

WINTER  
2023

# THE MAIN THING



—  
DEVELOPING  
YOUR BRAND



**COLORADO**  
Department of Local Affairs  
Division of Local Government



# DEVELOPING YOUR BRAND



 CASE STUDY

 RESOURCE GUIDE

 SPOTLIGHT

 VIDEO

# VIDEO HIGHLIGHT

## BRANDING WITH BEN MULDROW



**S** 2023\_01\_19\_DOLA\_Branding\_R3  
Slate Communications

WHY IS IT IMPORTANT FOR  
MAIN STREET TO HAVE A BRAND?

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VIDEO HIGHLIGHT | BEN MULDROW



WINTER 2023 | THE MAIN THING

NEXT

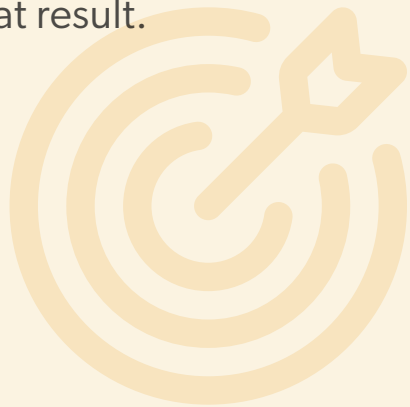
# HOW-TO GUIDE

## *Developing Your Brand*



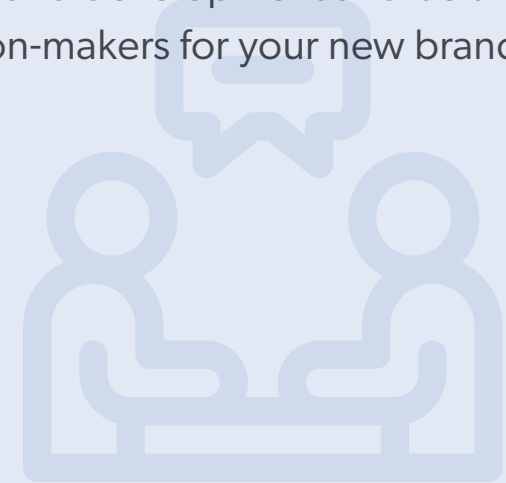
### WHERE TO START

Branding encompasses your five key audiences (**donors, owners, public, volunteers,** and **local government**) and developing messaging for them, a logo or identity, and the promotional materials of that result.



### WHO WILL BE ON YOUR TEAM

Select people from each of your five key audiences who will help with your brand development and be the decision-makers for your new brand.



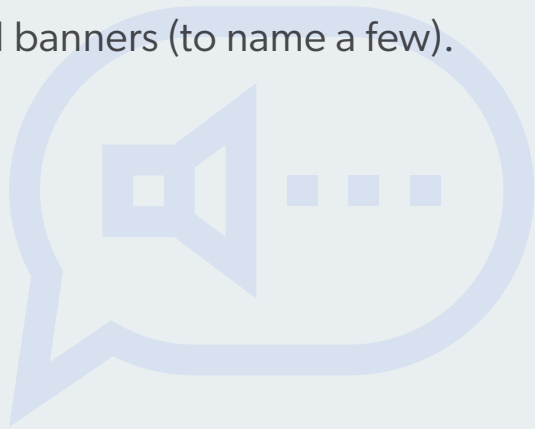
# HOW-TO GUIDE

## *Developing Your Brand*



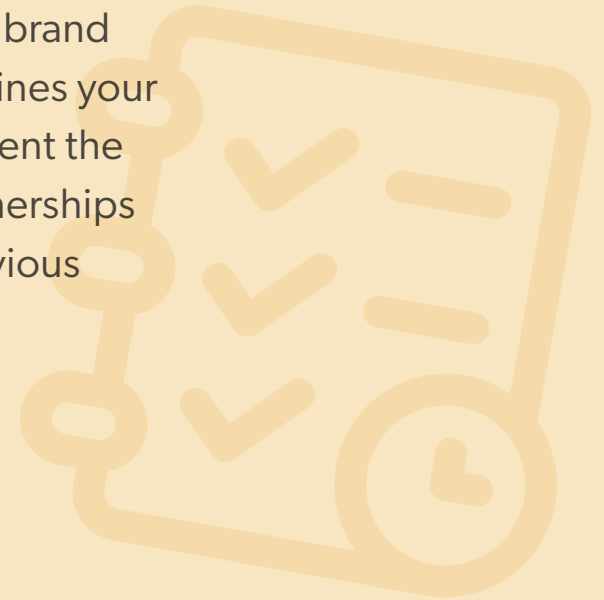
### WHAT WILL IT LOOK LIKE

When your brand is developed, you need to showcase it everywhere – your website, social media, partner packets, and banners (to name a few).



### OTHER INFORMATION

Research is important in brand development. What defines your community? Don't reinvent the wheel. Utilize your partnerships to collect data from previous surveys or reports.



# Steamboat Springs



CASE STUDY



CITY OF STEAMBOAT SPRINGS

# REINVENTING YOUR BRAND

## HOW »

When the Main Street Manager, Lisa Popovich, was brought on board in 2014, she began the process of rebranding Main Street. The previous brand didn't represent the opportunities and heritage Steamboat Springs wanted to be recognized for in their downtown. They wanted to be known as "**Main Street Steamboat Springs**" and be clearly recognizable from other organizations.

**Main Street Steamboat Springs** wanted to incorporate their heritage and community into their new logo, combining their western heritage and ski life. The cowboy hat, with the mountains on the crown, is a fun and historical representation of Steamboat Springs for use at numerous popular events in their downtown area.



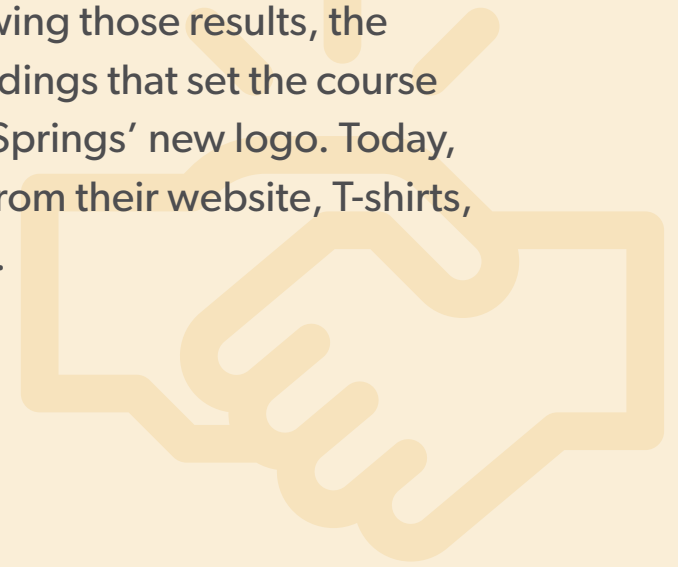
# REINVENTING YOUR BRAND



**MAIN STREET**  
STEAMBOAT SPRINGS

## PARTNERS »

Steamboat Springs worked with their Chamber of Commerce to collect existing data for brand development. Rather than asking residents to take another survey, Steamboat Springs reviewed what was already collected. By reviewing those results, the cowboy hat was among one of the findings that set the course of becoming Main Street Steamboat Springs' new logo. Today, the cowboy hat is used everywhere, from their website, T-shirts, banners, events, and partner packets.





# REINVENTING YOUR BRAND



## THOUGHTS »

A brand is more than just a creative way to represent your Main Street, it is your Main Street. Lisa approached their brand with a clear vision of how she wanted Main Street Steamboat Springs to be represented.

“ *Our brand effectively represents our Town. It says very quickly that we’re western, the mountains are a big part of who we are, and we’re welcoming. Those were the things we wanted people to say.*

— Lisa Popovich, Main Street Manager



★ Rangely



TOWN OF RANGELY

# FINDING YOUR PROCESS

## HOW »

When Rangely became a new Main Street community in 2020, it needed a brand. With the help of a branding consultant and a newly appointed Main Street Board, they created Rangely “**TREAD.**” The consultant guided the team through the branding process by listening to what makes Rangely so unique.

*“The branding process for TREAD was so much fun! Our creative juices were flowing, and we were all very excited about the process since we were brand-new to Main Street. The consultant came to Rangely with so much energy and developed a great brand for us!”*

— Jeannie Caldwell, Main Street Manager



# FINDING YOUR PROCESS



## PARTNERS »

Approaching a new brand can be overwhelming, especially as a new Main Street community. Keeping this in mind, Rangely used the consulting services available to them through Colorado Main Street to initiate the branding process. With the consultant's help, Rangely was able to set the framework of how this process would be presented to Rangely's Main Street board, Town Council, and other stakeholders.



# FINDING YOUR PROCESS



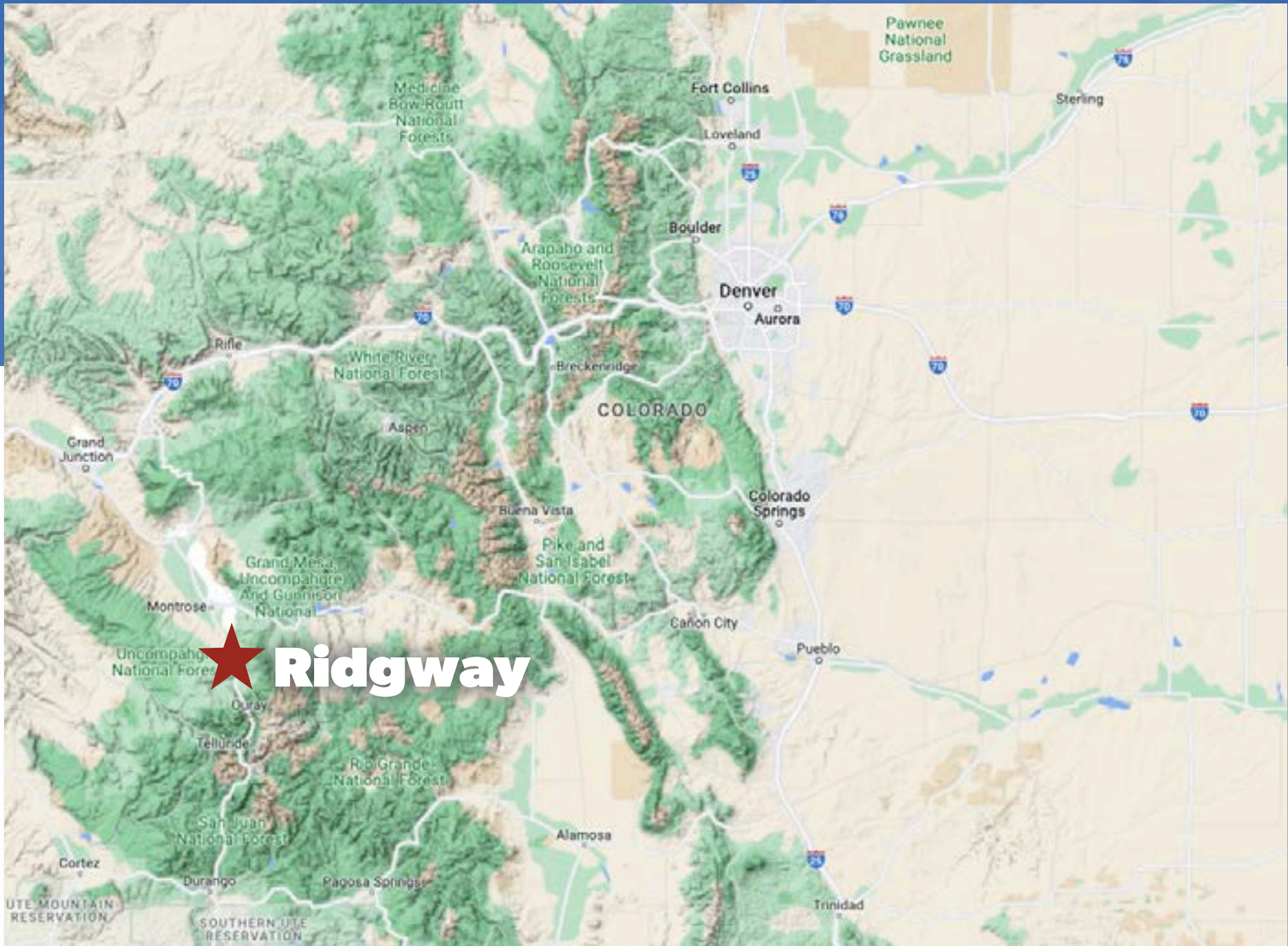
## THOUGHTS »

There are multiple ways to go about launching a brand, but there still needs to be a process for it to succeed.

“ We first presented our branding (TREAD) to the Town Council for comment. We then presented the information to the public on the Town’s social media. We then proceeded with creating social media and a website for TREAD. We were then officially TREAD after that!

— Jeannie Caldwell, Main Street Manager





TOWN OF RIDGWAY

# PROMISING PARTNERS

## HOW »

The Town of Ridgway had a unique branding opportunity regarding Main Street. The Town was also part of Colorado's Creative District program. In 2022, Main Street Manager Tera Wick approached rebranding Main Street with the idea of combining it with the Creative District. Because these entities are an integral part of Ridgway's culture, their boards were brought together for the branding exercise. Entrepreneurs, artists, residents and other key stakeholders were invited to an open house. The result was the Ridgway "**FUSE**" brand.

Ridgway **FUSE** has already made its way around Town. "I was surprised by how quickly people were using the term. That's one indication that there doesn't seem to be confusion or hesitation around it. We've also struggled to find volunteers. Now, there is more interest."

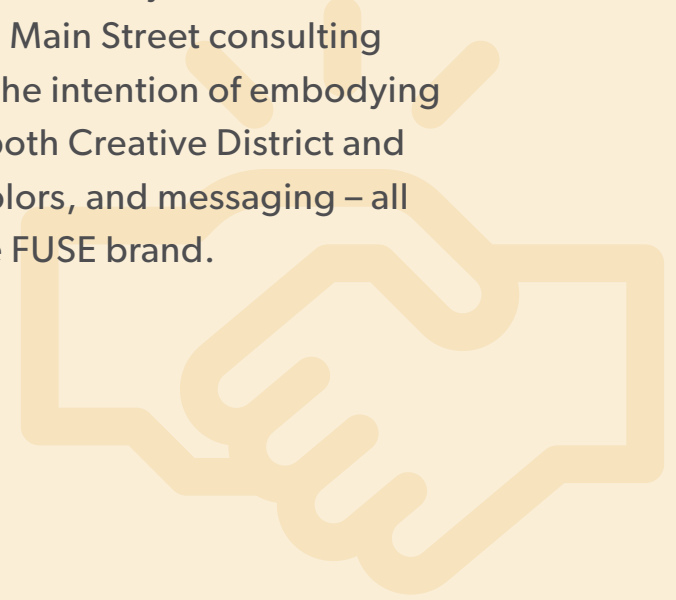


# PROMISING PARTNERS



## PARTNERS »

Ridgway's Main Street and Creative District Board members, local artists, business owners, and entrepreneurs form a stakeholder group that know Ridgway's culture and collectively created an amazing brand with the help of Colorado Main Street consulting services. The FUSE brand was born with the intention of embodying a rebellious and artistic spirit to "FUSE" both Creative District and Main Street organizations. From fonts, colors, and messaging – all of these partners had a hand molding the FUSE brand.





# PROMISING PARTNERS



## THOUGHTS »

Collecting thoughts and ideas from multiple stakeholders as part of the branding process can be challenging. However, Tera found it easily digestible with Colorado Main Street’s consulting services.

“*People put stickers next to color palettes from Ridgway’s known areas that they liked. We created our palette directly from one of Ridgway’s landscapes. Our consultant gave us prompts about the spirit of the Town and how we saw ourselves – ranging from ranch to ski or modern to traditional.*

— Tera Wick, Main Street Manager

