



THE CAUSEWAY AGENCY PRESENTS  
TO THE CITY OF TORRINGTON:

**DOWNTOWN TORRINGTON  
BRANDING & SIGNAGE**

August 25, 2015

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# BRANDING & WAYFARING SIGNAGE

DOWNTOWN TORRINGTON | APPROVED IDENTITY | “GALENA”



### Colors



72R/72G/76B  
68C/61M/55Y/40K  
PMS 7540C



255R/150G/0B  
0C/51M/100Y/0K  
PMS 151C



0R/218G/255B  
70C/0M/8Y/0K  
PMS 311C



255R/198G/0B  
0C/22M/100Y/0K  
PMS 123C

### Typography

Headlines, Subheads

**Gotham Ultra, Gotham Bold**

**Downtown Torrington, Downtown Torrington**

Tagline

*Hand*

*It's Happening Here!*

Text

Gotham Book

Torrington, originally Wolcottville, was first settled in 1735 by Ebenezer Lyman, Jr., of Durham, Connecticut. Its early settlers resided on the hills west of the Naugatuck River where the first school, church, store, and tavern were constructed. Later, the eastern hill known as Torrington was settled, as it provided the best farmland. Torrington was given permission to organize a government and incorporate as a town in October 1740.

# WELCOME SIGN

- Attractive, welcoming signage that directs motorists to downtown area
- Answers immediate needs for parking, food/restaurants, and main attractions

Please note: Actual listings are to be determined by City of Torrington

Welcome Sign



# PEDESTRIAN KIOSK

- Informational kiosks are a great way to enhance the downtown consumer experience and increase foot traffic.
- Place in key strategic locations;  
Five Points, City Hall and Coe Park





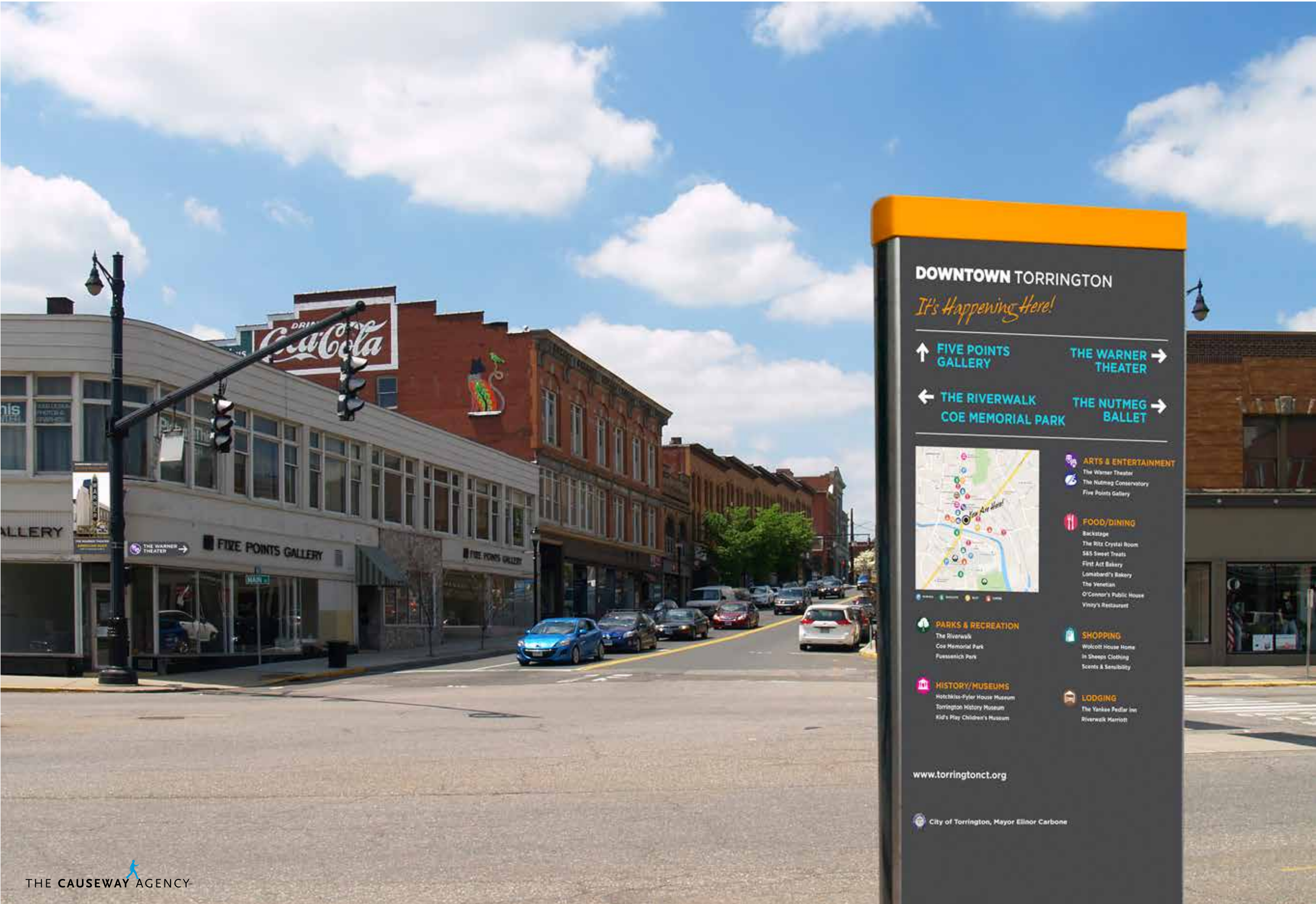


# PEDESTRIAN KIOSK

- Construction: 2-sided fade resistant inks printed on plastic substrate, can be back-lit for evening use. Metal frame and base.
- Reciprocal signage could be added at iconic locations such as John Brown Birthplace, Fuessenich Park and UConn campus to drive traffic to the Downtown area.




Pedestrian Kiosk



# STREET SIGNS

- High quality, identity-based street signs for all streets and points of interest in the downtown area.
- Color-themed with color-coded icons, consistent with all other wayfaring signage.





FRANKLIN  
STREET LOT

HOURS OF OPERATION: MON - FRI 6AM - 8PM

← THE RIVERWALK

COE PARK →

THE WARNER THEATER →

DOWNTOWN TORRINGTON

*It's Welcoming Here!*

MUNICIPAL  
PARKING



# LAMP POST BANNERS

- Large streetside banners draw attention.
- Visually appealing design creates a lasting impression of ambiance and sense of identity.
- Can be evergreen for main attractions or event-specific.



DOWNTOWN TORRINGTON

*It's Happening Here!*



THE TORRINGTON  
HISTORICAL SOCIETY

*It Happened Here!*

DOWNTOWN TORRINGTON

*It's Happening Here!*



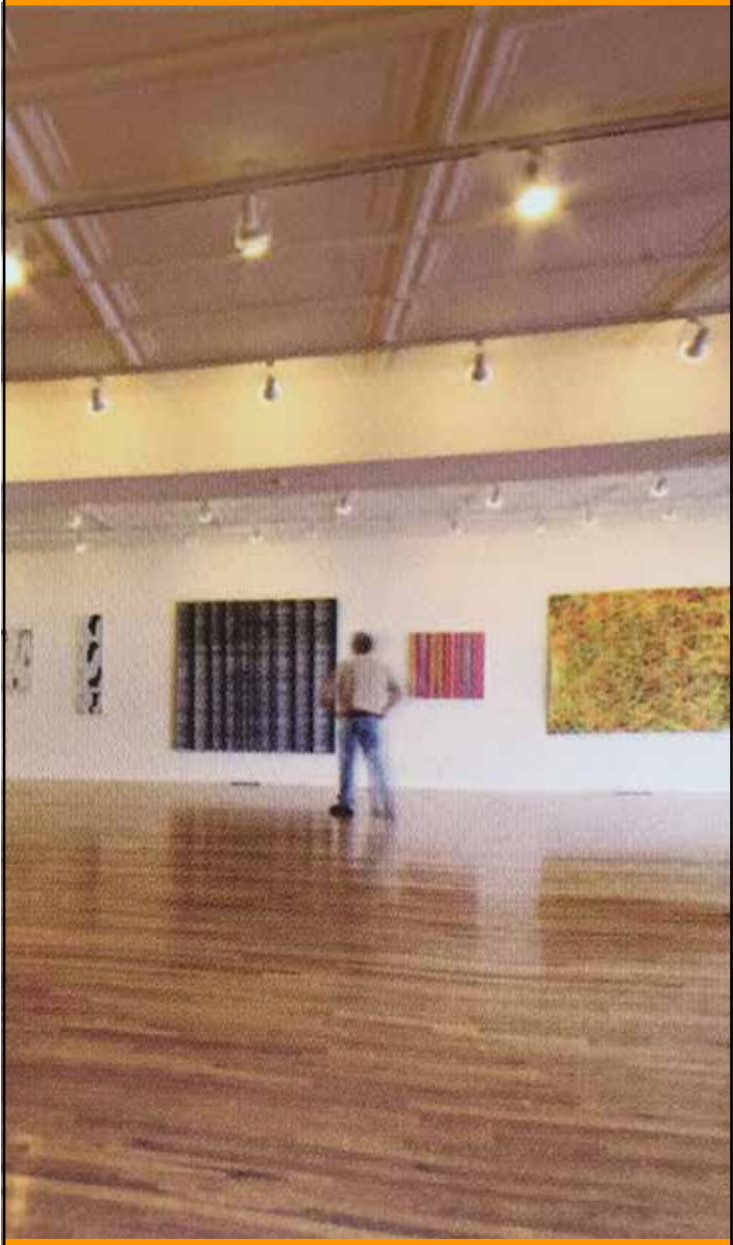
THE WARNER THEATER

*It's Entertaining Here!*





**DOWNTOWN TORRINGTON**  
*It's Happening Here!*



**FIVE POINTS GALLERY**  
*It's Artistic Here!*

**DOWNTOWN TORRINGTON**  
*It's Happening Here!*



**KidsPlay CHILDREN'S MUSEUM**  
*It's Enriching Here!*

**DOWNTOWN TORRINGTON**  
*It's Happening Here!*



**COE MEMORIAL PARK**  
*It's Relaxing Here!*



**DOWNTOWN TORRINGTON**  
*It's Happening Here!*



**THE NUTMEG  
CONSERVATORY  
FOR THE ARTS**  
*It's Uplifting Here!*

**DOWNTOWN TORRINGTON**  
*It's Happening Here!*



**GREAT  
RESTAURANTS**  
*It's Tasty Here!*

DOWNTOWNTORRINGTON

*It's Happening Here!*

TORRINGTON

TITANS



TORRINGTON TITANS

*It's A Hit Here!*

DOWNTOWNTORRINGTON

*It's Happening Here!*



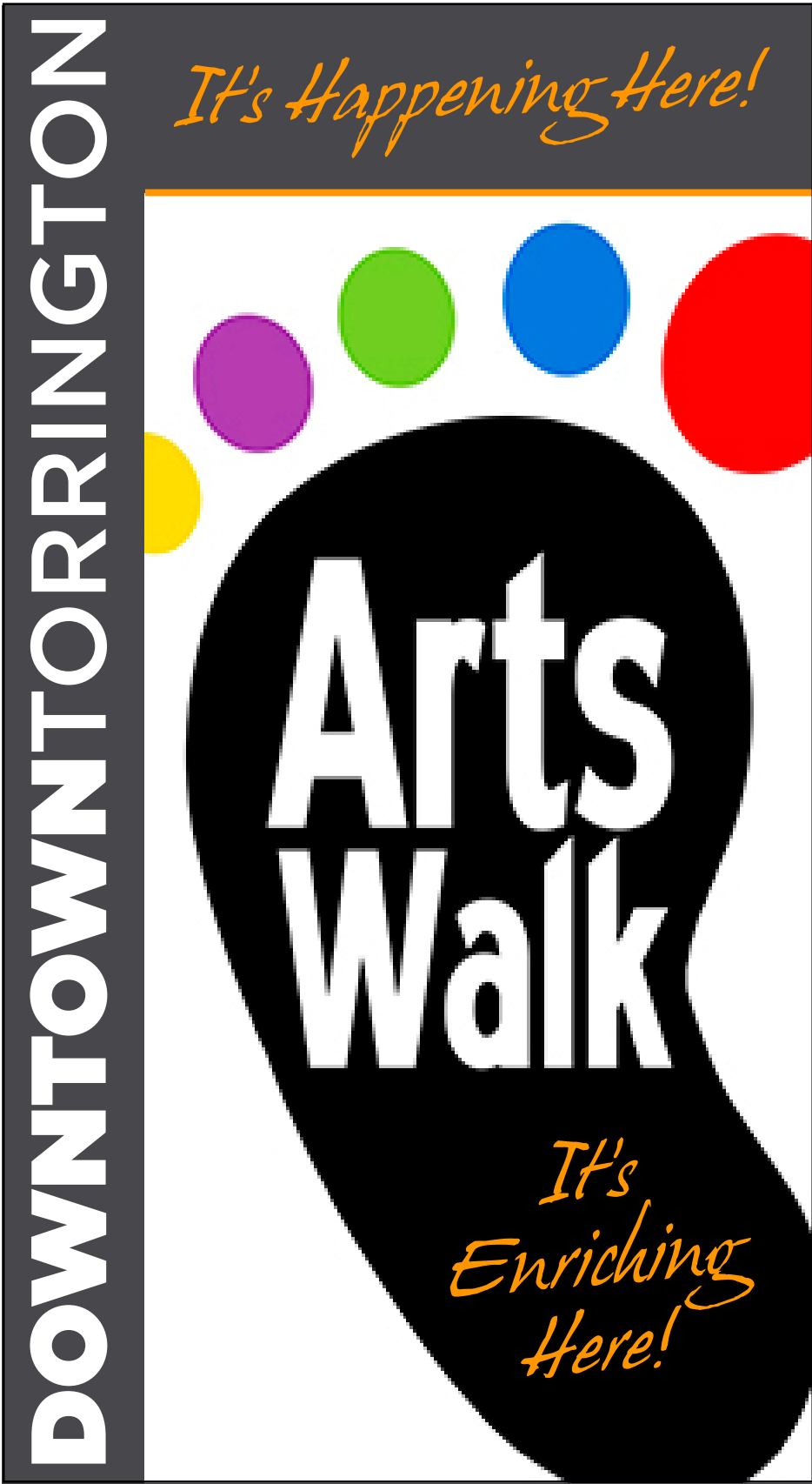
FARMERS' MARKET

*It's Fresh and Local Here!*


# BUILDING BANNERS


- Large messaging impact
- Can be evergreen for recurring events like the Arts Walk or event-specific.







PAPER SYSTEM

**CITY OF TORRINGTON**  
*It's Working Here!*


**CITY OF TORRINGTON**  
140 Main Street, Torrington, CT 06790  
*It's Working Here!*


**CITY OF TORRINGTON**  
*It's Working Here!*


City of Torrington • 140 Main Street • Torrington, CT 06790 • Telephone 860-489-2228


**CITY OF TORRINGTON**  
*It's Working Here!*

**Elinor Carbone**  
Mayor

 860-489-2228

 [elinor\\_carbone@torringtonct.org](mailto:elinor_carbone@torringtonct.org)

 [www.torringtonct.org](http://www.torringtonct.org)

 140 Main Street, Torrington, CT 06790

**CITY OF TORRINGTON**  
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**Erin E. Wilson, AICP**  
Director of Economic Development


 860-496-5920


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# ADVERTISING CONCEPTS

- Although not in the SOW, CauseWay sees an opportunity to increase pedestrian and vehicular traffic utilizing the following media:

# BILLBOARDS

- People spend the majority of their time outside of the home
- 75% of motorists rely on billboards while travelling
- High visibility, high traffic areas, repeated messaging, most views
- One of the most cost-effective media formats.





**THIS YEAR  
TORRINGTON  
TURNS 275  
YEARS YOUNG.**

**DOWNTOWN  
TORRINGTON**

*It's Happening Here!*

[www.itshappeninghere.com](http://www.itshappeninghere.com)







**CHECK IT OUT BEFORE  
THE TOURISTS SPOIL IT.**

**DOWNTOWN  
TORRINGTON**

*It's Happening Here!*

[www.its happening here.com](http://www.its happening here.com)





# PRINT

- Loyal readership and credibility
- Targeted marketing in specialized publications
- Non-intrusive form of advertising
- Longer life span



# HISTORIC TREASURES, CONTEMPORARY PLEASURES.



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Plan your visit at [www.itshappeninghere.com](http://www.itshappeninghere.com)

**DOWNTOWN  
TORRINGTON**

*It's Happening Here!*

DISCOVER WHAT'S HAPPENING IN AN  
HISTORIC NEW ENGLAND MILL TOWN  
BEFORE THE TOURISTS SPOIL IT.



DOWNTOWN  
TORRINGTON

Lorem ipsum dolor sit amet, consectetur erat volutpat elit. Quisque at tellus massa. Ut a odio sagittis, molestie velit vel, cursus felis. Aenean semper nisi sapien, nec auctor ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque erat tellus massa. Ut a odio sagittis, laoreet velit vellus, cursus felis. Aenean semper nisi sapien, nec auctor ipsum.

Plan your visit at [www.its happening here.com](http://www.its happening here.com) *It's Happening Here!*



# DOWNTOWN TORRINGTON

*It's Happening Here!*



**DISCOVER WHAT'S HAPPENING IN AN  
HISTORIC NEW ENGLAND MILL TOWN  
BEFORE THE TOURISTS SPOIL IT.**

Lorem ipsum dolor sit amet, consectetur erat volutpat elit. Quisque at tellus massa. Ut a odio sagittis, molestie velit vel, cursus felis. Aenean semper nisi sapien, nec auctor ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque erat tellus massa. Ut a odio sagittis, laoreet velit vellus, cursus felis. Aenean semper nisi sapien, nec auctor ipsum.

Plan your visit at [www.itshappeninghere.com](http://www.itshappeninghere.com)

## DISCUSSION & NEXT STEPS

THANK YOU!

THE CAUSEWAY AGENCY



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