



OTW BRANDING GUIDE

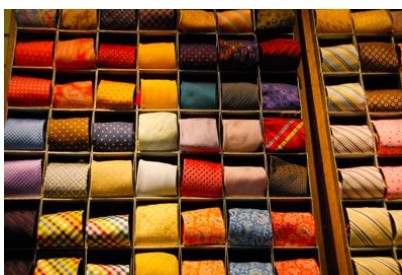
QUICK TIPS

To ensure Old Town Winchester's (OTW) visual brand is consistently, professionally, and memorably conveyed, OTDB hired a professional branding firm to design logos, refine our color palette, and choose a tagline that showcases OTW as a great place to work, live, and thrive.

This Guide provides easy rules so you can use OTW branding elements in your promotional materials, along with your own logo and visual identity, to better promote your business, organization, or event. As more and more downtown stakeholders use OTW branding elements, our brand becomes ever more recognizable and desirable, and this benefits us all by driving traffic and energy into Old Town.

With this Guide, you'll find it easy to incorporate the OTW brand into your own marketing materials. Thank you for helping us promote Old Town Winchester!

Old Town - Greatness begins here.



OTW LOGO

The Old Town Winchester logo is available for businesses in three formats and multiple colors. A few examples of each are shown below.

ROUND	SQUARE	OBLONG

View ALL logos and download high-resolution versions on the OTW site.

OTW LOGO DO'S AND DON'TS

	DO	DON'T
RESOLUTION	Use the original high-resolution image files provided by the branding firm. Download them from the OTW site.	Do NOT just cut and paste a logo from this PDF. You won't get the quality you need for print reproduction.
SIZE	Reproduce the logo at a size large enough to be legible. A minimum height of 0.5" is recommended.	Do NOT make the logo so small on your product that the words "Old Town Winchester" are not legible.
SPACING	Provide some space between the logo and any surrounding text to give a clean, clear impact. Use the "O" in "Old" as a measurement guide for this open space around all sides.	Do NOT crowd text right up against the logo.
SHAPE	Keep the shape, spacing, alignment, and relative size of the elements of the logo intact.	Do NOT distort the shape or spacing of the logo or its lettering.
FONTS	Leave the approved fonts in the logo (Australis Pro Swash and Trend Slab).	Do NOT change the fonts in the logo.
COLORS	Use one of the established colors from the palette (see next page). Choose one that complements your own color scheme.	Do NOT recolor the logo with any other color not in the palette.

OTW LOGO COLOR PALETTE

The Old Town logo should be reproduced in colors from the approved palette, **OR BLACK**. Use the Pantone swatches (preferred for best color match) or CMYK values for print products. Use the RGB or Web hexadecimal color codes for screen-displayed products (websites, PowerPoints, videos, etc.)

You can create an ad using your own colors; you don't have to use this palette for the rest of your ad. Just choose a logo that complements your own palette rather than clashes with it. **And remember, black goes with pretty much anything, so the black versions of the logo are always an option!**

Old Town Red: Pantone DS 81-1 C c 20 r 175 m 100 g 30 y 100 b 35 k 15 Web AF1E23	Old Town Green: Pantone DS 306-1 C c 50 r 147 m 30 g 155 y 100 b 61 k 0 Web 929B3D	Old Town Blue: Pantone DS 219-2 C c 80 r 2 m 30 g 127 y 3 b 177 k 15 Web 027FB1
Old Town Gold: Pantone DS 26-4 C c 10 r 228 m 35 g 170 y 85 b 68 k 0 Web E4AA44	Old Town Dark Blue: Pantone 547 C C 100 r 0 m 64 g 56 y 53 b 70 k 48 Web 003846	Old Town Pink: Pantone DS 145-6 C c 10 r 223 m 35 g 175 y 10 b 192 k 0 Web DFAFC0

OTW LOGO FONTS

The fonts used in the OTW logos are **Australis Pro Swash** and **Trend Slab**. Don't change the fonts in the logos. We're giving you the font names in case your graphic designer wants to know what they are, to use elsewhere in your ad or marketing materials.

OTW TAGLINE

The OTW tagline is “Greatness begins here.”

You may want to play on the tagline in your marketing materials to further tie your business to OTW and our greatness! Here are some examples:

Entertainment begins here.

Fashion begins here.

Freshness begins here.

Fun begins here.

Great coffee begins here.

Great music begins here.

Great taste begins here.

Hospitality begins here.

Pampering begins here.

Quality begins here.

Relaxation begins here.

Style begins here.

OTW PHOTO LIBRARY

We have a variety of beautiful, professionally shot photos of Old Town Winchester available for your use in ads. Here are a few samples:







View ALL photos and download high-resolution versions on the OTW site.

OTW BRANDING EXAMPLE

Here's an example of the logo and a play on the tagline on a Bright Box Theater poster. The poster is 11"x17" at full size, so the logo in the left corner is about 1"x1", which is double the minimum size required to ensure the logo is legible.

BRIGHT BOX THEATER
LOCATED IN THE HEART OF BEAUTIFUL OLD TOWN WINCHESTER

MARCH

FRI MAR 6	DRY MILL ROAD w/ THE HELLO STRANGERS newgrass / bluegrass / americana	8:00PM \$10 ADV \$15 DOOR
SAT MAR 7	BRIGHT BOX DIVAS female impersonation at it's finest; two shows!	7:30PM & 10PM \$20 ADV \$25 DOOR
SUN MAR 8	SQUARE DANCE w/ BUD'S COLLECTIVE featuring skilled caller Brad Saylor	6:00PM \$10 ADV \$15 DOOR
WED MAR 11	APPLE BLOSSOM'S GOT TALENT! TRY OUT #3 American Idol-style talent competition	7:00PM \$5 UPSTAIRS \$10 THEATER
FRI MAR 13	THE FOX HUNT old-time country / bluegrass / string band	8:00PM \$10 ADV \$15 DOOR
SAT MAR 14	PITCHBLAK BRASS BAND hip-hop / funk / rock	8:00PM \$12 ADV \$15 DOOR
FRI MAR 20	COREY HARRIS & THE RASTA BLUES EXPERIENCE blues / reggae / roots	8:00PM \$10 ADV \$15 DOOR
SAT MAR 21	STRANGLED DARLINGS w/ MINK'S MIRACLE MEDICINE americana / indie-folk / folk pop / punkgrass	8:00PM \$10 ADV \$15 DOOR
THU MAR 26	TRANSIT performs Daniel Wohl's Co new music / experimental clas	8:00PM
FRI MAR 27	BRIGHT BOX COM JODY KERNS & PATRICK	
SAT MAR 28	BRIGHT BOX COM JODY KERNS & PATRICK two shows!	8:00PM \$12 ADV \$18 DOOR

Old Town Winchester
GREAT ENTERTAINMENT BEGINS HERE

TICKETS AND DETAILS AVAILABLE AT:
WWW.BRIGHTBOXTHEATER.COM
15 N. LOUDOUN ST. WINCHESTER, VA 22601

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Close Up