UPTOWN MONTCLAIR
BRAND GUIDE

UPTOWN
MONTCLAIR

TAKING SMALL TOWN TO NEW HEIGHTS

VISIT UPTOWN ONLINE

Find businesses or events, subscribe or join UMBA.
http://www.**umbanj.com**

UPTOWN MONTCLAIR
BRAND ASSETS

LOGO MAIN
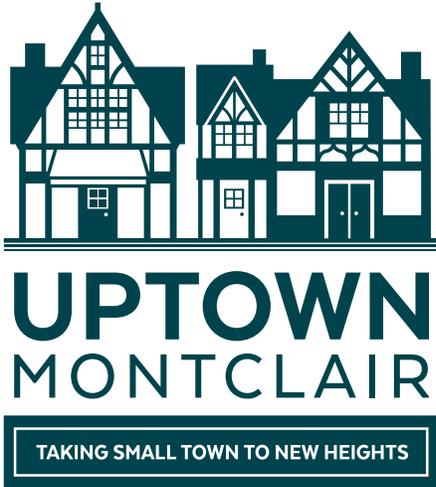
LOGO VARIATIONS

Use the largest variation possible

BRAND COLOR PALETTE

PRIME COLOR

ACCENT COLOR
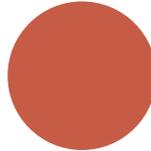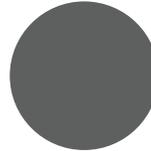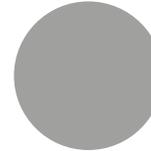
UPTOWN TEAL	TEAL	MIDNIGHT TEAL	MONTCLAIR SUNSET	SILVER SHADE	SILVER LINING	SILVER GLARE
rgb(1,67,76)	rgb(7,123,131)	rgb(6,35,37)	rgb(198,92,70)	rgb(94,95,95)	rgb(160,160,159)	rgb(216,216,215)
#01434c	#077b83	#062325	#c65c46	#5e5f5f	#a0a09f	#d8d8d7

Use the prime color heavily and the accent color sparingly

FONTS

Playfair Display – Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Playfair Display – Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato - Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT SAMPLE

Membership Benefits

The Upper Montclair Business Association members enjoy the benefits of networking with other business owners and participating in joint & cross promotional activities in the Greater Essex County area.

FILES

Click the links in this section to download your own copy of these assets

Playfair Display
https://fonts.google.com/specimen/Playfair+Display

Lato
https://fonts.google.com/specimen/Lato

Image Handling Guide
umbanj.com/image-handling.pdf

umbanj.com/umbaLogo.png
umbanj.com/umbaLogo.svg

umbanj.com/umbaLogo_alt.png
umbanj.com/umbaLogo_alt.svg

umbanj.com/UMBA_favicon.png
umbanj.com/UMBA_favicon.svg

UPTOWN MONTCLAIR
CONTENT CREATION

CANVA.COM

Follow the steps outlined here to select and create marketing and promotional materials using the Uptown Montclair logo for social media, digital display and print.

1 VISIT **canva.com**, LOG IN AS A MEMBER.
Username: member@umbanj.com
Password: NewHeights!

This is a shared account, take extra care to avoid overwriting pre-exisiting files by creating copies to edit. Be sure to download your file when you are finished.

To request your own UMBA Canva account, contact **info@umbanj.com**

2 SELECT YOUR DESIGN TYPE
Choose from the prepared folders on the bottom left or select "create a design" to start from scratch.

From a folder, you can click a file and chose "Use as Template" or, "Edit" if you've already made a copy.
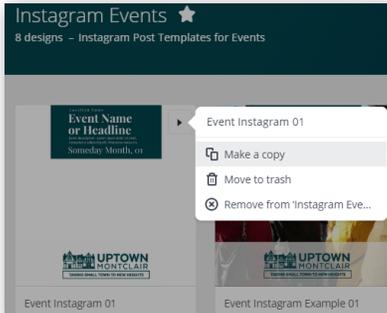
Select a file you'd like to work on and make a copy.

Hover your cursor over the thumbnail, then click the arrow in the top right corner. Select "Make a Copy" to duplicate the desired post. Click on the new copy to open it (select "edit" if prompted).

3 EDIT YOUR DESIGN
Canva's sidebar is where you will find the tools you'll need to create and edit your posts.

You can upload your own images, select from the available resources or purchase stock images from Canva.

Select and edit the pre-built typography to craft your message.

Consider using UMBA fonts and colors in place of the sample elements.

4 ADD LOGOS OR UPLOAD IMAGES
You can use assets that have been previously uploaded by clicking the "**Uploads**" icon in the toolbar, then **Logos** or **Uploads**.

Drag and drop the desired file to place it on your artwork. Click an item and select "Arrange" from the top right move it in front of or behind other objects.

You can resize objects by clicking one of the four corners and dragging your mouse to shrink or enlarge the image.

Hint: hold shift while resizing an image to compress or stretch (avoid this on photos and logos).
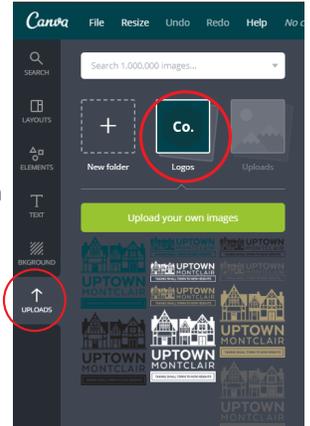
5 DOWNLOAD
Canva will automatically save your work. When you're finished, click "**Download**" near the upper right area of your screen.
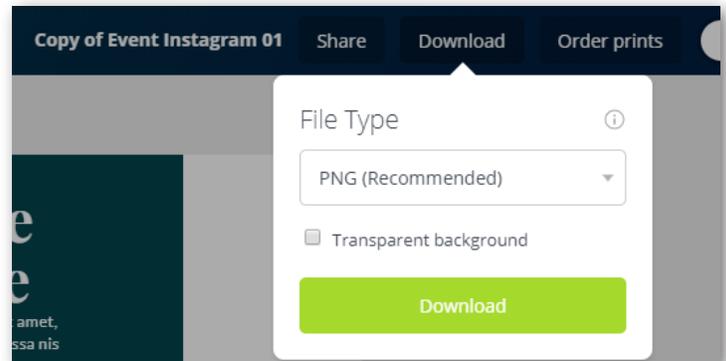
Choose a file format: select jpg if your file is completely filled in or has a white background, select png if you want some of your art to be transparent.

You can also save your work as a PDF for professional printing purposes.

If you have used images that are not free, do not add your credit card to the account. Contact **info@umbanj.com**. Images on this shared account must be purchased as multi-use with distribution licensing, $15 for members, $20 for non-members.

6 POST OR PRINT
Upload your file to social media. Include your key text (dates, addresses, contact info), in your post, so your audience can select and copy it for their convenience.

Or, print your file or send a copy to your printer.

UPTOWN MONTCLAIR
BRAND DEPLOYMENT

TAGS AND GENERAL USE

When creating social media posts for Uptown Montclair, or helping uptown businesses to do so, make certain to maximize effectiveness and reach, using these tips

Include images that are relevant to the product, service, event or location, but not too posed or stock-looking.   For images that are very busy, low res or with message contrasting colors, try using a transparent overlay over the image to create unity with the brand message.   Consider subject position and negative space in your posts.   Try to keep text areas under 20% of the image area. Include addresses, phone numbers, links and emails in the description part your post, so readers can select, click or copy the text.

Avoid low contrast graphics and text like yellow on white or blue over black backgrounds. Use two to three fonts to keep the typography interesting but not overwhelming. Limit the number of colors you use in graphics and text, to keep the image easy to look at and try to stick to the brand palette where possible.

Mention us @umbamontclairnj, in relevant posts, to help reach a broader audience.
Type @ followed immediately by our username (ex: "please share our sale @umbamontclairnj"). Don't include a space between @ and the username.
When you mention us, we'll get a notification in our Activity feed letting us know.

Community hashtags are hashtags that connect like-minded users around a specific subject, such as #montclairnj. They're a great way to connect with others, improve the SEO of your posts, gain followers, and grow the community and each other's followings.

Our community hashtags are #uptownmontclair #montclairshopsuptown
Our online handle is @uptownmontclairnj

Use specific hashtags to help make your posts easier to find, but remember that too many hashtags make the post look commercial and unfocused.

TIPS FOR SOCIAL MEDIA POSTING AND DIGITAL ADVERTISING

● **Use 20% or less text in your images.** In Facebook ads, the system will reject ads that violate it. You can get around this by requesting manual review but it is a good recommendation based on the way users view posts.   Utilize this rule in posts and other channels as well.

● **Maximize ease of use.** In your post description, include details like the address, time and date, RSVP or registration info. Use tinyurl.com or bit.ly to create short urls for event landing pages and website pages. Send readers to registration forms and links to address searches. Consider the reader's time and effort and make it as easy as possible for them to participate or attend.

● **Engage your audience with a call to action**. Audiences respond better to a straightforward ask, such as 'sign up now' or, 'visit us today'. Create a sense of urgency by using time-related words. Dates aren't as affective as remaining number of days or countdowns. Limited space claims are also effective as well as ticket pre-sale discounts.

● **Maintain interest.** Respond to comments and invite readers to comment, like and share your post. Ask customers, peers and friends and family to comment, like and share on event or offer posts to help start a buzz. Maintain interest by responding to as many comments as you can, using reputation management techniques or a customer service approach. Consider that your responses are more relevant to other readers than to the commenter. Keep your responses clean, controlled and relevant. Use phrasing that invites further interaction including questions, open-ended references and engaging conversation, such as "We love the orange one because of its vibrancy and intensity, which was your favorite?"

● **Post consistently.** As a general rule, one post per week is better than 6 posts in one day and then no posts for a month. Select one or two social media platforms at most, and maintain a strong presence there. If you only ever post on your Facebook feed once a year with your semi-annual event, you won't get a lot of traction there. Consider using a channel that you are able to maintain a consistent post. For example, if you like to make Instagram posts for yourself, create an Instagram account for your business and try to post regularly. If you release one post per week, you will find far more traction when you send that occasional event or offer post.

● **Measure your post's responses.** Low interactions might mean you aren't presenting your audience with relevant content. Consider a different message or audience building techniques. Friends and family might help increase the number of followers you have, but they might not be your target audience, choosing to skip your posts or even block them. Build organic audience lists through sign-up forms and website forms and incentives.

● **Remind and re-engage.** Advertisers know that they get the best results when a consumer sees their ad anywhere from 7 to 9 times in a given time period. While this can become cumbersome if taken all at once, it is indeed true, so long as there is a reasonable amount of alternating comment between your messages. To further enhance your message, show your content on multiple channels (printed flyers and signage, Facebook, Instagram, Google Ads, email campaigns, text campaigns, etc.,) If your message is interesting and your audience is well targeted, such wide spread and saturated campaigns will yield great conversion rates and high turn out.

FACEBOOK/ INSTAGRAM AD DESIGN RECOMMENDATIONS:
File Type: jpg or png, **Resolution:** Highest Available
Images should consist of 20% or less text, Text should be limited to 125 characters.

LOGO SPACE

The mark should have a comfortable amount of space around it.

Utilize the "O" from UPTOWN as a space guide when placing the mark.

UPTOWN MONTCLAIR
LOGO USE

VARIATIONS

This section illustrates how marketers may use different color variations of the Logo mark to coordinate with various campaigns.
The logo must remain a solid color, and should be in contrast with the background clear and legible.
Logo can be used on gradients or soft patterns, however the background must not distract or cause the logo to become illegible.
The use of shadows or outlines to separate from the background is not permitted.

NEW YEARS	VALENTINE'S DAY / WEW	SPRING / EASTER	FATHER'S DAY

ADDITIONAL VARIATIONS
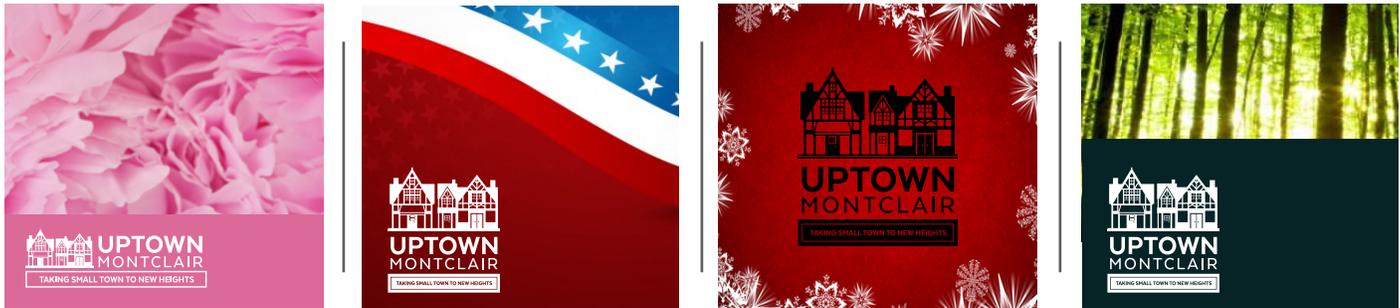
INCORRECT USAGE

DROP SHADOW NOT PERMITTED   **NOT ENOUGH SPACE AROUND LOGO**   **NO LOGO FILLED WITH PATTERN**   **NO OUTLINE AROUND LOGO**