



BRANDTOUCH

Salisbury Brand Presentation

Public Presentation
February 15, 2016



What we heard.



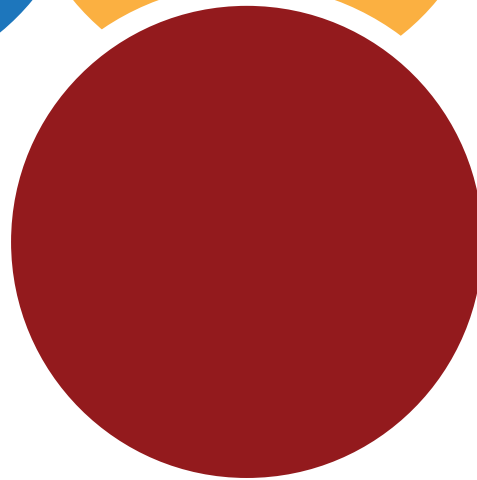
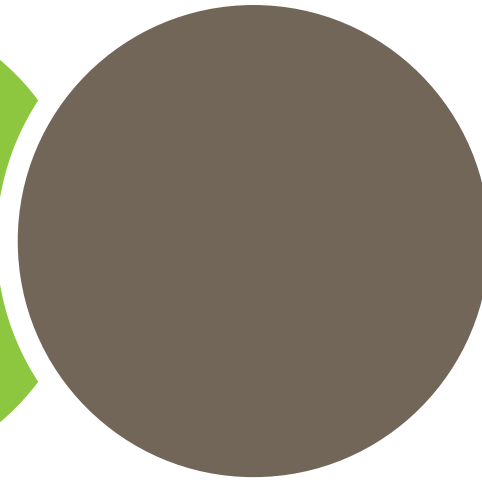
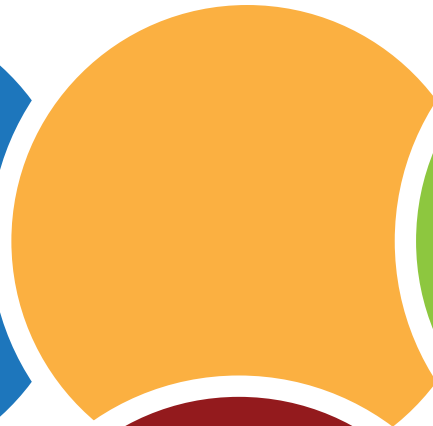
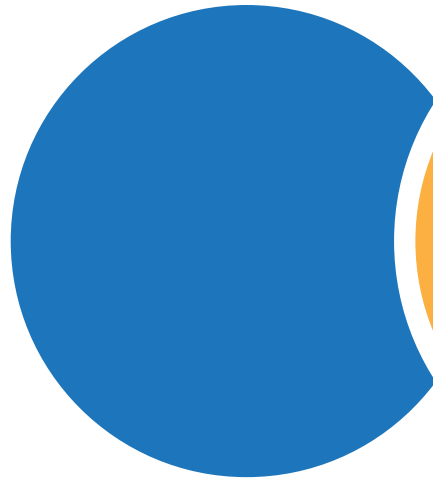
BRANDTOUCH



BRANDTOUCH

Brand Elements





Salisbury
UNIVERSITY

I am your
Primary Typeface

I am your
Secondary Typeface

Brand Statement

We are Salisbury, Maryland, and our town was born from the headwaters of the Wicomico River. This special place, nestled squarely between the beaches and the bay, has been attracting people to its stunning location for almost 300 years.



BRANDTOUCH

Brand Statement

Now one of the largest cities on the peninsula, Salisbury serves as the capital of the Eastern Shore, combining vibrant economic opportunity, quality public education, world-class healthcare, reinvigorated environmental stewardship, globally known corporations, and an energetic and inspiring team of community leaders, to chart its own course, and craft a sound plan for its future.



BRANDTOUCH

Brand Statement

We are Salisbury, and we are a college town.
As the home of Salisbury University, we welcome students around the globe to come for a top-notch education. Around every corner, you can meet a former SU student who has fallen in love with our town, and decided to stay, and make it their own.



BRANDTOUCH

Brand Statement

We are Salisbury, and we are a cultural town. From the art galleries and studios of our community's artists to the celebration of the arts each month at Third Fridays, from the flavors and traditions of our many cultures to the airwaves of Delmarva Public Radio, Salisbury is bringing the community together and celebrating the best of what makes us different.



BRANDTOUCH

Brand Statement

We are Salisbury, and we are a river town. The Wicomico River starts here. Water runs through our downtown and our city park. Bridges criss cross the water standing as a physical reminder of the importance on connections. The active port and marina districts remind us that the water continues to work for us, and the new Riverwalk reinforces that it is also ours to enjoy.



BRANDTOUCH

Brand Statement

We are Salisbury, Maryland.

We invite you to discover our ever-changing downtown, explore our zoo, parks, and trails, and connect with this special place we call home.

We are working hard, everyday, because our friends and neighbors deserve it, and because our community is worth it.

We invite you to be our guest, experience the warmth of the Heart and Soul of Delmarva, and discover what we mean when we say:

Salisbury: *The Comfortable Side of Coastal*



BRANDTOUCH





BRANDTOUCH

Destination Brand





Salisbury

The Comfortable Side of Coastal











BRANDTOUCH

City Seal



Here is what I want in the logo

Tomatoes

Pumpkin

Hay stack

Cucumber

Apples

Strawberries

Beans

Sailboat

Pine Tree

College Building

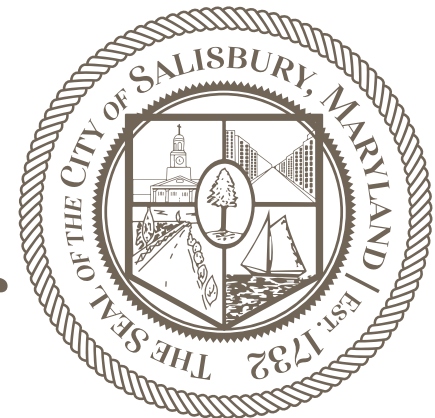
Tree Lined Road

Building Lined Street





City of
Salisbury



City of
Salisbury
MARYLAND



BRANDTOUCH

Collateral



Shopping Bags



Shirts



Hats



City Vehicles



City Flag





BRANDTOUCH

Brand Extension





The Comfortable Side of Flying





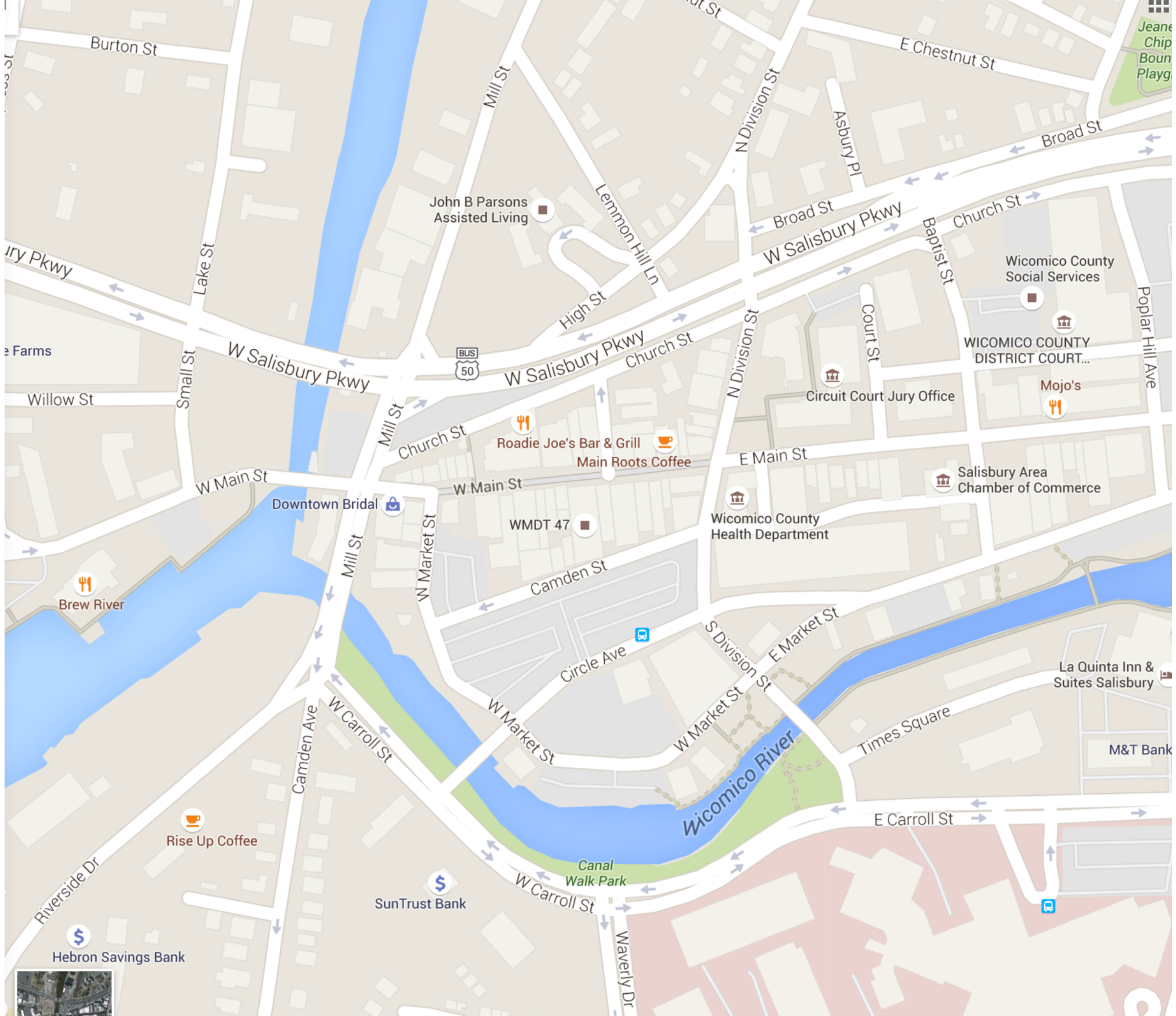
Beaches
to the Bay
-BIKE TRAIL-



BRANDTOUCH

Downtown Brand









It's Happening



DOWNTOWN
S A L I S B U R Y

It's Happening



DOWNTOWN
S A L I S B U R Y



DOWNTOWN
S A L I S B U R Y

Cool



Comfortable

It's Happening



DOWNTOWN
S A L I S B U R Y



DOWNTOWN
S A L I S B U R Y



DOWNTOWN
S A L I S B U R Y

It's Happening

DOWNTOWN
S A L I S B U R Y

Arts
History
Dining
Entertainment
Events *It's Happening*
Business
Revitalization
Shipbuilding
Shopping
Concerts
Craft Brews
Riverwalks
Family Walks



DOWNTOWN
S A L I S B U R Y

Downtown Guide

Guide to
**What's
Happening**



DOWNTOWN
S A L I S B U R Y
It's Happening



BRANDTOUCH

Marina
District



MARINA
DISTRICT

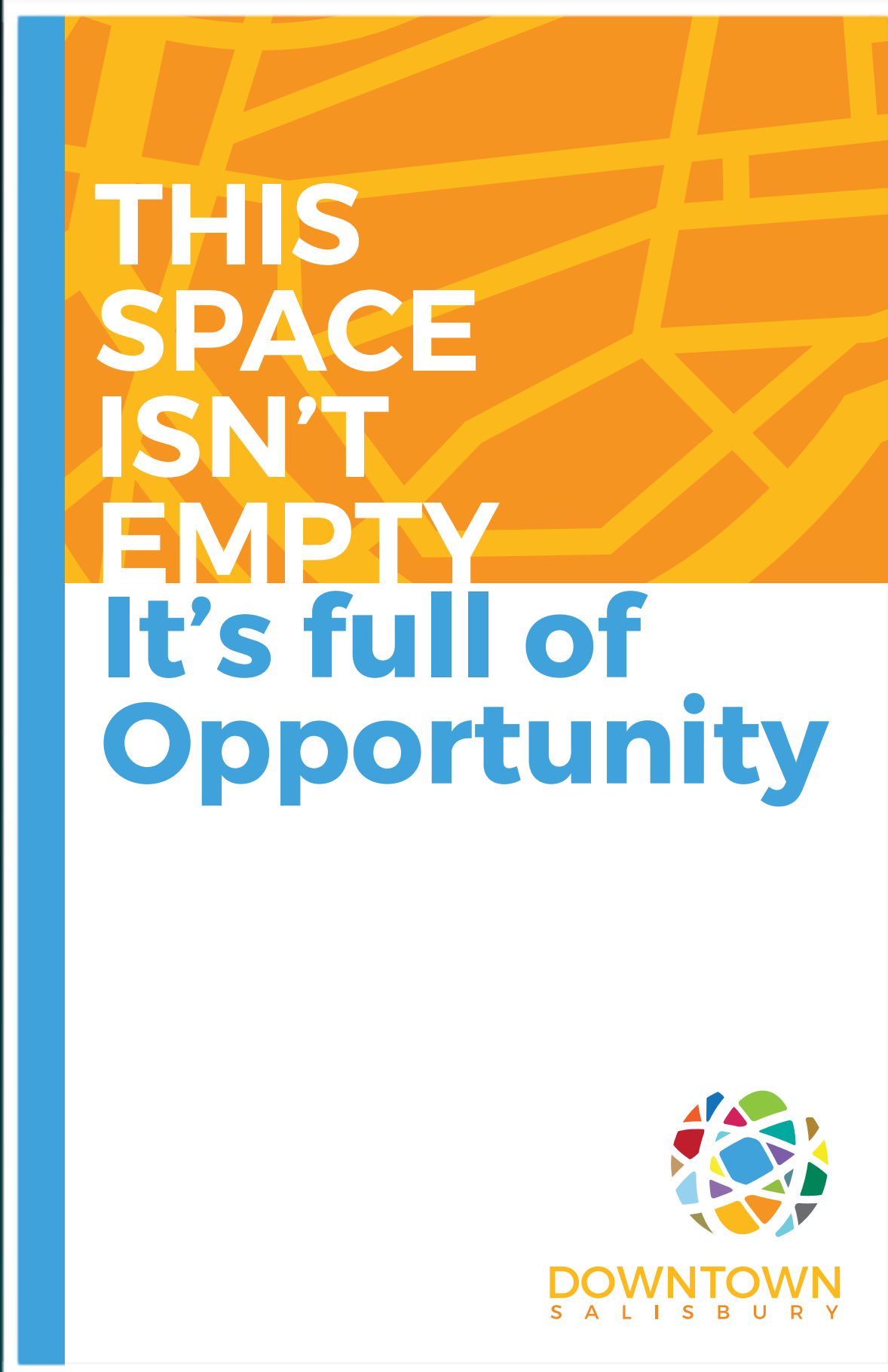


MARINA
DISTRICT


Downtown Merch



Available
Property
Sign



**THIS
SPACE
ISN'T
EMPTY**
**It's full of
Opportunity**



DOWNTOWN
S A L I S B U R Y



Freely
Frisbee



Banners



DOWNTOWN
SALISBURY

Arts
History
Dining
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Events
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It's Happening

Salisbury

Salisbury