

Downtown Banners: The intersection of ART & BRANDING



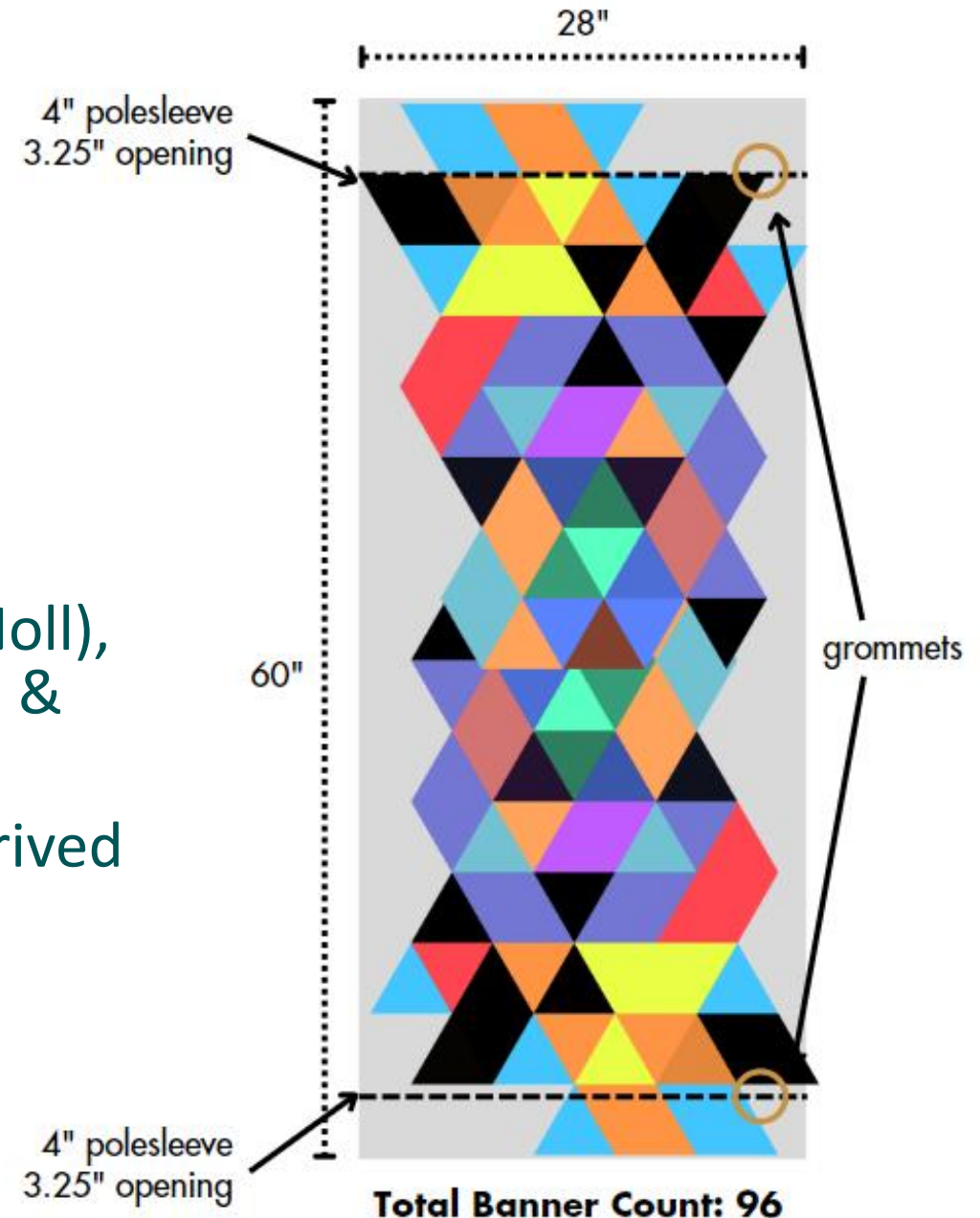


Time for an update!



Project Summary

- 70ish vinyl banners for downtown light poles
- 28" x 60"
- We will have four repeating designs
- 15 different "duck" banners by area students
- Banners will run along Main Street (MLK to Noll), Liberty Street (to Ice House), East (to Mason) & West Market (to 42)
- Create a sense of place, signal that you've arrived someplace special



What's been done so far

- Engage local artist to repurpose our downtown brand assets for banner designs
 - Welcome
 - Culinary District
 - Arts & Music
 - Basecamp for Outdoor Recreation
- Engaged area students to design duck-themed banners
- Working with HEC on brackets & banding TBD and identifying light poles where we can put banners (Liberty Street is the Wild West)
- Tonight we hope you approve the banner designs

General Design Concept

- Showcase specific qualities and characteristics that align with our brand
- Authentic, original art representing our community nestled within a Massanutten backdrop.
- Green colors connect us to our natural surroundings, which is reinforced by the lush greenery in each banner.
- Oranges and light blues add some zip to our beige downtown.
- Avoided downtown-specific imagery in an effort to not make people feel like what they love was left out (specific food item, art asset, cycling)

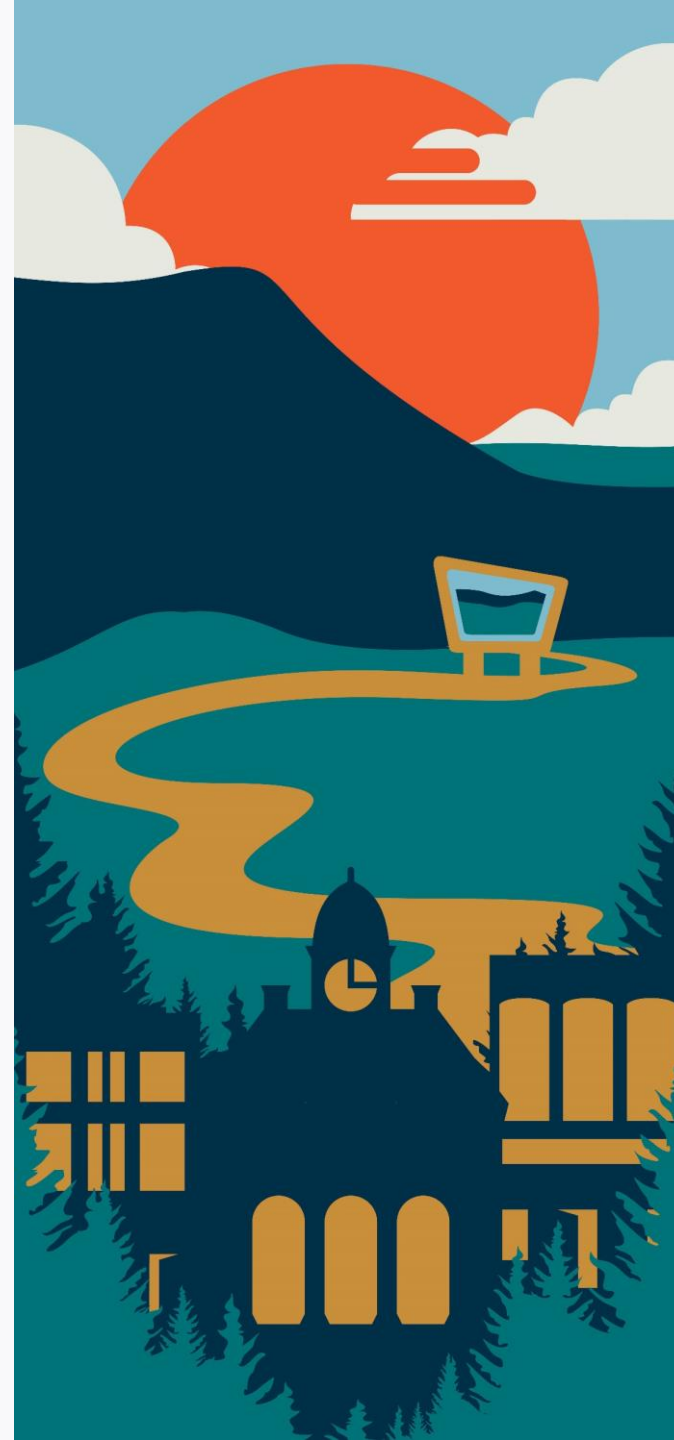
Welcome

- Features “Welcome” in the most-spoken languages in HHS
- Features city’s tagline
- No matter where you are from, we are glad you are here



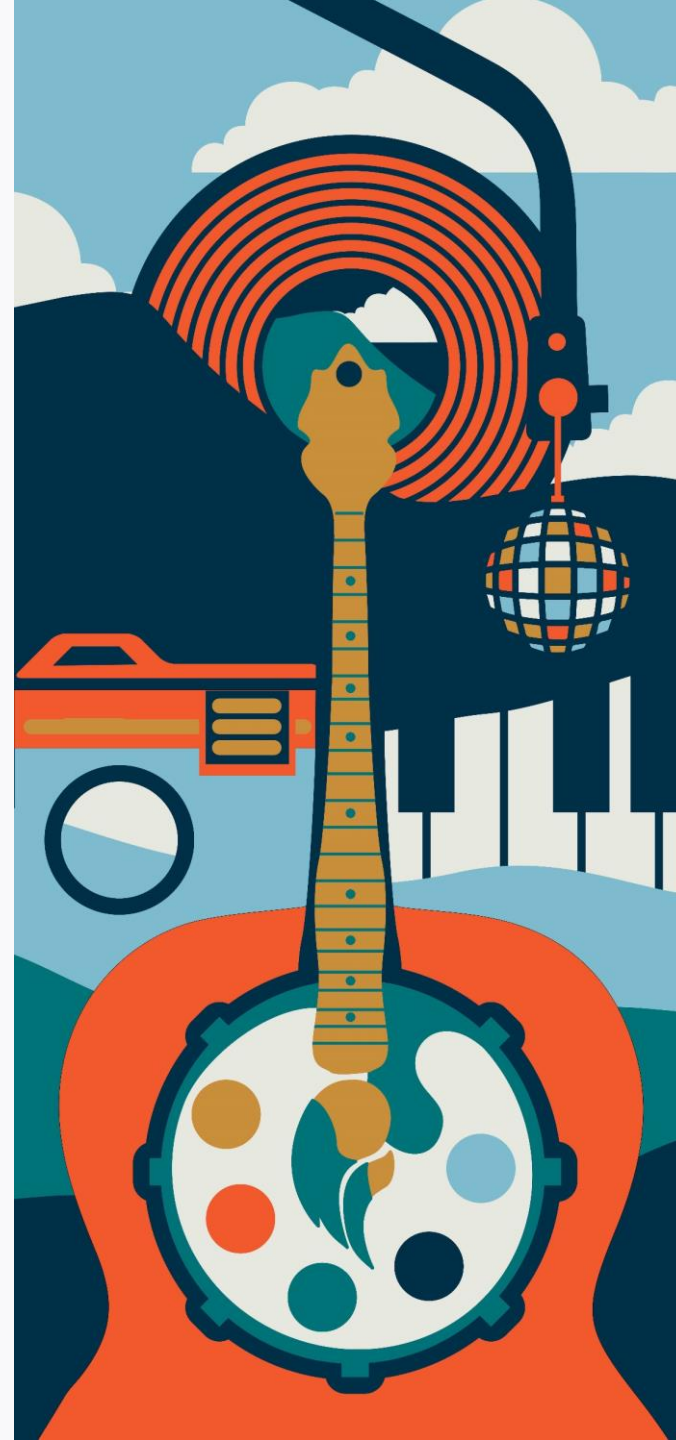
Outdoor Basecamp

- Outdoor rec is a huge draw for residents seeking quality of life and tourist looking for adventure.
- Trail takes you from Court Square to the mountains.
- Downtown will be here, our lights are on, when you return from the forest.



The Arts

- Wide variety of the arts are showcased here
- Visual arts – paint palette in the banjo cover; musical instruments; photography



Culinary District

- Rich agricultural roots upon which our vibrant culinary district was founded. Grains in bowl, farmers market.
- The clever sun skillet!
- No one food or specific dish represented since so much is available here



Ooooh!



Downtown Ducks – Student Art

- 31 submissions from local students
- Balanced mix of elementary, middle, high school
- Blind selection process Mary Yoder with Dart, Alicia Thomas with the Quilt Museum and JR Snow with AGC, and me
- Considered aesthetic, creativity, grade-level, color & vibrancy and how the designs would translate to a banner
- Official unveiling celebration TBD

Student
Designs –
please refer
to your
packet



Banner Template (7:15) ↷

Partnerships

- HEC is working with us to identify the best pole bracket
- HEC will hang them when they take the snowflakes down offering labor as in-kind support
- Public Works will print banners offering labor as in-kind service
- Any Given Child helped us spread the word about the duck banners to area school children
- HDR will serve as project manager and hire a designer (\$), will buy vinyl and ink (\$), will hire a local seam sewer (\$), will buy brackets (\$).