THE CAUSEWAY AGENCY PRESENTS TO THE CITY OF TORRINGTON:

DOWNTOWN TORRINGTON BRANDING & SIGNAGE

August 25, 2015
I. INTRODUCTION

II. APPROVED BRANDING & WAYFARING SIGNAGE

   A. BRAND GUIDELINES
   B. WELCOME SIGN
   C. PEDESTRIAN KIOSK
   D. STREET SIGNS
   E. LAMP POST BANNERS
   F. BUILDING BANNERS
   G. PAPER SYSTEM

III. ADVERTISING CONCEPTS

   A. BILLBOARDS
   B. PRINT ADS

IV. DISCUSSION & NEXT STEPS
BRANDING & WAYFARING SIGNAGE
DOWNTOWN TORRINGTON  I  APPROVED IDENTITY  I  “GALENA”
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 Torringford 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
DOWNTOWN TORRINGTON

It's Happening Here!

← THE RIVERWALK

THE WARNER THEATER →

← FOOD & RESTAURANTS

FIVE POINTS GALLERY ↑

SHOPPING →

MUSEUMS →

PARKING →

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

FIVE POINTS GALLERY  THE WARNER THEATER

THE RIVERWALK  THE NUTMEG BALLET

COE MEMORIAL PARK

ARTS & ENTERTAINMENT
The Warner Theater
The Nutmeg Conservatory
Five Points Gallery

FOOD/DINING
Backstage
The Ritz Crystal Room
S&S Sweet Treats
First Act Bakery
Lomabardi's Bakery
The Venetian
O'Connor's Public House
Vinny's Restaurant

PARKS & RECREATION
The Riverwalk
Coe Memorial Park
Fuessenich Park

SHOPPING
Welcott House Home
In Sheeps Clothing
Scents & Sensibility

HISTORY/MUSEUMS
Hotchkiss-Fyler House Museum
Torrington History Museum
Kid's Play Children's Museum

 Lodging
The Yankee Pedlar Inn
Riverwalk Marriott

www.torringtonct.org

This kiosk sponsored by verizonwireless

Specifications

42 in.

96 in.

DOWNTOWN TORRINGTON
It's Happening Here!

FIVE POINTS GALLERY  THE WARNER THEATER

THE RIVERWALK  THE NUTMEG BALLET

COE MEMORIAL PARK

ARTS & ENTERTAINMENT
The Warner Theater
The Nutmeg Conservatory
Five Points Gallery

FOOD/DINING
Backstage
The Ritz Crystal Room
S&S Sweet Treats
First Act Bakery
Lomabardi's Bakery
The Venetian
O'Connor's Public House
Vinny's Restaurant

PARKS & RECREATION
The Riverwalk
Coe Memorial Park
Fuessenich Park

SHOPPING
Welcott House Home
In Sheeps Clothing
Scents & Sensibility

HISTORY/MUSEUMS
Hotchkiss-Fyler House Museum
Torrington History Museum
Kid's Play Children's Museum

 Lodging
The Yankee Pedlar Inn
Riverwalk Marriott

www.torringtonct.org

This kiosk sponsored by verizonwireless
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.
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.
Parking Signs

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!
Lamp Post Banners

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!
Lamp Post Banners

DOWNTOWN TORRINGTON

It's Happening Here!

THE NUTMEG CONSERVATORY FOR THE ARTS

It's Uplifting Here!

DOWNTOWN TORRINGTON

It's Happening Here!

BACKSTAGE

GREAT RESTAURANTS

It's Tasty Here!
Lamp Post Banners (event-specific)

DOWNTOWN TORRINGTON
It's Happening Here!

Torrington Titans
It's A Hit Here!

DOWNTOWN TORRINGTON
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.
Building Banners

DOWNTOWNTORRINGTON

It's Happening Here!

Arts Walk

It's Enriching Here!
PAPER SYSTEM
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
CHECK IT OUT BEFORE
THE TOURISTS SPOIL IT.

DOWNTOWN
TORRINGTON
It's Happening Here!

www.itshappeninghere.com
THE PERFECT DAY TRIP.

DOWNTOWN TORRINGTON

It’s Happening Here!

Plan your visit at www.itshappeninghere.com
PRINT

• Loyal readership and credibility
• Targeted marketing in specialized publications
• Non-intrusive form of advertising
• Longer life span
HISTORIC TREASURES, CONTEMPORARY PLEASURES.

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

Plan your visit at www.itshappeninghere.com

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 velit, cursus felis. Aenean semper nisi sapien, nec auctor ipsum.

Plan your visit at www.itshappeninghere.com

It's Happening Here!
DISCOVER WHAT’S HAPPENING IN AN HISTORIC NEW ENGLAND MILL TOWN BEFORE THE TOURISTS SPOIL IT.


Plan your visit at www.itshappeninghere.com
DISCUSSION & NEXT STEPS
THANK YOU!

THE CAUSEWAY AGENCY
Robert (Bob) D. Schultz
The CauseWay Agency
21 Charles Street
Suite 201
Westport, CT 06880
bob@thecausewayagency.com
T: 203.454.2100
F: 203.341.8553