



The City of
ANNAPOLIS
Maryland

2016 Maritime Summit

Working Waterfront Awareness Project

November 15, 2016



Agenda

- ▶ **Mayor's Welcome**
- ▶ **Secretary Belton, DNR**
- ▶ **Hollis Minor, Economic Dev Director**
- ▶ **Access Annapolis Toolkit**
- ▶ **Attracting Customers via VAAAC**
- ▶ **Q & A**
- ▶ **Networking**

A Foundation of Research

- ▶ **Survey**
- ▶ **Stakeholder engagement**
- ▶ **Listening sessions**
- ▶ **Comparative analysis**
- ▶ **Feedback loop**

Marketing Vision + Direction

Annapolis is Unique

- ✓ **Maritime**
- ✓ **Everything for your boat**
- ✓ **Historic, beautiful location**

*Common factor: "core truths" consistent
Challenge: diversity of maritime businesses*





Access Annapolis

It's Better on the Water



Messaging Foundation + Structure

Access Annapolis

*It's Better on the
Water*

Characteristics

Messaging Characteristics

Waterfront! (it defines Annapolis)

Historic

Boating, sailing, yachting

Beautiful, scenic location

Maritime ambience

Has it all, everything for your boat in one place

Community, family, fun, diverse

Romantic, friendly

In-demand skills, maritime lifestyle

Target Audiences

Primary



Secondary



Tertiary



Access Annapolis



Access Historic Hospitality

- Everything for your boat & historic sites.



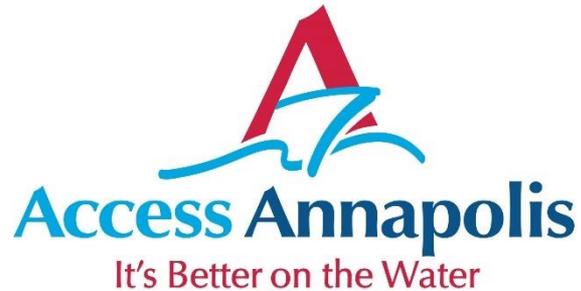
Access Family Fun

- Connecting & creating authentic memories.



Access A Rewarding Career

- In-demand skills. Maritime lifestyle



The Marketing Toolkit

- ✓ Logo files in standard formats for print/digital
- ✓ Logo guidelines
- ✓ Digital + print ad templates
- ✓ Rack card design

The Marketing Toolkit

- ✓ **Banner stand template**
- ✓ **Brand checklist** *Tell your maritime story.*
- ✓ **Press release template**
- ✓ **High level action plan**

Logo Guidelines

How to use the different file formats + accepted brand colors.



LOGO GUIDELINES

Logo Usage

The Access Annapolis logo should never be stretched or squeezed and should always be scaled proportionately. The tagline "It's Better on the Water" should always appear with the logo as show in this document.

Format: Description/Where to use:

.eps	Vector art, used for printing, signs, specialty items, T-shirt printing
.jpg	Internal documents, websites, social media, emails
.png	Png files have no background and are used for web and video
.tif	CMYK or full color file used for full color printing (ie: glossy magazine)



Provided files:

AccessAnnapolisSpot.eps
AccessAnnapolisCMYK.eps
AccessAnnapolisCMYK.pdf
AccessAnnapolis1GB.png
AccessAnnapolis1GB.jpg



The black and white version of the Access Annapolis logo will primarily be used for newspaper advertising.

AccessAnnapolisBW.eps
AccessAnnapolisBW.png
AccessAnnapolisBW.jpg



An all white version of the Access Annapolis logo has been provided for when the logo needs to appear on a black or solid color background

AccessAnnapolis.eps
AccessAnnapolis.png

Logo Color Scheme:



Red Pantone 1935 c
CMYK: 0 100 57 5
RGB: 206 31 65
HEX: # ce1141



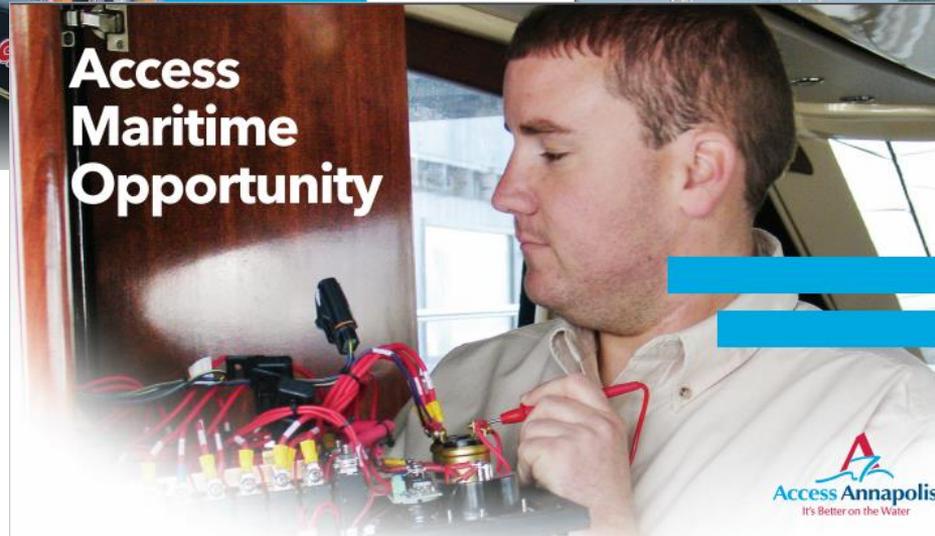
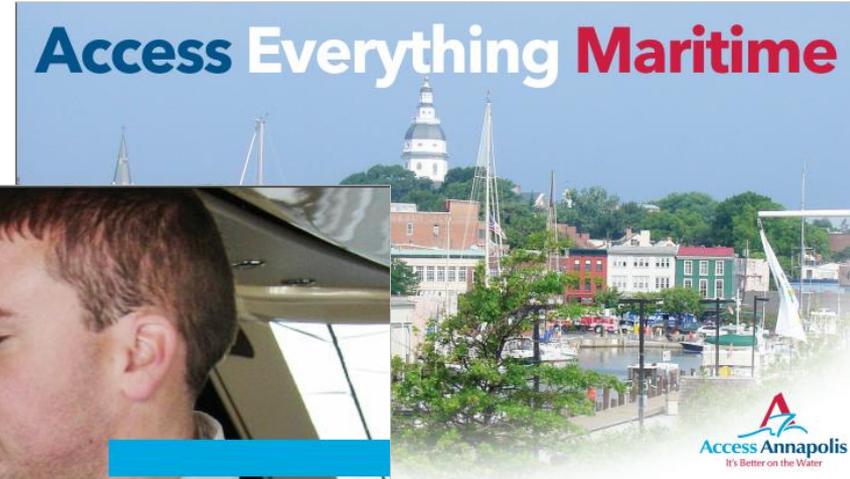
Light Blue Pantone 2995
CMYK: 90 11 0 0
RGB: 0 167 225
HEX: # 00a7e1



Dark Blue Pantone 7462
CMYK: 100 50 0 10
RGB: 8 85 140
HEX: # 08558c

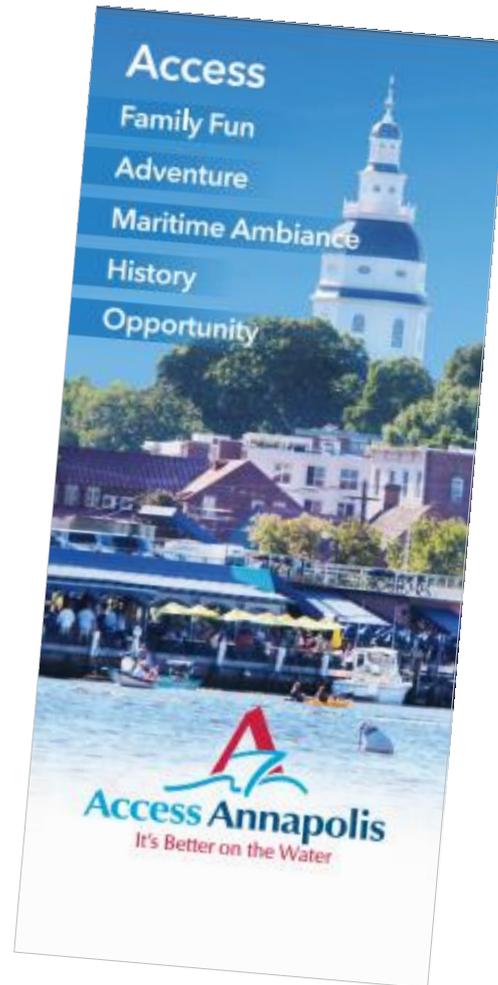
Print Ad Templates

You'll have space to
personalize each piece for
your business.



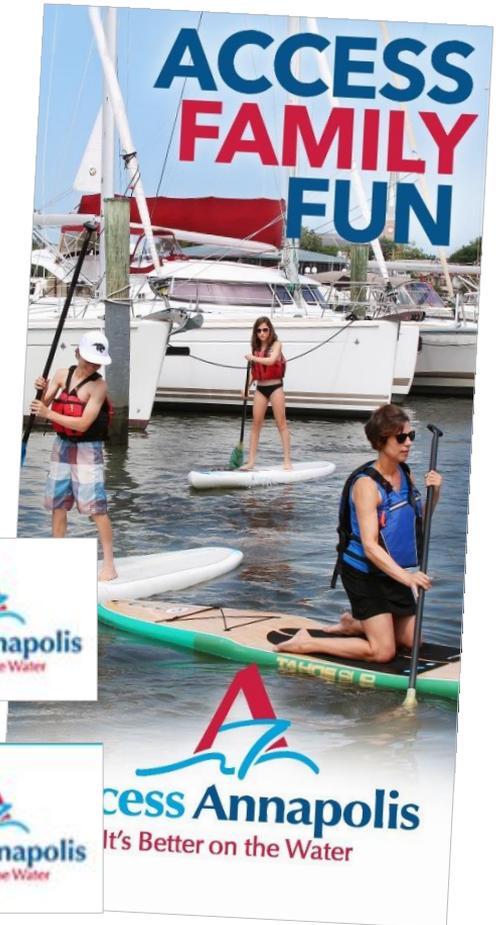
Rack Card Template

The bottom and the back are open for personalization on this 4x9" rack card.

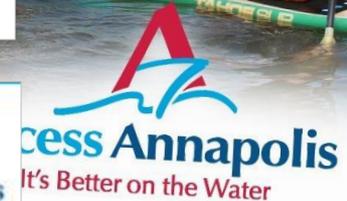


Digital Templates

Several standard digital sizes are provided.



Stakeholder
Logo/Info



Branding Checklist

A consistent brand may result in more effective marketing and lower overall costs.



This checklist will help keep your brand on target and ensure consistency. Provide copies to those who work with your brand, so they keep your brand vital.

1. Does this marketing reach or address the target market(s)?

- > Primary _____
- > Secondary _____
- > Tertiary _____

2. Are the brand platform "rules" followed?

- > Color palette _____
- > Fonts _____
- > Photography _____
- > Graphic style _____
- > Tone _____
- > Core message(s) _____
- > _____

3. Reviewed for typos ____ Yes ____ No

4. Task fit the overall strategy? ____ Yes ____ No, *Impact analyzed?* ____

5. Is it in the budget? ____ Yes ____ No

a. If not, where will the funds come from? _____

6. Other notes

High Level Action Plan



For example...



The Marketing Toolkit

Go to www.accessannapolis.com to find the
Marketing Toolkit + copies of today's
presentations

Next Up...

- ✓ **Welcome Frank DiVenti, VAAAC**
- ✓ **Q & A**
- ✓ **Networking**