



**Uptown
Social**

**SHEBOYGAN'S HUB FOR
ACTIVE SENIORS**

Bring Your Brand to Life

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Director of Senior Services
City of Sheboygan & Friends of Uptown Social

Branding

The process of giving a meaning to a specific organization, company, product or service by creating and shaping a brand in consumers' minds.
– The Branding Journal





"Is there some way of having a different acronym other than SACS as it sounds like SACKS... connotations of sad sacks, or sacks of flour... something dead weight."

A close-up photograph of a person's hand holding a silver pen, poised to write on a document. The document has faint, illegible text. In the background, another hand is visible, holding a stack of papers. A white keyboard is also visible in the background, slightly out of focus. The overall scene suggests a professional or administrative setting.

Request for Proposal



The Re-Branding Process

1. Discover
 - a. Business Goals
 - b. Branding Goals
 - c. Target Audience
2. Define & Branding Exercise
 - a. Competitive Set
 - b. Brand Strategy Development
 - c. Target Audience Development
3. Design
 - a. Brand Logo Concepts
 - b. Color Palette
 - c. 2-3 Fonts
 - d. Core Brand Presentation
4. Develop
 - a. Final Logo
 - b. Final Brand Standards Guide

Brand Logo Concepts



Brand Logo Concepts... Continued





Uptown Social

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Uptown Social

PANTONE (PMS) 282 C

CMYK 100, 72, 0, 73

RGB 4, 30, 66

HEX# 041E42

PANTONE (PMS) 2728 C
CMYK 99, 76, 0, 0
RGB 0, 71, 187
HEX# 0047BB

PANTONE (PMS) 7473 C
CMYK 76, 6, 44, 8
RGB 39, 153, 137
HEX# 279989

PANTONE (PMS) 1785 C
CMYK 0, 82, 51, 0
RGB 248, 72, 94
HEX# F8485E

PANTONE (PMS) 7670 C
CMYK 76, 75, 0, 0
RGB 86, 82, 148
HEX# 565294

Brand Color Tints

We prefer that our brand colors be used as provided, without editing. However, some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their actions.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Icons



Icons





1.3 Supporting TypeFace

The primary font of the brand is the All Round Gothic Font Family. This Font Family contains different types of characters - Extra Light, Book, Medium, Demi and Bold, as well as special characters. Its use extends to online and offline areas.

TypeFace Weights

Xlight
Book
Medium
Demi
Bold

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TypeFace Weights

Xlight
Book
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Demi
Bold

33

1.3 Supporting Typeface

The secondary font of the brand is the Poppins font family. This font stylistically pairs well with the brand's foundational typeface, All Round Gothic. It contains different types of characters – Thin, Extra Light, Light, Regular, Medium, SemiBold, Bold, Extra Bold and Black, as well as special characters. Its use extends to online and offline areas.

TypeFace Weights

Thin	SemiBold
Extra Light	Bold
Light	Extra Bold
Regular	Black
Medium	

Typography

33

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Typography

What are your Brand Guidelines?

Take a few minutes to discuss in small groups if your organization has brand guidelines, what they are, how you use them.

If you don't have brand guidelines in place, what are you missing? Which pieces would be helpful to you? How could you put some in place?

Approval, Announcement, and Reactions



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Website Design & Implementation

📞 920 - 459 - 3290

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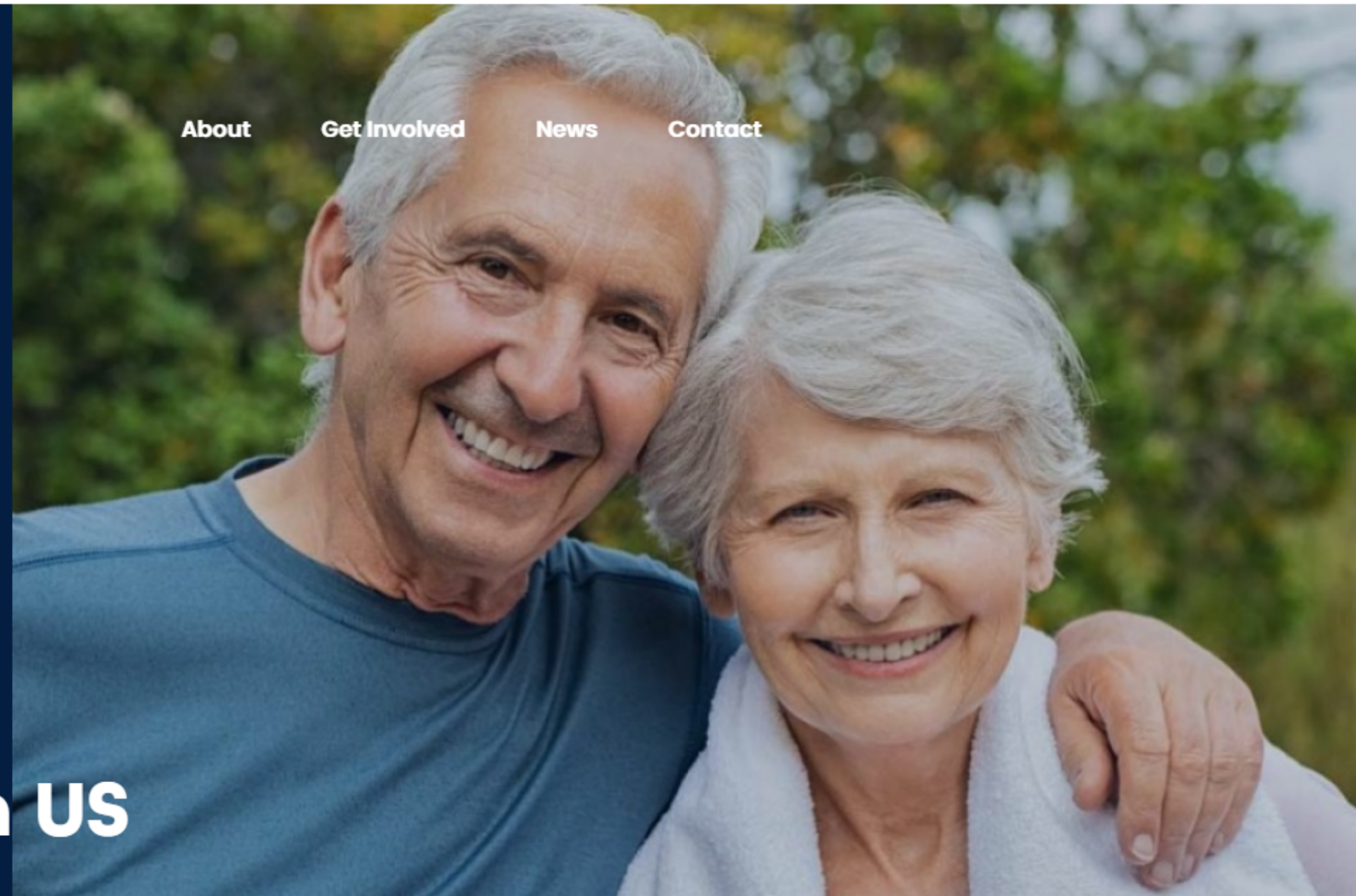
[About](#)

[Get Involved](#)

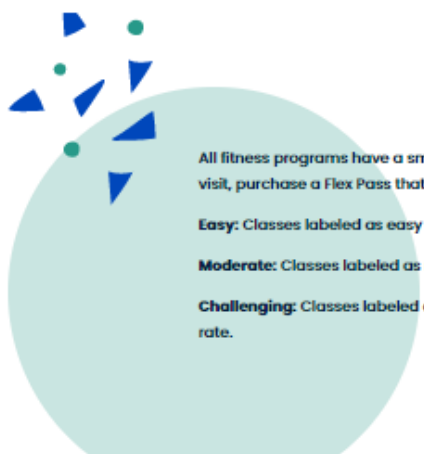
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You Belong with US



Get Involved > Programs > Fitness



All fitness programs have a small fee for participation, but the first class is free! If you enjoy your first visit, purchase a Flex Pass that has 24 classes. The cost is \$36 for members or \$48 for guests.

Easy: Classes labeled as easy have less challenging moves and involve more stationary movements.

Moderate: Classes labeled as moderate include moderate activity and will also boost your heart rate.

Challenging: Classes labeled as challenging, have complex movements and involve a higher heart rate.



Allegro

Level of Difficulty: Challenging

Improve your cardiovascular fitness by dancing to a wide variety of music. This class meets every Monday, Wednesday and Friday from 9:00 to 10:00 a.m.



Yoga

Level of Difficulty: Easy

Join yoga to enjoy a great sense of well-being. The yoga movements (poses) help to create a better relationship with one's body by increasing strength, stamina, flexibility, and balance. Pranayama (breath work) and meditation are integrated into the class. Everyone is welcome and each participant works at his or her own level and comfort. Yoga is \$5 per class with payments made directly to yogi Mary Ann Dolson. This class meets every Monday and Wednesday at 11:00 a.m.



Tai Chi with Jon Doll

Level of Difficulty: Easy

Tai chi is a noncompetitive, self-paced system of gentle physical exercise and stretching. Jon Doll has studied and practiced martial arts, meditation, mindfulness and yoga for nearly 50 years. This class meets every Tuesday and Thursday from 11:30 a.m. to Noon.



Body Basics

Level of Difficulty: Challenging



Gentle Yoga with Kathy

Level of Difficulty: Easy



Ecstatic Dancing

Level of Difficulty: Easy

Is your website currently serving you and your audience? If someone pulled up your website right now, would your brand be recognizable?

What would be on your wishlist for a new website? Are there any changes you could make to your existing website?

Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Week

Month

<

Today

>

April 2023

Content type: all

Shared to: all

Sun 2

Mon 3

Tue 4


Wed 5

Thu 6

Fri 7


Sat 8

7:59 AM




1

8:00 AM




3


8:00 AM



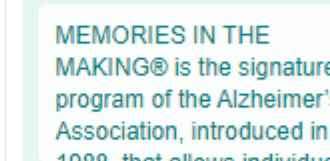
7:00 AM




10:00 AM



7:41 AM



2:49 PM



Moments

Drafts

Moments


Apr 2023

3 upcoming moments

Sun, Apr 9

Easter

1 post · 0 stories



Your Page

Content

Audience

Grow your audience

Your tools

Platform tools

Meta Business Suite

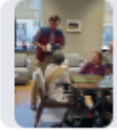
Inbox

See more

Tools to try

Stars

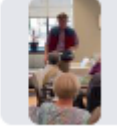
Help and guidance



It is not every day you turn 100! We are so privileged to have been able to share in Anna's very special day. The stories shared of this beautiful woman warmed every heart. We know where the love was today...right here at Uptown Social!
Tue, Mar 28

Post reach1,059Engagement596

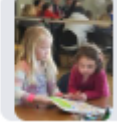
Boost post



Happy Birthday to Anna Marx, celebrating 100 years today! And thank you to our very special visitor Mayor Ryan Sorenson for wishing Anna a happy birthday.
Tue, Mar 28

Post reach788Engagement245


Boost post



Thank you to the Humane Society of Sheboygan County for bringing Marley for a visit today! We loved learning about what you do and drawing our favorite pets!
Tue, Mar 28

Post reach4,017Engagement724

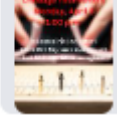
Boost post



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Tue, Mar 28

Post reach1,034Engagement85

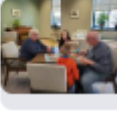
Boost post



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Tue, Mar 28

Post reach589Engagement17


Boost post



First day of Spring Break Fun! Laughter and fun abounds here today!
Mon, Mar 27

Post reach1,086Engagement559

Boost post



A very special thank you to the Sheboygan Fire Department for providing CPR and AED training to our volunteers! We appreciate you!
Fri, Mar 24

Post reach1,639Engagement210

Boost post

General Awareness Campaign

How we spent \$20,000 to crush our opening goals.

- \$6,000 Bus Wraps
- \$5,500 Print (Newspaper)
- \$3,350 Radio
- \$1,800 Billboards
- \$1,300 Promo Items
- \$2,000 Miscellaneous
- \$0 Social Media



How do we measure success?



Idea Sharing

- Have you done a large, organized marketing campaign?
- What would you focus on?
- How would you use local media?
- What amount would be worth investing?





Questions?