

FARMVILLE DOWNTOWN



BRANDING & MESSAGING GUIDE

FARMVILLE DOWNTOWN

BRANDING OVERVIEW

PRIMARY LOGO

FARMVILLE
DOWNTOWN

PRIMARY LOGO - ONE COLOR

FARMVILLE
DOWNTOWN

FARMVILLE
DOWNTOWN

PRIMARY LOGO

INTERNAL LOGO

FARMVILLE
DOWNTOWN
Partnership

INTERNAL LOGO - ONE COLOR

FARMVILLE
DOWNTOWN
Partnership

FARMVILLE
DOWNTOWN
Partnership

INTERNAL LOGO

LOGO USAGE

- ✓ Do place the full-color logo on a white or light background.
- ✓ Do place the one-color logo on a complimentary-colored background.
- ✓ Do maintain at least .5in (half inch) of white space around the logo. Do maintain the proper aspect ratio. *(Note: The logo files include adequate white space.)*
- ✓ Do ensure the logo is at least .5in (half inch) tall.
- ✓ Do maintain the branded color palette.



FARMVILLE
DOWNTOWN

FARMVILLE
DOWNTOWN



LOGO USAGE

LOGO USAGE

- ✗ Do NOT place the logo on high-contrast or vibrant colors.
- ✗ Do NOT place the logo on colors similar to the logo's colors.
- ✗ Do NOT tilt, rotate, stretch, skew, or distort the logo in any way.
- ✗ Do NOT add unnecessary embellishments like drop shadows, gradients or glows to the logo.



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LOGO USAGE - PROMOTIONAL ITEMS



LOGO USAGE

FARMVILLE DOWNTOWN

PRIMARY COLORS

Darker colors should be used for body copy, while lighter colors should be used as accents. Each of the colors below can be used individually with black/gray to create two-color printed pieces.

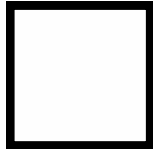
PRIMARY COLORS



RGB: 29 / 66 / 115
CMYK: 0.75% / 0.43% / 0% / 0.55%
HEX: #1d4273
PMS: 534 C

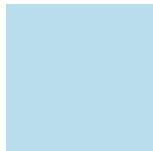


RGB: 98 / 183 / 224
CMYK: 0.56% / 0.18% / 0.00% / 0.12%
HEX: #62b7e0
PMS: 297 C



RGB: 254 / 255 / 255
CMYK: 0% / 0% / 0% / 0%
HEX: #feffff
PMS: 11-0601 TPG

SECONDARY COLORS



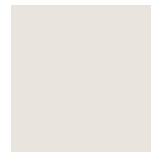
RGB: 185 / 221 / 237
CMYK: 0.22% / 0.07% / 0% / 0.07%
HEX: #b9dded
PMS: 290 C



RGB: 162 / 215 / 241
CMYK: 0.33% / 0.11% / 0% / 0.05%
HEX: #a2d7f1
PMS: 2975 C



RGB: 219 / 78 / 88
CMYK: 0% / 0.64% / 0.60% / 0.14%
HEX: #db4e58
PMS: 1785 C



RGB: 234 / 228 / 222
CMYK: 0% / 0.03% / 0.05% / 0.08%
HEX: #eae4de
PMS: 7604 C

TYPEFACE

PRIMARY | HEADLINES/DISPLAY
Mission Gothic (Black)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890!@#\$%^&*()

SECONDARY | SUB-HEADLINES
Mission Gothic (Bold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890!@#\$%^&*()

SECONDARY | BODY COPY
Mission Gothic (Regular)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890!@#\$%^&*()

COLORS & TYPOGRAPHY

PHOTOGRAPHY

Photography should feel warm, vibrant, and people-first, showcasing real moments that reflect Downtown Farmville's energy and personality.

Prioritize high-resolution, well-lit images that highlight everyday experiences: business owners in their shops, students exploring downtown, families at events, murals, rooftops, and High Bridge access.

Avoid anything pixelated, cluttered, or overly staged. Every photo should feel authentic, welcoming, and aligned with the brand's blend of heritage and forward-looking creativity.



PHOTOGRAPHY

FARMVILLE DOWNTOWN

MESSAGING OVERVIEW

CHANNEL OVERVIEW



Website |
farmvilledowntown.com



Facebook |
[farmvilledowntownpartnership](https://www.facebook.com/farmvilledowntownpartnership)



Instagram |
[farmvilledowntownpartnership](https://www.instagram.com/farmvilledowntownpartnership)



Twitter |
[farmvilledntown](https://twitter.com/farmvilledntown)

FARMVILLE DOWNTOWN

FARMVILLE DOWNTOWN PARTNERSHIP MESSAGING GUIDE

TAGLINE

"Find Yourself in Farmville"

BRAND PILLARS

Community Future
Fun
Support
Heritage

TONE - WHAT FEELINGS SHOULD YOU EVOKE?

Warm Vibrant
Welcoming Inclusive
Upbeat Forward-looking
Authentic

KEY DIFFERENTIATORS

- Two-college town with year-round activity (LU + HSC).
- Walkable historic downtown that blends classic charm with modern energy.
- Murals, public art, and rooftop views found nowhere else in Southside Virginia.
- Direct access to High Bridge Trail State Park from downtown.
- A business community with personality, heart, and local pride.
- Birthplace of America's student-led Civil Rights Revolution (Moton Museum).
- A "Hallmark town" feel that is cinematic, safe, and connected.

MESSAGING GUIDELINES

SAY

- Warm, welcoming, vibrant, people-first.
- Stories about residents, students, volunteers, and local businesses.
- Heritage meets progress.
- Community, connection, and pride.

DON'T SAY

- Corporate, formal, or overly historic-only messaging.
- "Small," "sleepy," or "quiet."

CONTENT IDEAS



PROMOTIONAL

- Downtown events and festivals (Rock the Block, Holiday Parade, First Fridays)
- Business spotlights and grand openings
- Volunteer opportunities and sign-ups
- Positive reviews and testimonials from locals or visitors
- Awards, recognitions, and press mentions



EDUCATIONAL

- “Did You Know?” history highlights (e.g., High Bridge, Main Street landmarks)
- “Tip Tuesday” ideas for how to spend a weekend in Downtown Farmville
- Downtown development updates (facade improvements, new amenities)
- Small business resources or Main Street facts
- Seasonal PSAs (parking, event prep, supporting local shops)



ENTERTAINING

- “Faces of Farmville” stories (owners, students, volunteers)
- “Day in the Life” reels from local businesses or events
- Community events, music, and markets
- Holidays, national days, or themed tie-ins (“National Coffee Day” → feature Uptown Coffee)
- Behind-the-scenes peeks of downtown life

TARGET AUDIENCE

These personas were developed based on Placer.ai visitor data, stakeholder feedback, and audience engagement patterns across Farmville’s digital platforms. They represent the people who most directly influence, support, and experience Downtown Farmville.

TARGET PERSONA



Community Stakeholder

Age: 45–65

Location: Farmville, VA or Prince Edward County

Community leaders, town staff, and elected officials who want to see progress that benefits residents and businesses. They attend meetings, read newsletters, and value data-driven updates. Best reached through email, reports, and personal communication. FDP helps them by showing results and connecting downtown growth to overall community success.

Social Media: LinkedIn & Facebook

TARGET PERSONA



Small Business Owner / Building Owner

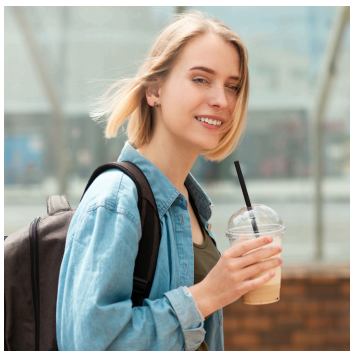
Age: 30–55

Location: Downtown Farmville or surrounding corridor

Entrepreneurs and property owners invested in downtown’s vitality. They enjoy collaboration, seeing increased foot traffic, and feeling supported. They’re active on Facebook and attend partner meetings. FDP helps them by promoting local business, sharing resources, and amplifying their stories through marketing efforts.

Social Media: Facebook & Instagram

TARGET PERSONA



Main Street Visitor (Regional Resident)

Age: 25–50

Location: Prince Edward, Buckingham, or Charlotte counties

Local and regional visitors who come downtown to shop, dine, or attend events. They look for fun, social experiences that feel authentic and welcoming. They use social media and respond to engaging visuals and event promotions. FDP helps them by creating memorable experiences and giving them reasons to keep coming back.

Social Media: Instagram & Facebook



Community Overlay Template



Before & After Template



Get Involved Template



Community Pride Template



Event Announcement Template

Download Templates

While logged into Canva, click the link(s) above and select “use template in a new design” to add to your Canva. Then customize with your branding!

FARMVILLE DOWNTOWN

COMMUNICATIONS GUIDE & ROADMAP

GUIDING PRINCIPLES & PURPOSE

GUIDING PRINCIPLES

- **One Band, One Sound:** Board members, volunteers, and business owners should speak with a unified voice. From a social media caption to a radio interview, the story of Downtown Farmville must feel consistent and intentional.
- **Community First:** At every turn, the focus should be on the people who make Farmville unique – its residents, students, entrepreneurs, and visitors. Marketing should highlight real faces and stories, not just events or facades.
- **Historic + Future:** Preservation is key, but so is progress. Marketing will balance Farmville's historic buildings and cultural legacy with its evolving identity as a modern, creative place to live and visit.
- **Inclusive & Welcoming:** Messaging must resonate across demographics – families, retirees, college students, and young professionals. That means diverse visuals, accessible language, and a warm tone that says: "There's a place for you here."

PURPOSE

- FDP's marketing efforts exist to:
- Strengthen internal cohesion among the board, businesses, and volunteers with a shared elevator pitch and tone.
- Promote downtown as a destination to visit, live, and invest in – highlighting everyday experiences and special events.
- Attract and support businesses, residents, and visitors through consistent storytelling and visibility.

STRATEGIC PRIORITIES

1) BRAND DEVELOPMENT & MESSAGING

- Finalize visual identity (logos, colors, fonts) and document usage.
- Create Messaging Guide: tone words, tagline options, mission/vision, differentiators, elevator pitch, boilerplate.
- Build Canva templates (social, flyer, poster, email header) for easy, consistent rollout.

2) CONTENT & STORYTELLING

- Content pillars: People of Farmville; Committees/Board Highlights; Downtown Experience (events, dining, shopping, exploring); Heritage and Future
- Story themes: People of Farmville, Committees/Board Highlights; Downtown Experience (events, dining, shopping, exploring); Heritage and Future. FDP's storytelling strategy brings its five brand pillars, Community, Fun, Support, Heritage, and Future to life through specific story themes. Each theme guides how FDP creates content across social media, newsletters, and PR to reflect the personality and purpose of Downtown Farmville.
- Signature series: "Faces of Farmville" (business owners, families, students, volunteers)
- Seasonal storytelling: holidays, back-to-school, summer on Main, art/murals
- Aspirational benchmark: Keep Greenville, SC, downtown as a loose creative reference (tone/energy)

3) DIGITAL PRESENCE & INFRASTRUCTURE

- Facebook & Instagram: event promotion, photo carousels, reels, business spotlights
- TikTok: authentic, quick "fun downtown" clips; campus tie-ins (Longwood University & Hampden-Sydney College)
- Mailchimp: launch monthly newsletter and subscriber sign-up campaign (option for text via Mailchimp)
- Google Business: accurate listings, hours, photos; respond to reviews; spotlight events

STRATEGIC PRIORITIES (CONTINUED)

4) COMMUNITY ENGAGEMENT

- Board training on shared messaging and elevator pitch; align committees around four Main Street points
 - Organization - Building strong partnerships, leadership, and volunteer engagement.
 - Promotion - Marketing the district to residents, visitors, and investors.
 - Design - Enhancing the physical environment (streetscape, signage, facade improvements).
 - Economic Vitality - Strengthening the local economy through business support and property development.
 - Volunteer recruitment and recognition features (social and newsletter)
 - Partnerships with Longwood University (LU), Hampden-Sydney College (HSC), Farmville Area Chamber of Commerce, Prince Edward County, and the Town of Farmville
-
- Student Ambassador Program: FDP can launch a Student Ambassador Program in partnership with LU and HSC. Selected students would represent the organization on campus and in the community, helping to create user-generated content that reflects authentic student experiences downtown.
 - Ambassadors could assist with event promotion, content creation (social posts, reels, and photos), and community outreach. This program not only builds FDP's reach among younger audiences but also strengthens the connection between students and downtown businesses, creating future advocates and volunteers.

STRATEGIC PRIORITIES (CONTINUED)

5) PROMOTION & VISIBILITY

- Event Communications Checklist (assets, deadlines, roles); small radio ads as budget allows
- Photography/videography plan to expand the asset library (murals, rooftops, High Bridge, people)
- Market available residential/commercial spaces via owned channels and local print placements
- Event Management and Strategic Alignment: FDP should prioritize quality over quantity when it comes to events. Jumping on every opportunity can lead to burnout, diluted impact, and limited staff capacity – a common pitfall for Main Street programs. Instead, the organization should focus on a few signature, well-executed events that align with its mission and brand. Other successful downtowns have taken the following approaches:
 - Downtown Wytheville, VA: Scaled back from dozens of small gatherings to three signature events: Wings & Things, Chautauqua Festival partnership, and Small Town Christmas. These events now attract regional audiences and strong sponsorships.
 - Marion, VA: Transitioned from frequent pop-up markets to quarterly First Friday events that combine music, extended shopping hours, and food vendors, creating consistent, high-quality experiences.
 - Abingdon, VA: Focused on collaborative seasonal experiences like Main Street Trick-or-Treat and Lighting of the Trees, leveraging partnerships with businesses to share workload and amplify impact.
- FDP can follow this model by identifying 3-4 high-impact events per year that align with its goals, such as Rock the Block, Holiday Parade & Downtown Open House, and a Spring or Summer Market Series. Each event should:
 - Reflect the FDP brand (fun, vibrant, welcoming).
 - Strengthen local business participation and visibility.
 - Generate measurable engagement (attendance, digital reach, economic impact).

FUND DEVELOPMENT

FDP should transform fundraising from a sporadic, labor-intensive chore into a predictable, sustainable fund development cycle. Using existing marketing and communications assets (storytelling, social media, and the email list), FDP can nurture a broad base of donors motivated by impact rather than one-time incentives.

Examples include:

- **Storytelling Campaigns:** Share short stories about downtown successes (like new businesses, facade improvements, or volunteer projects) that show donors the tangible results of their support.
- **Email & Newsletter Appeals:** Include a quarterly “Support Downtown” feature in the Mailchimp newsletter with a direct link to donate and a brief note about where funds will go.
- **Social Media Spotlights:** Dedicate one post per month to thanking (and tagging) donors, volunteers, or partners, reinforcing community impact and transparency.
- **Annual Giving Drive:** Launch a year-end “Keep Farmville Vibrant” campaign, combining email, social, and small in-person events to encourage recurring donations.
- **Membership or Friends Program:** Create a “Friends of Downtown Farmville” group where donors receive exclusive updates, early event access, or recognition on FDP’s website and social media.

CHANNELS & BRAND PREFERENCES

Owned Media

(FDP fully controls these channels and content.)

- Facebook & Instagram: Cornerstone platforms for events, storytelling, and community engagement.
- TikTok: Authentic short-form video highlighting fun downtown moments, as well as student and family tie-ins.
- Mailchimp Newsletter: Monthly newsletter to build a loyal subscriber base (with sign-up campaigns).
- Google Business: Accurate listings, engaging photos, up-to-date hours, and responsive review management.
- Website: Central hub for events, the business directory, and volunteer opportunities.

Earned Media

(Visibility gained through others talking about FDP.)

- Local & Regional Press: Stories on events, murals, and historic preservation.
- Word of Mouth/Social Shares: User-generated content and visitor stories.
- Partnership Amplification: Cross-promotion via Longwood University, Hampden-Sydney College, Farmville Area Chamber of Commerce, Prince Edward County, and the Town of Farmville.
- Event Coverage: Organic mentions and photos from attendees at festivals and downtown happenings.

CHANNELS & BRAND PREFERENCES

Paid Media

(Channels requiring ad spend to expand reach.)

- Facebook & Instagram Ads: Targeted campaigns by zip code (local and regional focus).
- TikTok Ads: Lighter investment, experimenting with reach for younger demographics.
- Radio Ads: Light regional buys for major events (Rock the Block, holiday season).
 - WFLO, WVHL, WSVS, WLCX, etc.
- Print/Local Magazines: Occasional placement to reinforce brand presence to nearby counties.
 - Farmville Herald, Farmville the Magazine, etc.

Boosted Content: Amplifying high-performing organic posts around events or campaigns.

Brand Preferences

- Likes: lime green and blue (happy, loyal, friendly); playful feel; “Explore” and “Dine • Shop • Play”
- Dislikes: “Beat of the Heartland” (remove)
- Aspirational: A cohesive, streamlined vibe that feels welcoming, fun, and successful

Brand Voice Guidelines

- Do’s: Use warm, inviting, upbeat language. Highlight people and experiences. Keep captions concise but personal.
- Don’ts: Avoid overly formal or corporate-sounding text. Skip jargon or language that feels exclusive.

Sample Caption: “Saturday mornings in Farmville mean fresh coffee, friendly faces, and a walk down Main Street. Discover what makes our downtown special.”

CHANNELS & BRAND PREFERENCES

Key Target Audiences

- Families: Larger household sizes; strong presence at events (e.g., Rock the Block)
- Young Professionals: 20% of visitors are “Young Singles/Starters,” another 13% “Significant Singles”
- College Students: (LU and HSC) 13% from Longwood, 2.5% from HSC before visits (Source: Placer.ai)
- Regional Residents: Prince Edward County and surrounding counties
- Internal Stakeholders: Board of Directors, downtown business owners
- Partners: Town of Farmville, Farmville Area Chamber of Commerce, Prince Edward County
- Regional Visitors: Dillwyn, Rice, Lynchburg, Richmond, Appomattox, Lunenburg, Madison Heights, Powhatan, etc.

Target Audience Personas

- The Family Explorer: Local/regional families looking for safe, fun weekend activities. Want kid-friendly dining, seasonal events, and gathering spaces; welcoming, family-friendly areas where people can comfortably spend time before, during, or after an activity. Examples include: cafes or coffee shops, green spaces, or other social gathering / lounge spots.
- The Young Professional: 20 to 30-year-old singles/couples seeking a vibrant social life, dining, and networking. Heavy social media users.
- The College Student: LU or HSC students who want affordable, authentic hangout spots. Discover downtown through TikTok/IG.
- The Retiree: Older adults who enjoy Farmville’s historic charm and slower pace, seeking cultural events, an accessible downtown, and friendly businesses.

MESSAGING FRAMEWORK

Current Perception: “boring, small, friendly”

Desired Perception: “fun, vibrant, interesting”

Visitor Data Baseline: Median household income \$50,200; 32% with bachelor’s+; less diverse than county

Visitor Story Integration: “Whether you’re a Longwood student walking downtown, a family at Rock the Block, or a retiree enjoying a dinner out, Farmville should feel welcoming, vibrant, and full of life.”

Tone Words: Warm, welcoming, fun, creative, authentic, vibrant, inclusive, proud, forward-looking

Key Words: Community, support, heritage, growth, connection, collaboration, downtown, small businesses, local pride

Key Differentiators: Murals and public art that tell Farmville’s story, rooftop dining and views unique to Southside Virginia, direct access to High Bridge Trail State Park from downtown, two-college town – home to Longwood University and Hampden-Sydney College, Birthplace of America’s student-led Civil Rights Revolution (via Moton Museum and local history)

Visitor Story (desired): A neighborly Main Street where shop owners know your name. Grab a drink, stroll along High Bridge Trail, enjoy murals and rooftops. It feels like home and makes you want to come back.

MAPPING STRATEGIES TO MAIN STREET: FOUR-POINT APPROACH

- **Promotions:** Create content pillars, event communications checklist, seasonal campaigns, and business spotlights.
- **Economic Vitality:** Highlight available spaces, attract new businesses, and share success stories.
- **Design:** Showcase facade improvements, streetscapes, murals, bistro tables; create consistent brand visuals.

Organization: Plan for board alignment and training, volunteer recruitment/recognition, and partner coordination.

TACTICAL INITIATIVES (BY AREA)

Digital Marketing

- Facebook/Instagram campaigns (events, businesses, micro-stories); consistent calls to action and links.
- TikTok reels that capture fun, authentic downtown moments; student collaborations.
- Mailchimp monthly newsletter; list-growth campaign via social and in-store QR cards.
- Light radio buys to reach surrounding counties when promoting seasonal events.

Content Marketing

- “Faces of Farmville” series (owners, families, students, volunteers) with photo and short video.
- Board/committee highlights to build transparency and cohesion.
- Seasonal event coverage with before/during/after assets for reuse.
- Blog-style features on preservation and new businesses; repurpose for social and newsletter.

Social Media

- Align posts to pillars; mix carousels, reels, single-image stories; weekly community engagement.
- Interactive tactics: polls, Q&As, user-generated photo prompts/contests.
- Monthly analytics review; test format timing and creative; iterate based on performance.

Community & PR

- Use the event communications checklist for all events (assets, deadlines, roles).
- Leverage LU & HSC partnerships for student involvement and content collection.
- Issue press releases on murals, facade grants, new businesses, and seasonal events.

STORY THEMES (ALIGNED TO BRAND PILLARS)

These story themes translate FDP's five brand pillars – ***Community, Fun, Support, Heritage, and Future***, into actionable categories that guide all content and storytelling efforts. Every post, video, email, or campaign should connect back to at least one of these themes to reinforce a consistent message and brand identity.

- **People of Farmville (Community, Support)**- Focus on the people who make Downtown Farmville vibrant – business owners, residents, students, and volunteers. Tell real stories that highlight connection, collaboration, and pride in place.
- **Leadership in Action (Support, Future)**- Celebrate the behind-the-scenes efforts of board members, committees, and partners. Feature leadership milestones, volunteer recognition, and examples of how FDP's teamwork drives long-term progress.
- **Downtown Experience (Community, Fun)**- Capture the energy and spirit of everyday life downtown. Showcase dining, shopping, events, and High Bridge experiences that invite locals and visitors alike to explore, linger, and return.
- **Heritage Meets Progress (Heritage, Future)**- Balance preservation with innovation. Highlight Farmville's historic architecture, public art, and revitalization projects that honor the past while building a creative, forward-looking future.

KEY INITIATIVES (12-18 MONTHS)

- Finalize Brand & Messaging Guide and distribute with Canva templates.
- Launch monthly Mailchimp newsletter and list-growth campaign.
- Roll out “Faces of Farmville” content series across channels.
- Host board training on shared messaging and elevator pitch; publish the pitch.
- Capture professional photos/videos of downtown experiences and people.
- Run seasonal storytelling campaigns (holiday, summer, back-to-school).
- Promote available downtown spaces (residential/commercial) via owned channels and local print.

PLAN ROLLOUT

Weekly (Cadence & Tasks)

Focus	Tasks
Community Engagement	Reply to comments/messages; reshare UGC; collect quick wins from businesses.
Content Collection	Capture at least 3 new photos or 1 short video; log assets for library.
Listings & Accuracy	Review Google Business/posts; verify hours and upcoming events.

Monthly

Focus	Tasks
Content Calendar	Plan/schedule posts; confirm event assets.
Newsletter	Publish Mailchimp newsletter; grow list with QR and social CTAs.
Analytics	Review social, newsletter, and site basics; adjust content mix.

Quarterly

Focus	Tasks
Campaigns	Evaluate performance; launch/refresh seasonal campaigns.
Partnerships	LU/HSC/Chamber/Town check-ins; plan joint content.
Recognition	Volunteer highlights; board/committee spotlight; asset gap list.
Organization	Conduct a formal, data-driven review of the past 12 months of events to rank them based on attendance, financial return, volunteer effort, and brand alignment. Decision: Designate 2-3 signature events (high-investment/high-return) and 2-4 community partner events (low-investment/amplify only). Eliminate or delegate low-impact events.

PLAN ROLLOUT (CONTINUED)

Annually

Focus	Tasks
Plan Review	Stakeholder workshop; update goals, tone words, pillars, and templates.
Creative Refresh	New brand imagery; update Canva kits; archive outdated assets.
Community Survey	Perception check (boring/small → fun/vibrant); publish summary.

KPI Tracking

KPI Category	Measurement	Example Targets (to set with Board)
Brand Adoption	Board/businesses can articulate mission consistently; elevator pitch usage.	Board alignment documented; 80% accurate pitch in spot-checks.
Digital Growth	Follower growth, engagement rate, newsletter subscribers.	+15–25% YoY growth; newsletter list milestones (e.g., 1k).
Community Engagement	Volunteer sign-ups, participation at events, partner activations.	Quarterly volunteer features; partner content collabs.
Visitor Experience	Perception shift via survey; anecdotal stories collected.	Shift toward “fun, vibrant, interesting” descriptors.
Economic Vitality	Inquiries about spaces; new/expanded businesses.	Track inquiries via simple form; quarterly summary.

EVENT COMMUNICATIONS CHECKLIST (TEMPLATE)

Event Communications Checklist (Template)

Event 	Date	Owner	Assets Needed	Deadlines
e.g., Summer on Main	MM/DD	FDP + Partner	Flyer, FB/IG posts, Reel, Email, Radio :15	Creative (–3 wks), Posts (–2 wks), Email (–10 days)

BRAND & MESSAGING GUIDE: DELIVERABLE COMPONENTS

- **Logos:** Layout of all options and usage
- **Colors & Fonts:** Palette with codes; font family and hierarchy
- **Branded Collateral Examples:** Flyers, social posts, signage mockups
- **Photo Examples:** Initial set; expand as asset library grows
- **Messaging:** Tone words, tagline options, mission/vision, elevator pitch, boilerplate, differentiators, audiences
- **Content Pillars & Annual Roadmap:** Quick reference for writers/designers
- **Target Personas:** Primary (families, young professionals, students) and internal stakeholders