

A Different Approach to Branding ...

Rockland Main Street, Inc.

Lorain K. Francis

Executive Director

Celebrating 2 years as a Main Street !

Things they tell you never to do ...

“ Let’s have a Logo Contest !!”

“ It’s been 1 year .. We need a Logo ! “

“I t will give us great exposure”

“It will help people to understand who we are and our mission”

“Think of the money we will save in our budget”

“The committee will decide the best logo”

But we did....

- Partnered with The Free Press to get the word out
- Social media ... facebook, twitter
- Email
- Targeted local design studios
- Used Gmail to collect the designs
- Guidelines !!!

**Attention
Graphic Artists & Designers**

Rockland Main Street Inc.
is looking for a logo to represent
their organization

Enter the Rockland Main Street Inc.'s

LOGO CONTEST

The winning entry will win:

2 Round Trip Tickets to Boston
donated by Cape Air

Lobster Dinner for 4
from local lobstermen, local eateries, or: Clan MacLaren's,
Brass Compass, Atlantic Baking Co. and The Wine Seller

Deadline: February 11th
Details regarding the contest may be found at:
www.rocklandmainstreet.com
Email entries to: logocontest@rocklandmainstreet.com

*Rockland Main Street Inc. is a focused partnership of residents,
businesses and local government that enhances and protects the
unique sense of place & economic vitality of Rockland, Maine.*

Rockland Main Street, Inc. Rockland, Maine

Rules to submit

- Size of file , format , etc.....
- Number of submissions
- Ability of our committee to ask for revisions (3)
- All rights for use to Rockland Main Street, Inc.

Inspiration ??

Rockland Main Street, Inc. is a focused partnership of residents, businesses and local government that enhances and protects the unique sense of place and economic vitality of downtown Rockland, Maine.

Not much to go on ...

but we did not want to limit creativity



Rockland Main Street, Inc. Rockland, Maine



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So Glad we did



Rockland Main Street, Inc. Rockland, Maine

And what about that tagline ??

- We need a tag line !!
- Lot's of great things said about Rockland
- Can we use any of them ??

Refining .. Ask the Expert !

- Spent 1 hour one on one with Tripp Muldrow
 - Talked about our community assets and feel
 - Reviewed our mission
 - Why do people come to Rockland ?
 - Live , Work , Play and Invest
 - What are people saying ??
 - “Rock a tude” ,”Young & Edgy”, “Mainstays reinvented everyday”
Wyeths, Kitsch & Class, Study in Contrasts
 - “Sophistication mixed with Saltiness” Ch 5 Boston New Story
 - “Salty Sophistication “

Two Schools of Thought

Do you use the same logo , no variation for consistency and brand recognition ?

Orhave some fun, engage the community to wonder what will the logo turn in to ??



Rockland Main Street, Inc. Rockland, Maine

Rockland Festival of Lights
Celebration 2010



Rockland Main Street, Inc. Rockland, Maine



Rockland Main Street, Inc. Rockland, Maine



\$50 FOR A CHANCE TO WIN

**100 LOBSTER TRAPS USED TO
CONSTRUCT ROCKLAND'S
FAMOUS LOBSTER TRAP TREE**

ONLY 300 TICKETS SOLD

LOBSTER TRAP TREE RAFFLE



PROCEEDS SUPPORT ROCKLAND MAIN STREET, INC.
FOR MORE INFORMATION ABOUT ROCKLAND MAIN STREET, INC.
SEE OUR WEBSITE: ROCKLANDMAINSTREET.COM

DRAWING IS JANUARY 5TH, 2011

**PURCHASE TICKETS AT : BROOKS TRAP MILL, HAMILTON MARINE,
AND CAMDEN NATIONAL BANK, ROCKLAND**



Rockland Main Street, Inc. Rockland, Maine



**Midcoast Maine
Has Talent-
OR NOT!**

Rockland Main Street, Inc. Rockland, Maine

The Strand Theatre & North Atlantic Blues Festival Present...



**Midcoast Maine
Has Talent-
OR NOT!**

**A Local Talent Variety Show
at
The Strand Theatre**

Thursday June 9th

6-9 PM

\$15 General Admission

\$10 Students

Tickets for Sale at:

The Strand · Grasshopper Shop · Fiore Olive Oils · Planet Toys Camden

Proceeds Benefit Rockland Main Street, Inc.



Rockland Main Street, Inc. is a 501(c)(3) non-profit organization.



Rockland Main Street, Inc. Rockland, Maine

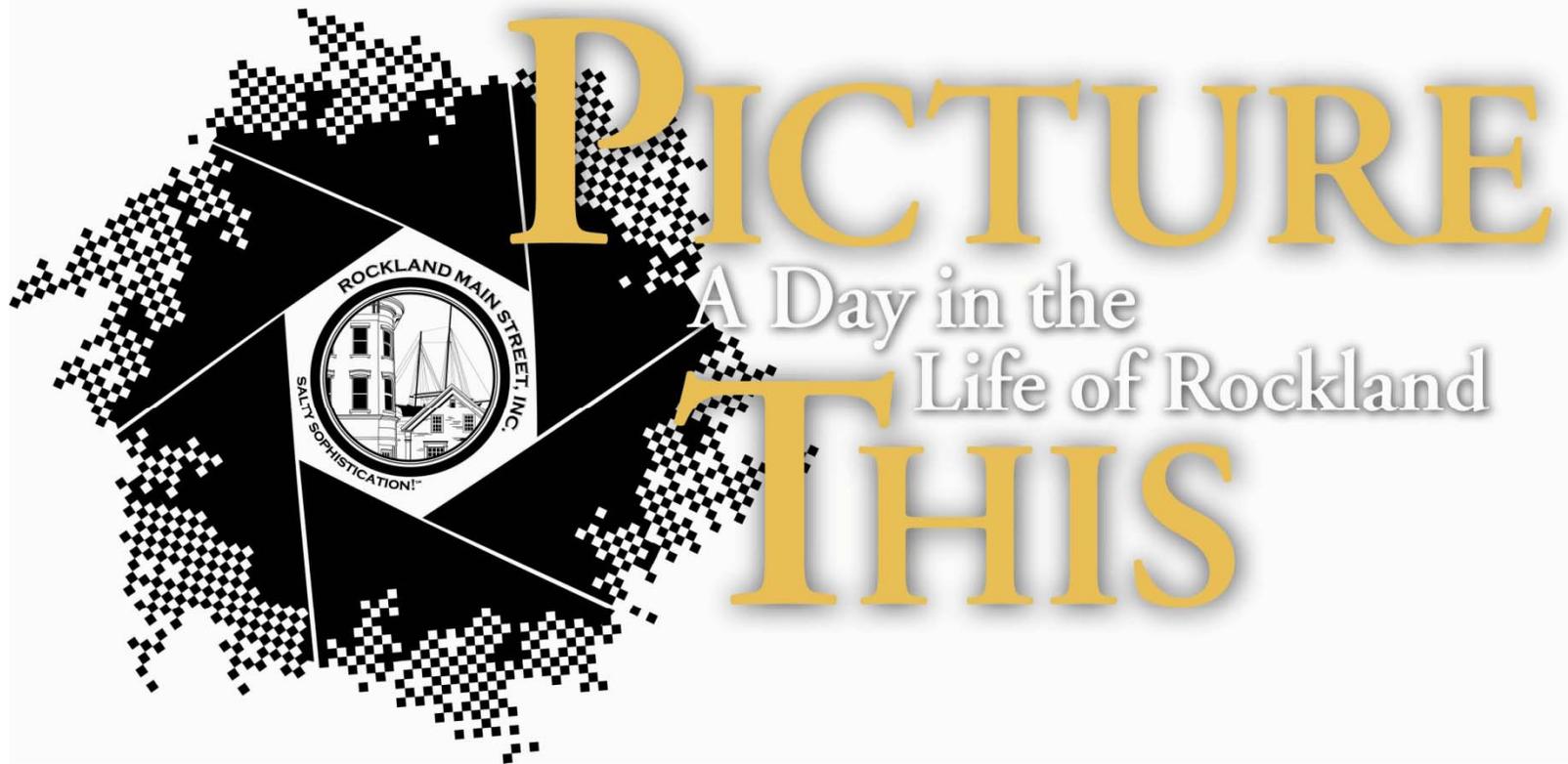


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SO YOU
THINK
YOU KNOW
ROCKLAND?

Rockland Main Street, Inc. Rockland, Maine



Rockland Main Street, Inc. Rockland, Maine



Rockland!

Rockland Main Street Inc.

Rockland Main Street, Inc. Rockland, Maine



Rockland Main Street, Inc. Rockland, Maine

Bottom Line : Have fun .. Use your
Branding on everything !!!



Rockland Main Street, Inc. Rockland, Maine