# City of Kirkland RFP TOURISM AND ECONOMIC DEVELOPMENT DIGITAL MARKETING PLATFORM Job # 16-25-CMO

Consolidated Explore Kirkland and Shop Local Kirkland Branding Materials

This document is not comprehensive. The City suggests potential Vendors review the Explore Kirkland and Shop Local Kirkland websites for the latest iteration of both brands. Please also see "B. Branding" on page 6 of the primary RFP document.

# **SLK Content Creation Design Guide**

March 2023 – working document



# **Graphics & Collateral Design Elements**

3 signature colors + black
Graphic composition
Color block or color strip inclusion
Prominent Logo – can be watermarked or partial
Human images or product images

## Tone and Audience

Friendly Insider

- Adventurous + Cultured
- Relevant + Engaging
- Authentic + Empowering
- Educational + Trusted
- Consistent + Reliable
- Charming + Polished

Also....community. We are stronger together. We are all in this together. Love local. Live local.

Support local

2020 messaging



Survive.
Revive.
Thrive.
Together

www.ShopLocalKirkland.com

#### 2020 Postcard

**eCommerce** has never been more vital for business success.

Shop Local Kirkland sdriven to create a vibrant, prosperous and resilient digital economy for all Kirkland business

Join Kirkland's Digital Main Street. Register your business now.

www.ShopLocalKirkland.com



#### 2020 Postcard



#### 2020 Business recruitment brochure











## Street banner







#### Set Sail Studios - Northwell Alt.ttf

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. The quick brown fox jumps over the lazy dog. 1234567890			
The quick brown fox jumps over the lazy dog. 1234567890			

# Window Clings



#### Social Media Design Templates







# It's #MembershipMonday!

Join a local organization or give the gift of membership.

Search 'Arts, Culture &
Entertainment' as well as 'Fitness
& Recreation' categories on
www.shoplocalkirkland.com





#shoplocalkirkland







# **#TakeoutTuesday**

Six ways to support local restaurants right now:

- Go to Eat & Drink on www.ShopLocalKirkland.com
- Order takeaway or delivery from a favorite local listed there!
- 🜟 Hashtags
- 🙀 Buy a gift card
- Tag your fave restaurant on social media
- 🛕 Dine local, outside with family



#shoplocalkirkland



# Support Kirkland #shoplocalkirkland Shop Local

www.shoplocalkirkland.com

# FREE 1-HOUR PARKING



Order In-Car Delivery





Scan QR Code\* for Restaurants and Menus. Include Your Parking Stall Number with Order



Enjoy Safe, In-Car Dining with a View!









\*For more information visit www.shoplocalkirkland/initiatives a 2020-21 winter initiative of the City of Kirkland and Shop Local Kirkland.













# Shop Logalg!

Our local businesses need your support now more than ever!

Buy local always and often!

ShopLocalKirkland.com

Logo treatments

















#### **Shop Local Kirkland - 2020**

#### **About:**

The Shop Local Kirkland initiative responds to the economic impacts of Covid-19 on Kirkland's business community and is designed to help local businesses survive and thrive through WA State's Safe Start Plan and beyond. A hyper-local, digital marketplace, Shop Local Kirkland is a vibrant, prosperous and resilient online economy for all Kirkland businesses. The platform www.ShopLocalKirkland.com houses business storefronts on a digital main street, enables e-commerce, and connects shoppers to local businesses. A vigorous media and incentive marketing program will drive traffic through the portal and dollars into the local economy.

Shop Local Kirkland is an initiative funded by the City of Kirkland and driven to help Kirkland businesses survive and thrive via ecommerce. Shop Local Kirkland is an online platform, a digital main street that is activated by consumer engagement and incentive marketing and forms a safety net economy Kirkland.

#### Consumer Campaign – Notes from 2020

#### Pitch:

#### 1) Financial Incentive

#### 2) Shop Local:

We're all in this together. We don't have to sell Shop Local hard, just have to sell that shopping local is as easy and convenient and safe as shopping on Amazon.

Community loyalty

but multiple options for shop local

Focus on benefits of our tool

FAB model of selling: Features Advantages, Benefits

Look at our tool in comparison to others: find competitors (Amazon, box stores w online delivery (Target) other sources to find out info about businessness, some comparison to Yelp)

Don't want to compete with what small businesses are offering on their own , just promoting it

Value add to hyper local: all local, fresher greener faster, one stop shop, snow/weather walkable

Why is our tool better? What benefits the customer?

Now you do not have to walk door to door, can see it all in one place

No contact, still neighborhood,

As easy as Amazon but with a local face and local touch

Relationship of trust with all advantages of e-commerce

Wondering what to get your best friend for the holidays this year? Pic of the Mayor with her dog in a santa hat. Santa is neutral. Holidays, Santa is safe grounds. Reigndeer, holiday trees. Black Friday

- 1. Cable Channels KGOV and Klife. No regular news show just schedule for play back on the channels.
- 2. Youtube <a href="https://www.youtube.com/channel/UC">https://www.youtube.com/channel/UC</a> vJjluNZSbFPe99yMToqDQ/
- 3. Facebook https://www.facebook.com/kirklandwa.gov
- 4. Twitter https://twitter.com/kirklandgov
- 5. Explore Kirkland <a href="https://www.facebook.com/explorekirkland">https://www.facebook.com/explorekirkland</a>
- 6. This Week in Kirkland <a href="https://www.kirklandwa.gov/depart/CMO/News.htm">https://www.kirklandwa.gov/depart/CMO/News.htm</a>
- 7. Kirkland E-Bulletins https://www.kirklandwa.gov/ebulletins.htm
- 8. https://nextdoor.com/neighborhood/downtownkirkland--kirkland--wa/
- 9. <a href="https://nextdoor.com/neighborhood/totemlakewa--kirkland--wa/">https://nextdoor.com/neighborhood/totemlakewa--kirkland--wa/</a>



# Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Kirkland. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact Ellen Miller-Wolfe at the Kirkland City Hall (425) 587-3014.

### Kirkland Logo Usage

The following guidelines illustrate the proper use of the Kirkland logo.

#### Full color logo

The logo may be represented in full color using either spot color or 4color process printing techniques.



#### One color logo

The logo may be represented in a single color preferably using PMS 5405, PMS 383 or Black in either spot color or 4color process printing techniques. It may also be reproduced with or without gradients. Exceptions may be made upon approval.







#### Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.



#### Logo elements

The elements shown may be used separately from the logo when appropriate following the above color guidelines.



# Kirkland "Strap line" Usage

In some instances, Explore Kirkland should be used with its 'sub text' within the brand in publications which have a national or international audience (www.explorekirkland.com / WASHINGTON) and should always be represented in Myriad Pro Semibold.



## Additional Kirkland Graphic Standards

The following guidelines illustrate the proper use of the Kirkland logo.

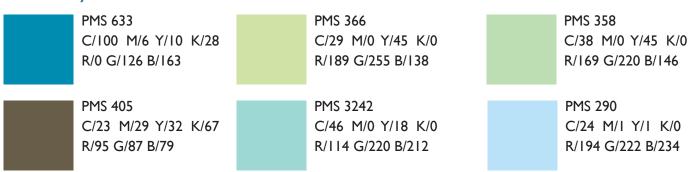
#### Recommended Kirkland Color Palette

The color palette provides a guide for keeping a consistent color scheme within the community's communications.

#### Primary Color Palette



#### Secondary Color Palette



#### Recommended Kirkland Typeface

The following faces may be used in the creation of type artwork: Helvetica LT Std Condensed, Clarendon and Fira Sans (available through Adobe Typekit).

#### Recommended Kirkland Spacing

No other object should be placed within the safe area around the logo as specified below.



### Unacceptable Logo Applications

The following are examples of improper modifications of the Kirkland logo that may violate the integrity of the Kirkland Brand.



**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



**DO NOT** add unofficial copy or graphics covering any part of the logo.



**DO NOT** delete, add or adjust any element of the logo.



**DO NOT** change the proportions of the logo.



**DO NOT** rotate or flip the logo.

Um eturehentias quiam, comnisimil inis et es etur modion pa qui asit, volore net rest, sit pos aut voluptia volorerit lam acidis cusanim si dolor mo vel inisto molupta volum invenimporro cum fugit resecto magnam am atit



**DO NOT** screen the logo or use the logo behind text.



**DO NOT** try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



**DO NOT** print the logo on a background or image that makes it difficult to read.



**DO NOT** alter the logo for any other entity.