icon\_Black



Arts District-icon\_Blue-Dark



Arts District-icon\_Blue-Light



Arts District-icon\_Green-Dark



Arts District-icon\_Green-Light



Arts District-icon\_Orange



Arts District-icon\_White



Arts District-icon\_Yellow



Arts District-text\_4C



Arts District-text\_Black

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Blue-Dark

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Blue-Light

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Green-Dark

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Green-Light

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Orange

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_White

LEONARDTOWN **arts**  
**entertainment**  
DISTRICT

Arts District-text\_Yellow



Down the Road\_4C



Downtown Leonardtown-Icon-stacked\_4C



Downtown Leonardtown-Icon-stacked\_Black



Downtown Leonardtown-Icon-stacked\_Blue-Dark



Downtown Leonardtown-Icon-stacked\_Blue-Light



Downtown Leonardtown-Icon-stacked\_Green-Dark



Downtown Leonardtown-Icon-stacked\_Green-Light



Downtown Leonardtown-Icon-stacked\_Orange



Downtown Leonardtown-Icon-stacked\_White



Downtown Leonardtown-Icon-stacked\_Yellow



Downtown Leonardtown-MD-Icon\_4C



Downtown Leonardtown-MD-Icon\_Black



Downtown Leonardtown-MD-Icon\_Blue-Dark



Downtown Leonardtown-  
MD-Icon\_Blue-Light



Downtown Leonardtown-  
MD-Icon\_Green-Dark



Downtown Leonardtown-  
MD-Icon\_Green-Light



Downtown Leonardtown-  
MD-Icon\_Orange



Downtown Leonardtown-  
MD-Icon\_White



Downtown Leonardtown-  
MD-Icon\_Yellow



Downtown Leonardtown-  
MD-text\_4C



Downtown Leonardtown-  
MD-text\_Black



Downtown Leonardtown-  
MD-text\_Blue-Dark



Downtown Leonardtown-  
MD-text\_Blue-Light



Downtown Leonardtown-  
MD-text\_Green-Dark



Downtown Leonardtown-  
MD-text\_Green-Light



Downtown Leonardtown-  
MD-text\_Orange



Downtown Leonardtown-  
MD-text\_White



Downtown Leonardtown-  
MD-text\_Yellow



Downtown Leonardtown-  
text\_4C



Downtown Leonardtown-  
text\_Black



Downtown Leonardtown-  
text\_Blue-Dark



Downtown Leonardtown-  
text\_Blue-Light



Downtown Leonardtown-  
text\_Green-Dark



Downtown Leonardtown-  
text\_Green-Light



Downtown Leonardtown-  
text\_Orange



Downtown Leonardtown-  
text\_White



Downtown Leonardtown-  
text\_Yellow



East Fenwick\_Black



East Fenwick\_Blue-Dark



East Fenwick\_Blue-Light



East Fenwick\_Green-Dark

# East Fenwick

East Fenwick\_Green-Light

# East Fenwick

East Fenwick\_Orange

# East Fenwick

East Fenwick\_White

# East Fenwick

East Fenwick\_Yellow



First Friday\_4C



First Friday\_Black



First Friday\_Blue-Dark



First Friday\_Blue-Light



First Friday\_Green-Dark



First Friday\_Green-Light



First Friday\_Orange



First Friday\_White



First Friday\_Yellow



Icon-LBA\_4C



Icon-LBA\_Black



Icon-LBA\_Blue-Dark



Icon-LBA\_Blue-Light



Icon-LBA\_Green-Dark



Icon-LBA\_Green-Light



Icon-LBA\_Orange



Icon-LBA\_White



Icon-LBA\_Yellow



Icon-Leopardtown\_4C



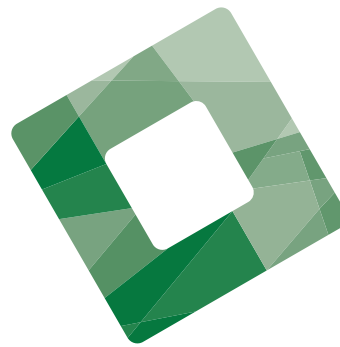
Icon-Leopardtown\_Black



Icon-Leopardtown\_ Blue-Dark



Icon-Leopardtown\_ Blue-Light



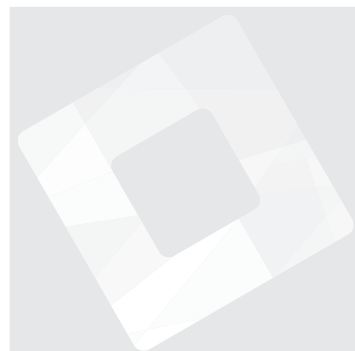
Icon-Leopardtown\_ Green-Dark



Icon-Leopardtown\_ Green-Light



Icon-Leopardtown\_Orange



Icon-Leopardtown\_White



Icon-Leopardtown\_Yellow



L-town Alley\_4C



L-town Alley\_Black



L-town Alley\_Blue-Dark



L-town Alley\_Blue-Light



L-town Alley\_Green-Dark



L-town Alley\_Green-Light



L-town Alley\_Orange



L-town Alley\_White



L-town Alley\_Yellow



LBA\_4C



LBA\_Black



LBA\_Blue-Dark



LBA\_Blue-Light



LBA\_Green-Dark



LBA\_Green-Light



LBA\_Orange



LBA\_White



LBA\_Yellow



Leonardtown Business Association\_4C



Leonardtown Business Association\_Black



Leonardtown Business Association\_Blue-Dark



Leonardtown Business Association\_Blue-Light



Leonardtown Business Association\_Green-Dark



Leonardtown Business Association\_Green-Light



Leonardtown Business Association\_Orange



Leonardtown Business Association\_White



Leonardtown Business Association\_Yellow



Leonardtown-Icon\_4C



Leonardtown-Icon\_Black



Leonardtown-Icon\_Blue-Dark



Leonardtown-Icon\_Blue-Light



Leonardtown-Icon\_Green-Dark



Leonardtown-Icon\_Green-Light



Leonardtown-Icon\_Orange



Leonardtown-Icon\_White



Leonardtown-Icon\_Yellow



Leonardtown-MD-Icon\_4C



Leonardtown-MD-Icon\_Black



Leonardtown-MD-Icon\_Blue-Dark



Leonardtown-MD-Icon\_Blue-Light



Leonardtown-MD-Icon\_Green-Dark



Leonardtown-MD-Icon\_Green-Light



Leonardtown-MD-Icon\_Orange



Leonardtown-MD-Icon\_White



Leonardtown-MD-Icon\_Yellow



Leonardtown-MD-Seal\_4C



Leonardtown-MD-Seal\_Black



Leonardtown-MD-Seal\_Blue-Dark



Leonardtown-MD-Seal\_Blue-Light



Leonardtown-MD-Seal\_Green-Dark



Leonardtown-MD-Seal\_Green-Light



Leonardtown-MD-Seal\_Orange



Leonardtown-MD-Seal\_White







Leonardtown

Leonardtown-text\_Black

Leonardtown

Leonardtown-text\_Blue-Dark

Leonardtown

Leonardtown-text\_Blue-Light

Leonardtown

Leonardtown-text\_Green-Dark

Leonardtown

Leonardtown-text\_Green-Light

Leonardtown

Leonardtown-text\_Orange

Leonardtown

Leonardtown-text\_White

Leonardtown

Leonardtown-text\_Yellow



On the Square

On the Square\_4C



On the Square

On the Square\_Black



On the Square

On the Square\_Blue-Dark



On the Square

On the Square\_Blue-Light



On the Square

On the Square\_Green-Dark



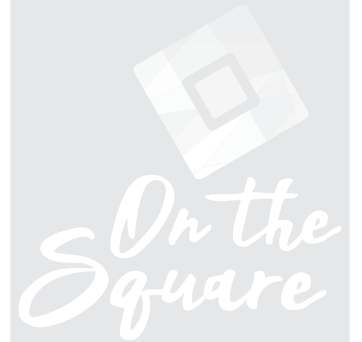
On the Square

On the Square\_Green-Light



On the Square

On the Square\_Orange



On the Square

On the Square\_White



On the Square

On the Square\_Yellow



Seal-Leonardtown\_4C



Seal-Leonardtown\_Black



Seal-Leonardtown\_Blue-Dark



Seal-Leonardtown\_ Blue-Light



Seal-Leonardtown\_ Green-Dark



Seal-Leonardtown\_ Green-Light



Seal-Leonardtown\_Orange



Seal-Leonardtown\_White



Seal-Leonardtown\_Yellow



Summer Music Festival\_2C



Summer Music Festival\_Black



Summer Music Festival\_Blue-Dark



Summer Music Festival\_Blue-Light



Summer Music Festival\_Green-Dark



Summer Music Festival\_Green-Light



Summer Music Festival\_Orange



Summer Music Festival\_White



Summer Music Festival\_Yellow



Up the Road\_4C



Waterfront\_2C



Waterfront\_Black



Waterfront\_Blue-Dark



Waterfront\_Blue-Light



Waterfront\_Green-Dark



Waterfront\_Green-Light



Waterfront\_Orange



Waterfront\_White



Waterfront\_Yellow



West Fenwick\_Black



West Fenwick\_Blue-Dark



West Fenwick\_Blue-Light



West Fenwick\_Green-Dark



West Fenwick\_Green-Light



West Fenwick\_Orange



West Fenwick\_White



West Fenwick\_Yellow





DSC\_7191.JPG



DSC\_7192.JPG



DSC\_7193.JPG



DSC\_7194.JPG



DSC\_7195.JPG



DSC\_7196.JPG



DSC\_7197.JPG



DSC\_7198.JPG



DSC\_7199.JPG



DSC\_7200.JPG



DSC\_7201.JPG



DSC\_7202.JPG



DSC\_7203.JPG



DSC\_7204.JPG



DSC\_7205.JPG



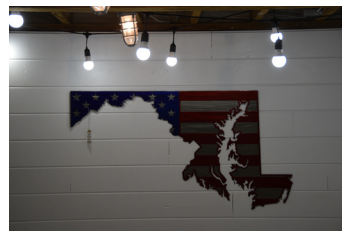
DSC\_7206.JPG



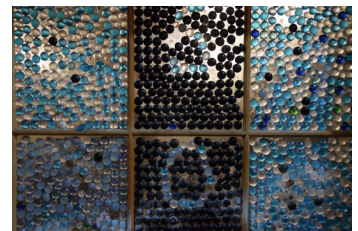
DSC\_7207.JPG



DSC\_7208.JPG



DSC\_7209.JPG



DSC\_7210.JPG





DSC\_7211.JPG



DSC\_7212.JPG



DSC\_7213.JPG



DSC\_7214.JPG



DSC\_7215.JPG



DSC\_7216.JPG



DSC\_7217.JPG



DSC\_7221.JPG



DSC\_7222.JPG



DSC\_7223.JPG



DSC\_7224.JPG



DSC\_7225.JPG



DSC\_7226.JPG



DSC\_7227.JPG



DSC\_7228.JPG



DSC\_7229.JPG



DSC\_7230.JPG



DSC\_7231.JPG



DSC\_7232.JPG

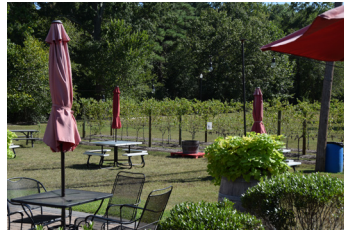


DSC\_7233.JPG





DSC\_7234.JPG



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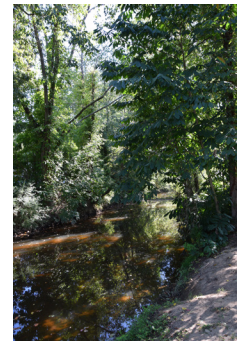
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# Leonardtwn Implementation Guide

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PREPARED BY

 **ARNETT MULDROW**  
316 West Stone Avenue  
Greenville, SC 29609  
[brandtouch@arnettmuldrow.com](mailto:brandtouch@arnettmuldrow.com)  
[arnettmuldrow.com](http://arnettmuldrow.com)

### Adopt Brand

- Board Adoption

### Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Share Brand Link with Design Partners

### Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

### Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

### Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page

### Collateral

- Share Brand Resources
- Share Merchandising Examples
- Share Brand Partner Idea List

### Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System

### Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

### Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

# BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

### Other





Leonardtwn  
*A most exceptional place!*

# How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

## Brand Merchandise

- Hats
- T-Shirts
- Coffee Cups
- Decals
- Bumper Stickers
- Bags
- Shopping Bags
- Cycling Jerseys
- Pint Glasses
- Guitar Picks
- Water Bottles
- Outdoor Gear
- Polo Shirts
- Climbing Chalk Bags
- Hiking Stick Medallions
- Rain Jackets
- Guitar Straps
- Koozies
- Socks
- Invent Something!

## Brand your Digital Presence

- Add Logo to Website
- Add Logos to Facebook as a Gallery
- Link from Web to Community Website
- Use Hashtag
- Share Photos of Branded Items
- Tweet the Web Address
- Link Google Photo Galleries to Share
- Profile Pics
- Send Other Businesses and Organizations to the Web Address
- Instagram People Having Fun

## Brand Your Place

- Request Interest Icons
- Look for Brand Extension Opportunities
- Organizational Logos
- Street Banners
- Wayfinding Signage
- Open Signs
- Store Hours Signs
- Shopping & Dining Guides
- Advertising
- Pocket Folders
- Visitor Guides
- Business Cards
- Brochures
- Annual Reports
- Maps
- Trail Guides
- Shopping Bags
- Loyalty Cards

## Share with Us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

## Share with You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

# BRANDSCORE MAIN STREET

	Point Value	Your Score	Opportunity
Do You Have A Defined Typeface?	5 pts		
Do You Have A Color Palette?	5 pts		
Do You Have An Organization Logo?	5 pts		
Do You Have An Destination Logo?	5 pts		
Do Your Committes Have Logos?	2 pts		
Do You Have A Styleguide?	5 pts		
Do You Have An Org Branded Presentation Template?	2 pts		
Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 pts/ 6 max		
Is Your Org Logo On Your Website?	5 pts		
Do You Have An Org Brochure?	5 pts		
Is Your Org Logo Your Facebook Profile?	3 pts		
Is Your Logo Your Instagram Profile?	3 pts		
Do You Know What Twitter Is For?	3 pts		
Do You Have A Traditional Or Electronic Newsletter?	2 pts		
Do You Have A Uniform Hashtag?	2 pts		
Do Our Events Amplify Our Brand?	5 pts/20 max		
Does Your Gateway Include Your Logo?	5 pts		
Your Street Banners Feature Your Destination Brand.	3 pts		
Do You Make Your Volunteers Feel Part Of The Brand?	5 pts		
Do You Address Parking With Your Brand?	5 pts		
Is There Logo Apparel?	2 pts		
Member Or Investor Benefits	2 pts		

## BRANDACTION


## Copyright Transfer Statement

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For the purpose of Community Branding.

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Arnett Muldrow & Associates  
864.233.0950  
ArnettMuldrow.com  
316 West Stone Avenue  
Greenville, SC 29609

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