

City of Decatur X SCADpro

# Promotional Kit



# Intro



We have prepared a promotional tool kit to support The City of Decatur and SCADPro's endeavors. We've designed target audience profiles, brand messaging, and marketing strategies to spread the word. Our main goal is to gather as many diverse and unique points of view as possible in a manner that is seamless and cohesive.



**Jennifer Hyde**  
Professor  
SCADpro



**Vanessa Ordonez**  
Art Director  
Advertising & Branding



**Rebecka Bethel**  
Production Manager  
Tv & Film



**Lynn Churbaji**  
Production Manager  
Tv & Film



**Van Dinh**  
Video Producer  
Film & TV



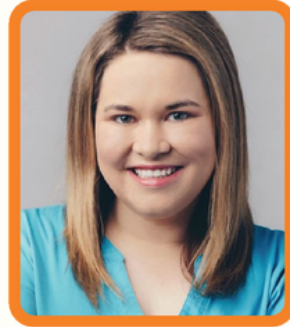
**Anthony Smolka**  
Project Manager  
Tv & Film



**Caroline Moody**  
Sound Supervisor  
Sound Design



**Hayley Bilik**  
Art Department  
M.A Advertising



**Peyton Brooks**  
Copywriter  
Writing/M.A Advertising



**Jason Castleberry**  
Production Team  
Interactive Design &  
Game Development



**Douglas Ruffin**  
Production Team  
Film & TV



**Vita Yang**  
Production Team  
Film & TV



**Samiksha Puri**  
Project Management  
M.A Advertising



**Srijan Tewari**  
Marketing Strategist  
Fashion Marketing &  
Management



**Caroline 'Kai' Jin**  
Assistant  
Graphic Design



**Vrishti Savalani**  
Production Team  
Writing



**Maria Gonzalez**  
Production Team  
Film & TV



**Yi Yang**  
Production Team  
Film & TV

# Meet The Team



# Table of Content

City of Decatur X SCADpro

Strategy

Messaging

Identity

Art Direction



# City of Decatur X SCADpro



**City of Decatur**®

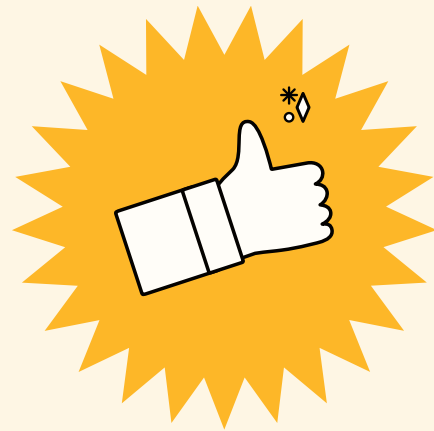
• BICENTENNIAL | 1823-2023 •

**X SCADpro**

## Mission Statement

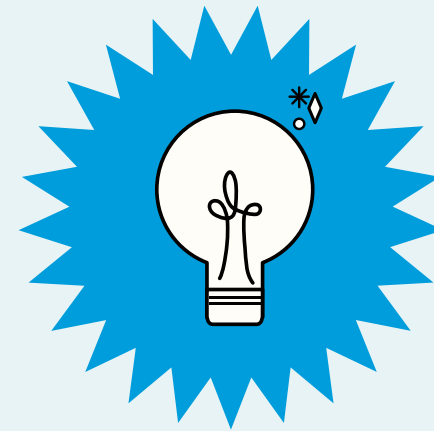
Our mission is to celebrate Decatur by shining a light on the people who've shaped this town and gathering their unique, personal narratives. We aim to amplify the voices of our neighbors - an eclectic collection of diverse viewpoints can forge incredible connections while preserving the past and shaping the future. We strive to give these stories a platform to be digitally archived with the highest quality, honored with the utmost respect for those who open their hearts and create a more profound definition of what 'us' means to the City of Decatur.

# We need to...



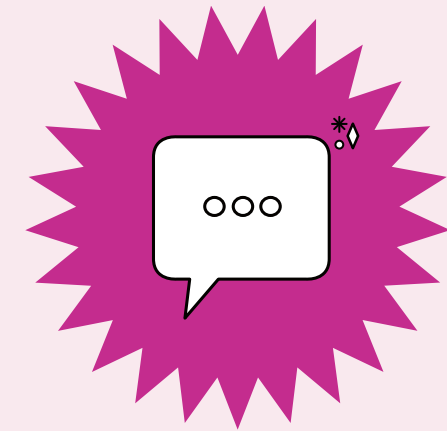
## Amplify every voice

Honor Decatur by celebrating the people who have shaped it



## Go the extra mile

Help create a larger 'us'

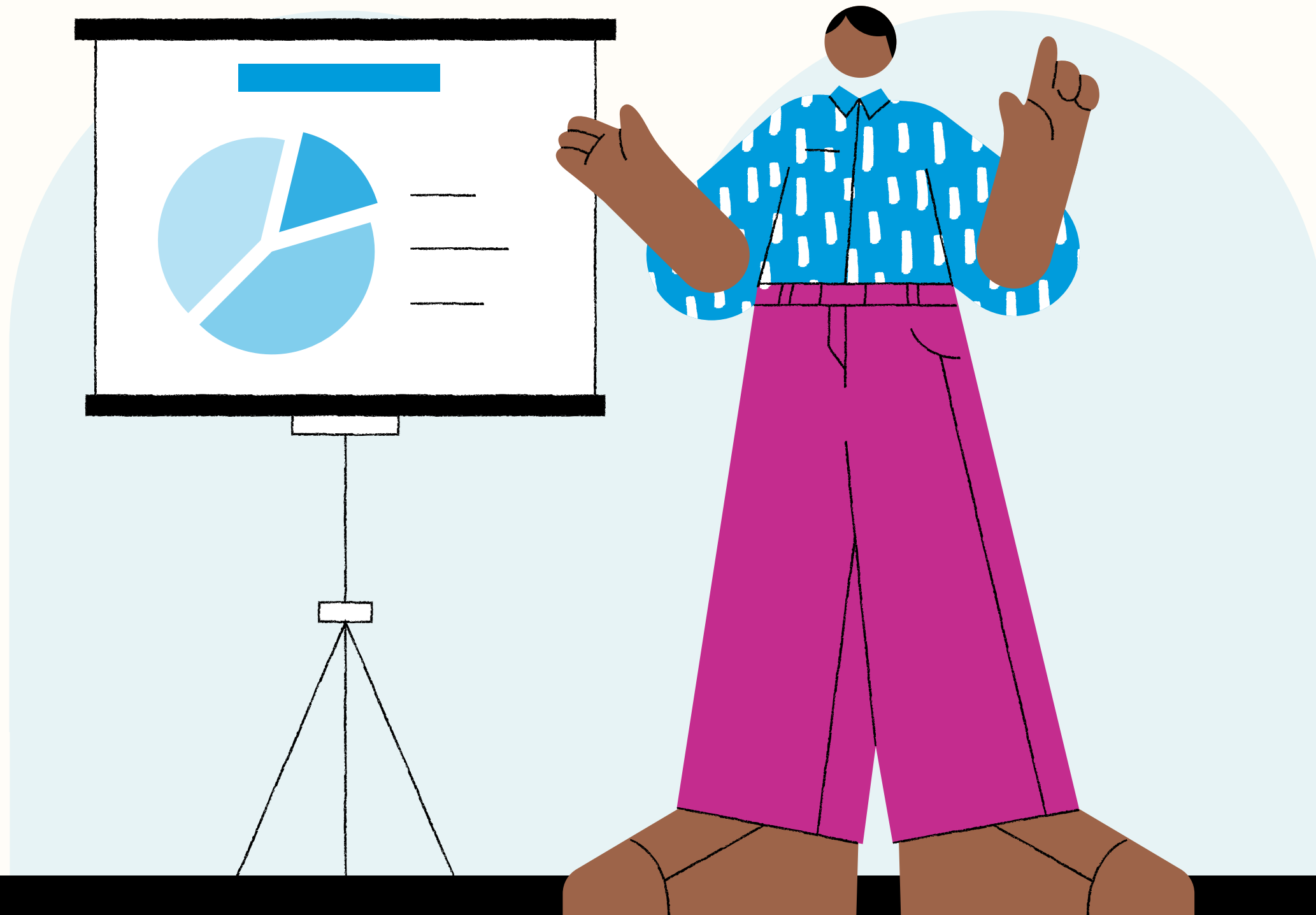


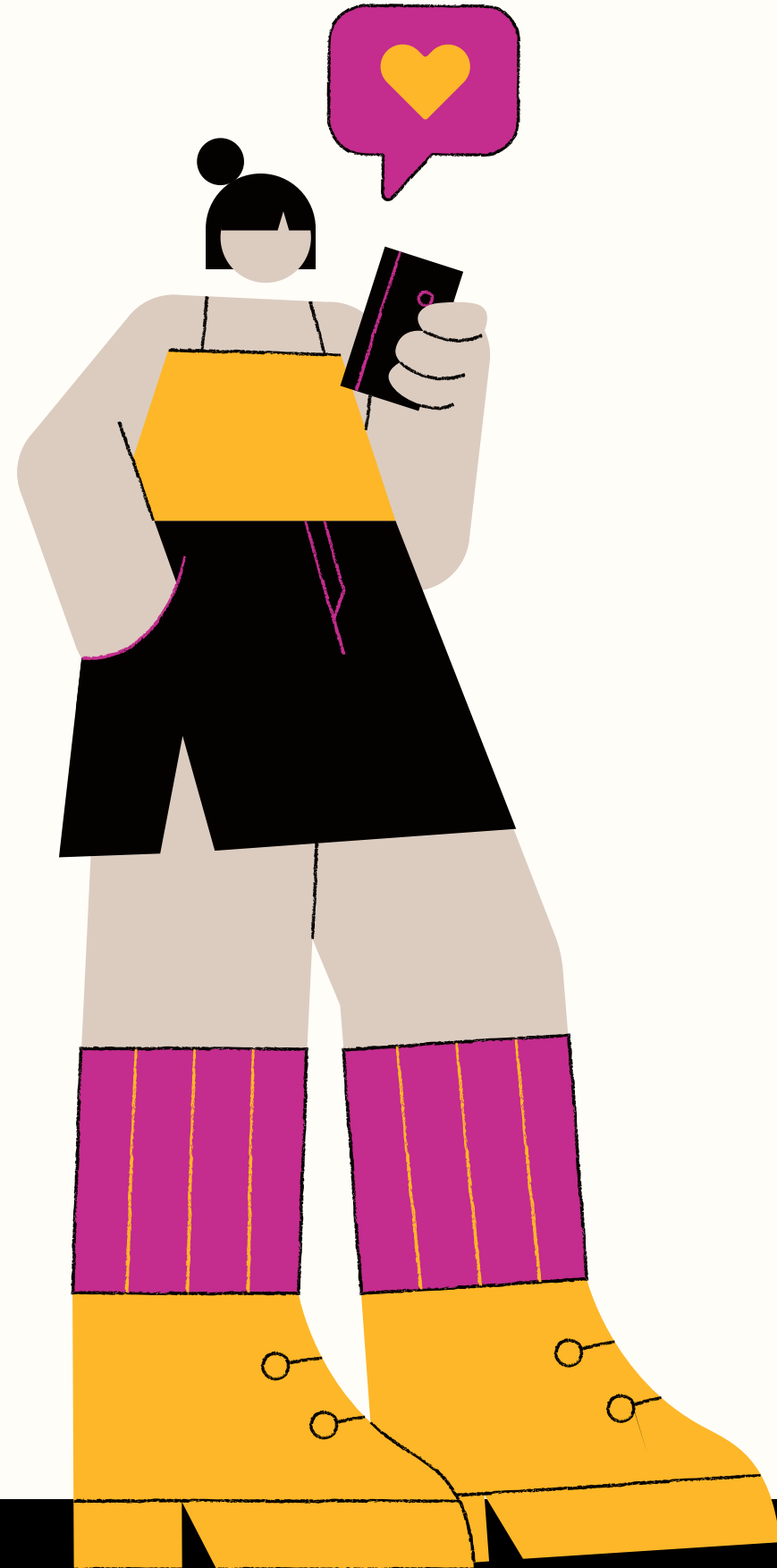
## Bring awareness

Stories help us understand ourselves and others.



# Strategy



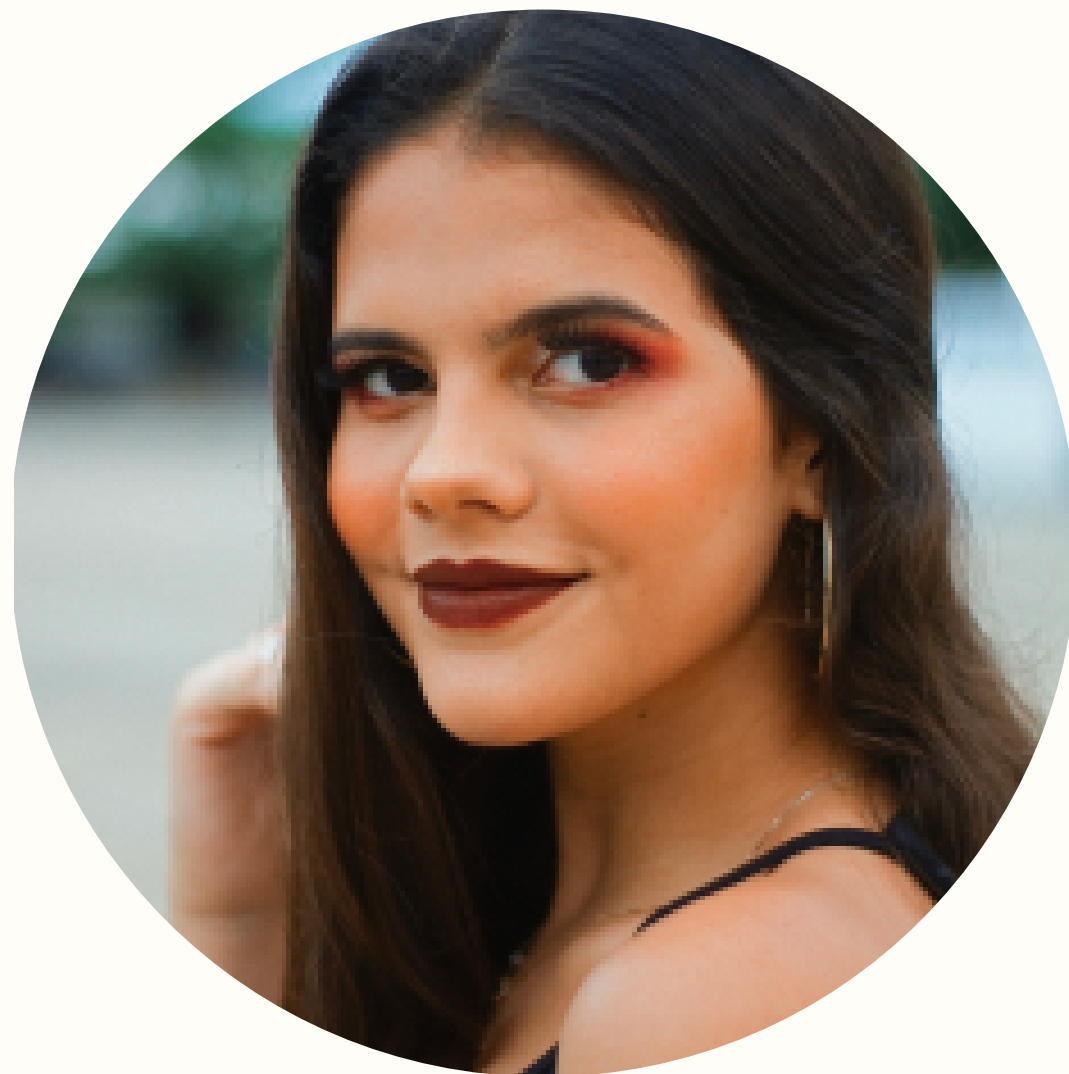


## Target Audience

People of any gender identity or expression, race, ethnicity, nationality, sexual orientation, religion, family structure, culture, political opinion, identity, and self-identification who either currently reside or used to reside in the city of Decatur, Georgia.



# MARIANA GOMEZ



## AGE: 26

Primary school teacher at Fifth Avenue Upper Elementary. In her free time, she enjoys trying new restaurants, going to local bars with friends, thrifting, and taking her dog on neighborhood walks.

## FRUSTRATIONS

Feeling unheard by her community and fellow residents forgetting the history of Decatur.



# AAMINA ALI



## AGE:71

Somali community leader. A resident of a local retirement home, she spends most of her time in the company of her book club, cooking, taking her grandchildren to parks and activities, or hosting community events.

## FRUSTRATIONS

Adjusting to the culture as an immigrant, not feeling seen, and the threat of gentrification.



# CRYSTAL MOORE

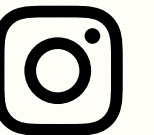


## AGE: 37

Unsheltered resident. Her occupational status is currently unavailable. However, she hopes to join Cosmetology school following their passion for expressing herself via her appearance.

## FRUSTRATIONS

As a trans and unsheltered woman, she feels unheard, unseen, and villainized.



# CHRISTINA WONG



## AGE:14

A student and part-time babysitter. You can often see her playing tennis, thrifting, and listening to new music. She is a social activist and believes in shopping locally whenever possible.

## FRUSTRATIONS

As a teen, she often feels unseen and unheard. She struggles with finding her identity, freedom, and social issues such as LGBTQ+ safety and the perceived monoculturalism of Decatur.



# Strategy

# 112%

Overall increase in engagement

Stories help us understand ourselves and others. Storytelling by virtue is an act of intimacy and trust. Let's analyze our positioning.

# S.W.O.T Analysis

## Strengths

- diversity
- experience
- historical data
- engaging community
- small, inter-connected community
- Young demographic - tech savvy, easier to approach, comfortable.

## Weakness

- budget
- permits
- low-visibility

## Opportunities

- community engagement - art events
- cultural and environmental choices
- popular local stores
- explore international events
- Create awareness
- UGC

## Threats

- lack of security
- people may feel uncomfortable story being public
- homogeneous audience/response
- Unable to target marginalized communities

# Activities to Spread the Word

## Youth Involvement



Students will be given a disposable camera for one class period; they will take a picture of their favourite/most memorable spot. Once selected, students will share the significance behind the images for the documentary. It's also a channel to communicate with parents and raise awareness.

## Reverse graffiti

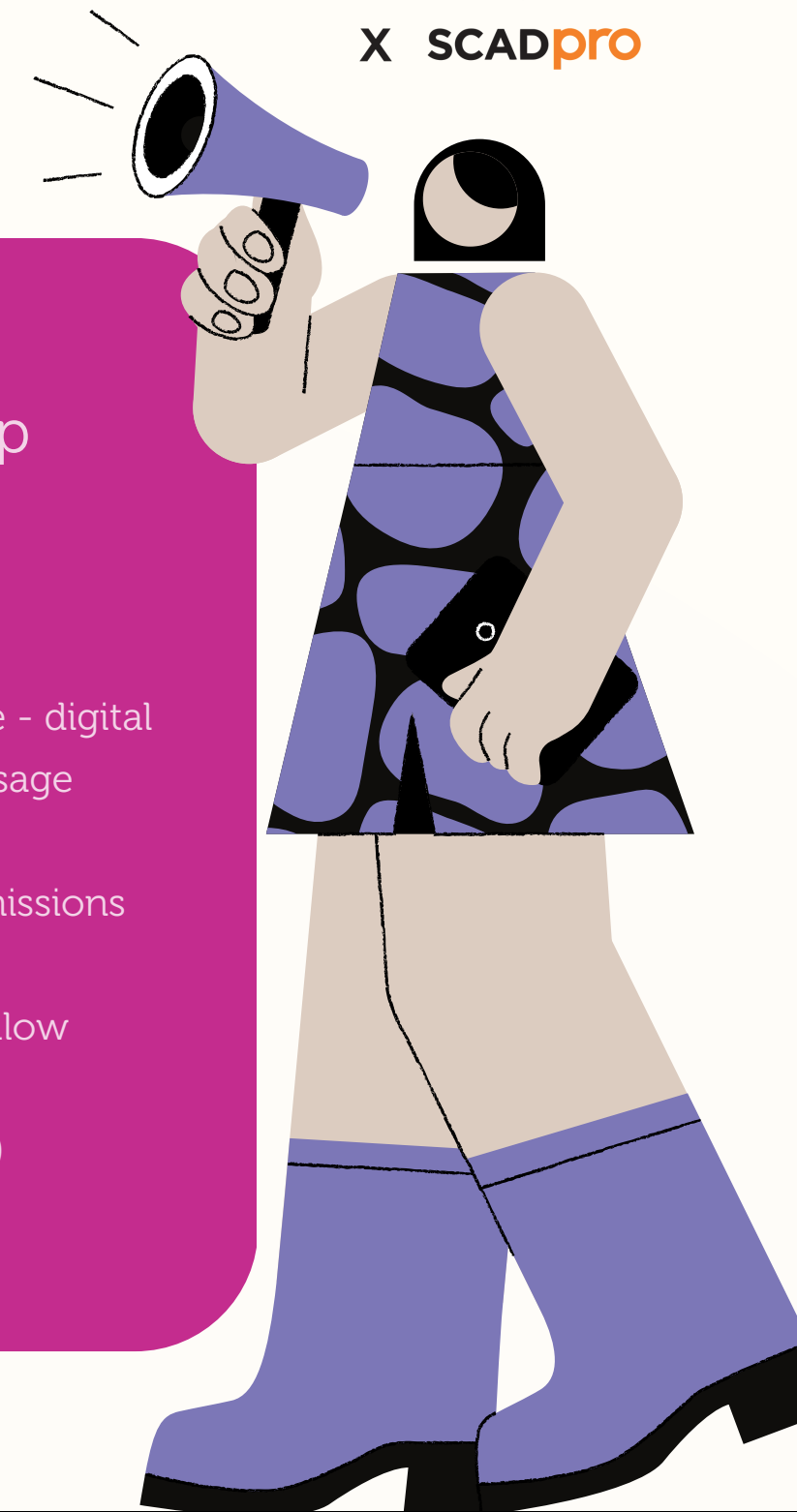


Residents/visitors can draw or write about other favourite memories in Decatur with chalk on the pavement at Decatur Square. The art department will draw a 2 feet long logo and message for promotion. An on-site crew will interview the residents while they draw or ask them to schedule an appointment.

## Decatur in a Snap



Residents/visitors send in a picture - digital or handmade, with a 2-3 line message explaining the significance. Select images will have their submissions made into postcards. It will promote the initiative and allow greater visibility for marginalized communities (eg. the unsheltered)



# Messaging







# Content Pillars

- Celebrate
- Preservation
- Diversity
- Empowerment





# “ Tone

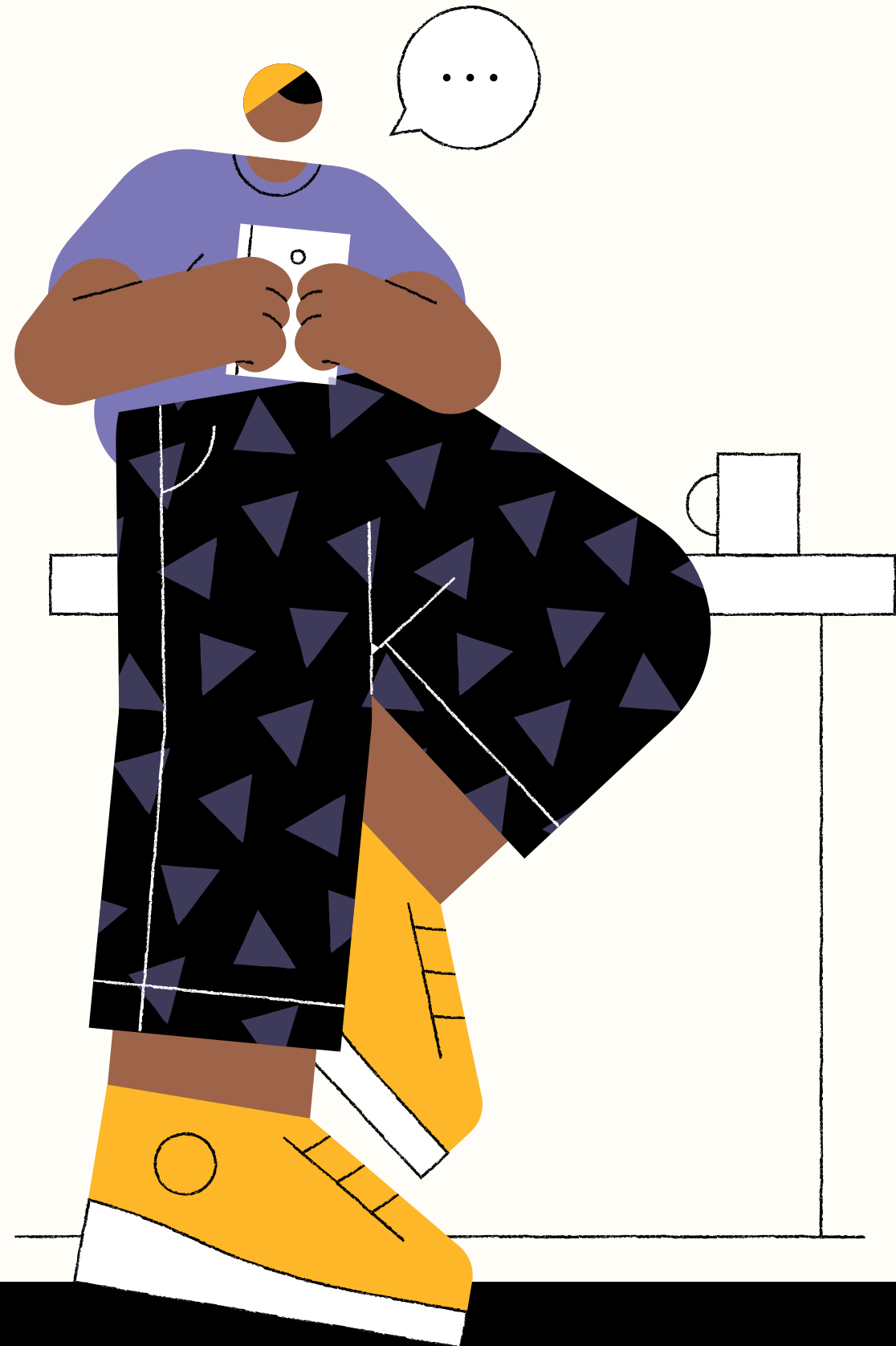
- Sincere
- Inspiring
- Educational
- Inclusive



# Messaging

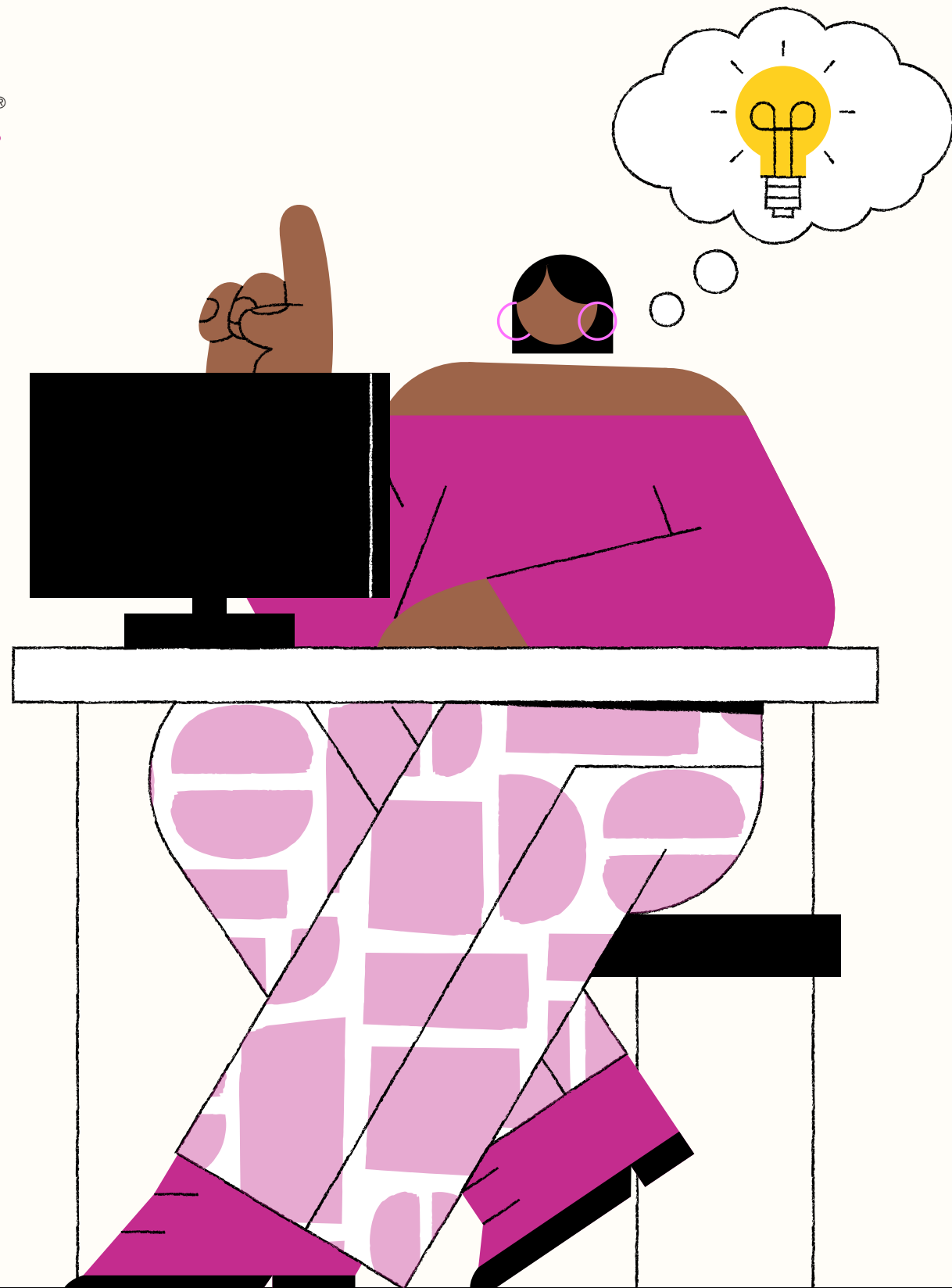
## Examples

- beloved
- amplify
- voices
- build
- inspire
- meaningful
- powerful
- stories
- memories
- historic
- important
- community
- moments
- educate
- connecting
- narrative
- preservation
- personal
- diverse
- commemorate
- significant



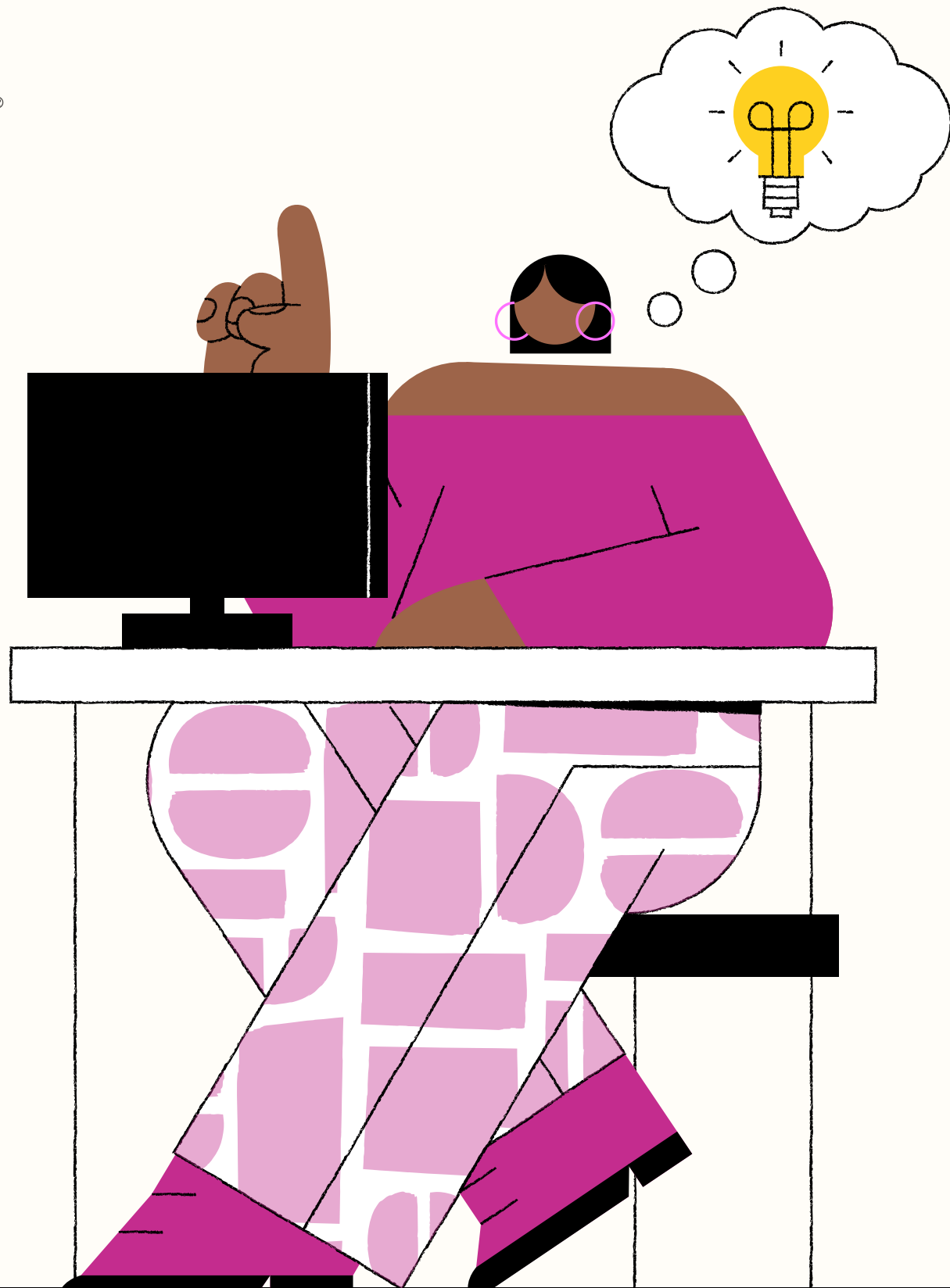
# Tagline

Connect & Reflect



# Headline

Come Share Your Story!



# Body Copy

Share your stories set in our beloved city to celebrate Decatur's 200th Birthday.



## Hashtags #

#Decatur200

#ConnectAndReflect

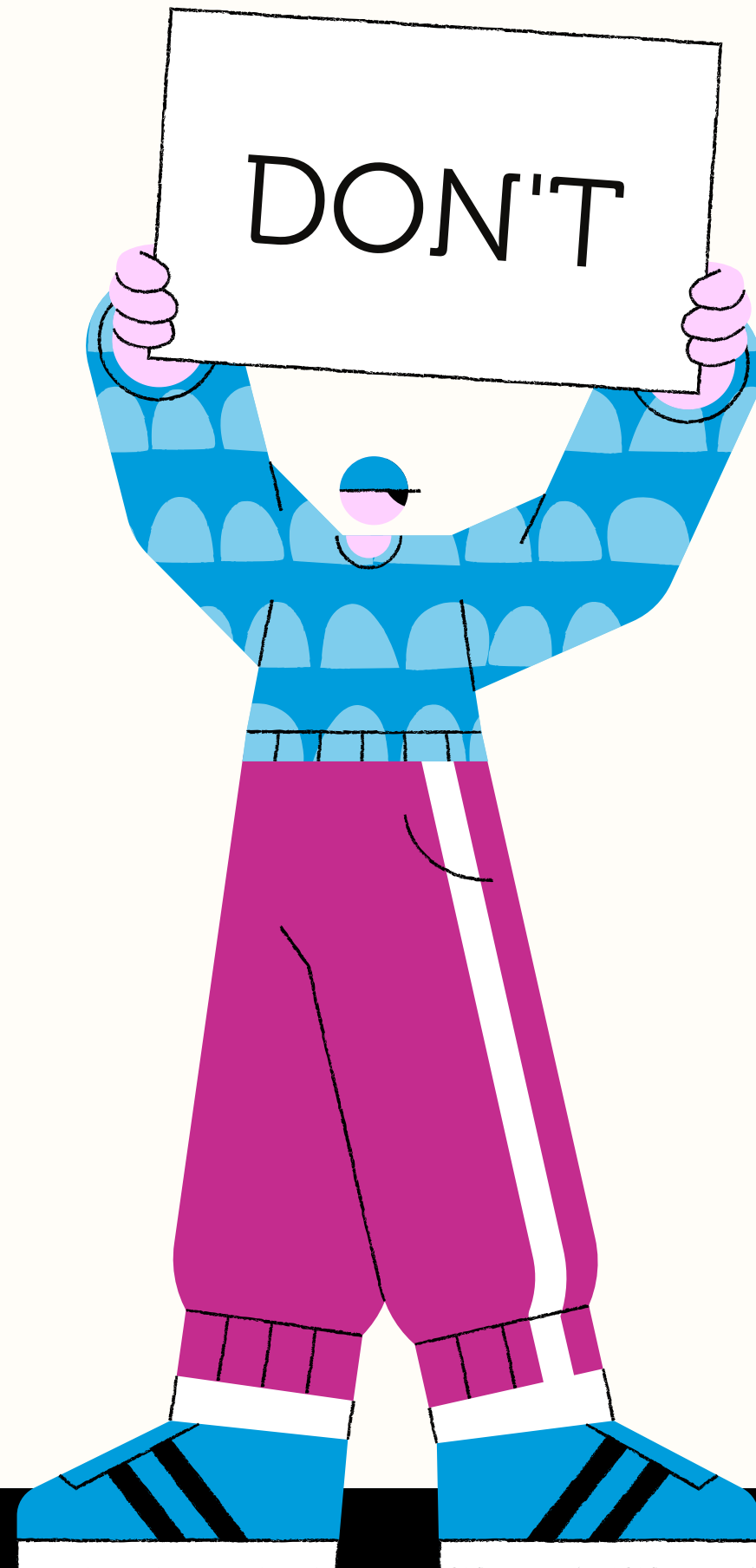
## Emojis





- DO be inclusive and simple in messaging.
- DO inspire learning, and provide ample information and accessible resources.
- DO mention all parties involved; people, businesses, locations, etc.





- DON'T use trendy slang, jargon, puns, or cheesy language.
- DON'T be negative - positive and/or neutral language only.
- DON'T over complicate the message - use good vocabulary, but stray away from overly complicated vocabulary and lengthy sentences.

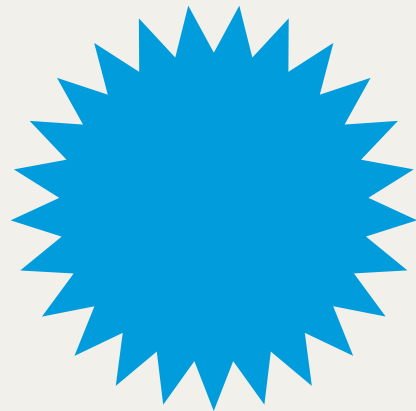


# Identity

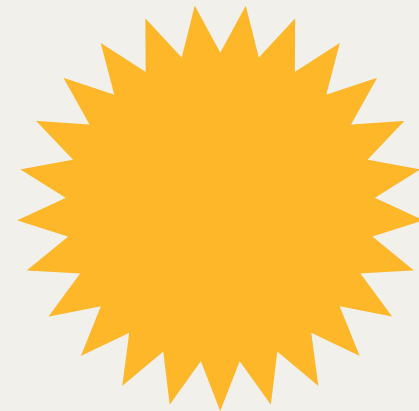


# Color Palette

The primary color palette.  
All four colours should be utilized in approximately equal proportion for accents and backgrounds.



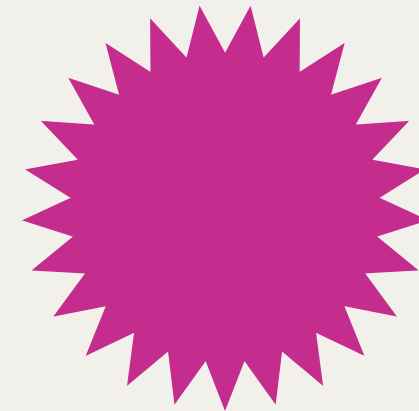
#009CDC  
R 0 / G 156 / B 220  
PANTONE P 112-7 C  
C 86% M 25% Y 0% K 14%



#FDB728  
R 253 / G 183 / B 40  
PANTONE P 14-8 C  
C 0% M 27% Y 84% K 1%



#ED1B2E  
R 237 / G 27 / B 46  
PANTONE P 48-8 C  
C 0% M 82% Y 75% K 7%



#C92D92  
R 201 / G 41 / B 146  
PANTONE P 80-15 C  
C 0% M 61% Y 22% K 21%



#30B457  
R 201 / G 41 / B 146  
PANTONE P 80-15 C  
C 0% M 61% Y 22% K 21%

# Typography

## Museo

is the typeface used for display and headers for City of Decatur x SCADPro.

Aa

## Montserrat

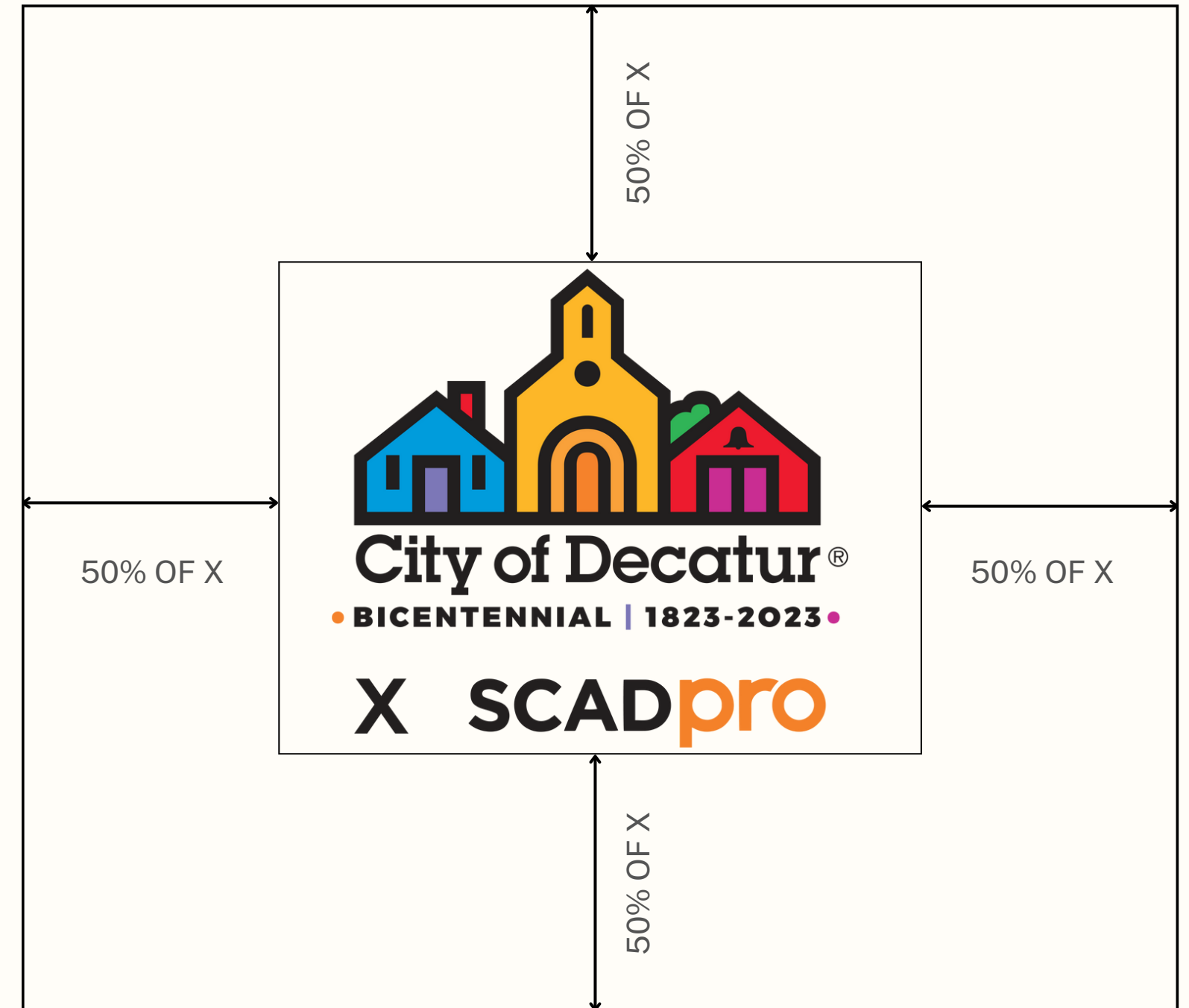
is the typeface used for body copy and subheaders for City of Decatur x SCADPro

Aa



# Logo Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.

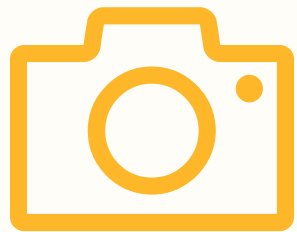


# Art Direction



# Photography

- Intimacy
- Community
- Engagement



# Video

- Man-on-the-street
- Culture
- Activities





# Social Media



## Caption

YOU'RE INVITED! Join us in celebrating Decatur's 200th Birthday - by honoring the people who make this city special. Everyone is welcome to share their stories, share fond memories, and connect with your neighbors. Email us today to schedule your interview! #Decatur200 #ConnectAndReflect

# Poster





X SCADpro



# Come Tell Us Your Story!

In celebration of the bicentennial, the City is  
recording 200 stories about life in Decatur.  
Share your story with us!


**Connect  
& Reflect**

Email us to be interviewed  
[200stories@decaturga.com](mailto:200stories@decaturga.com)

# Flyer



  
X SCADpro



## Come Tell Us Your Story!

In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!

**Connect & Reflect**  
Email for more information  
[200stories@decaturga.com](mailto:200stories@decaturga.com)

  
X SCADpro

**Come Tell Us Your Story!**  
In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!

**Connect & Reflect**  
Email for more information  
200stories@decaturga.com



**Come Tell Us Your Story!**  
In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!



**Connect & Reflect**  
Email for more information  
200stories@decaturga.com

**Come Tell Us Your Story!**  
In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!



**Connect & Reflect**  
Email us to be interviewed  
200stories@decaturga.com

**Come Tell Us Your Story!**  
In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!



**Connect & Reflect**  
Email for more information  
200stories@decaturga.com

**Come Tell Us Your Story!**  
In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. Share your story with us!



**Come Tell Us Your Story!**

# Tabletop Display



 SCADpro

## Come Tell Us Your Story!

Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!



**Connect & Reflect**  
Email for more information  
[200stories@decaturga.com](mailto:200stories@decaturga.com)



## Come Tell Us Your Story!

Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!



**Connect & Reflect**  
Email for more information  
[200stories@decaturga.com](mailto:200stories@decaturga.com)



X SCADpro



SCADpro

# Come Tell Us Your Story!

Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!



**Connect & Reflect**  
Email for more information  
200stories@decaturga.com

# Come Tell Us Your Story!

Decatur is turning 200! In celebration of the bicentennial, the City is recording 200 stories about life in Decatur. We can't wait to hear yours!



**Connect & Reflect**  
Email for more information  
200stories@decaturga.com



X SCADpro





# Signage



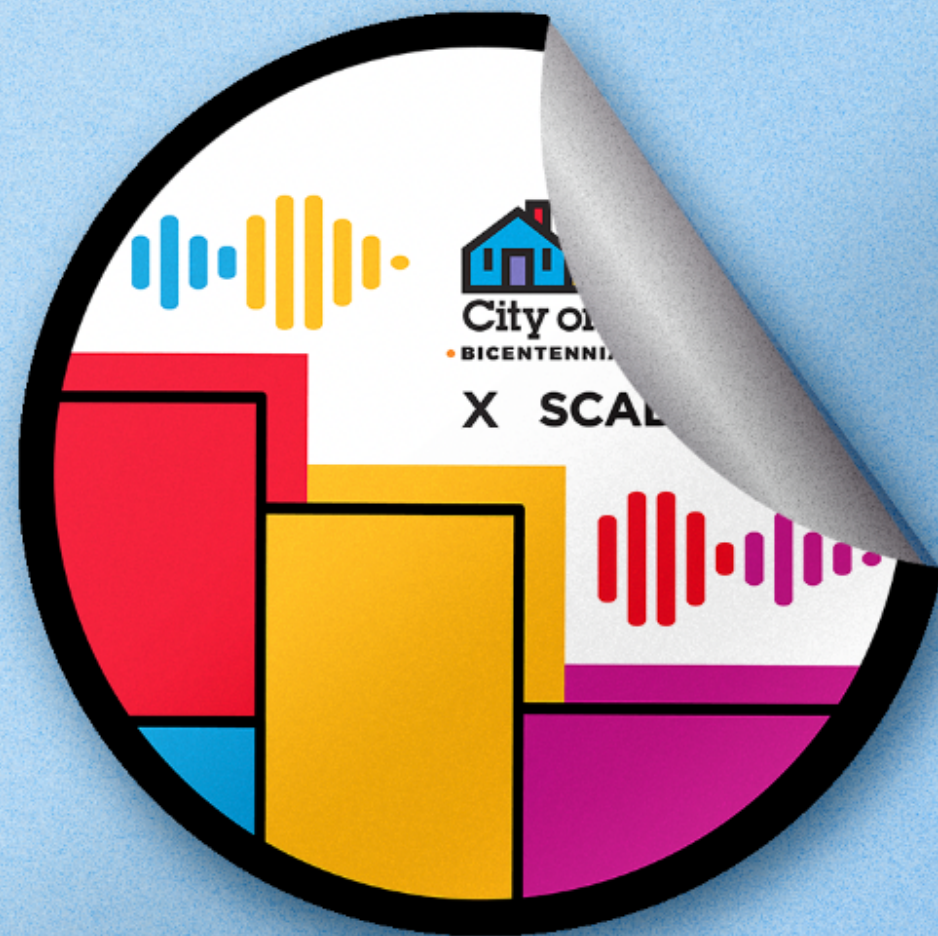
# X Banner



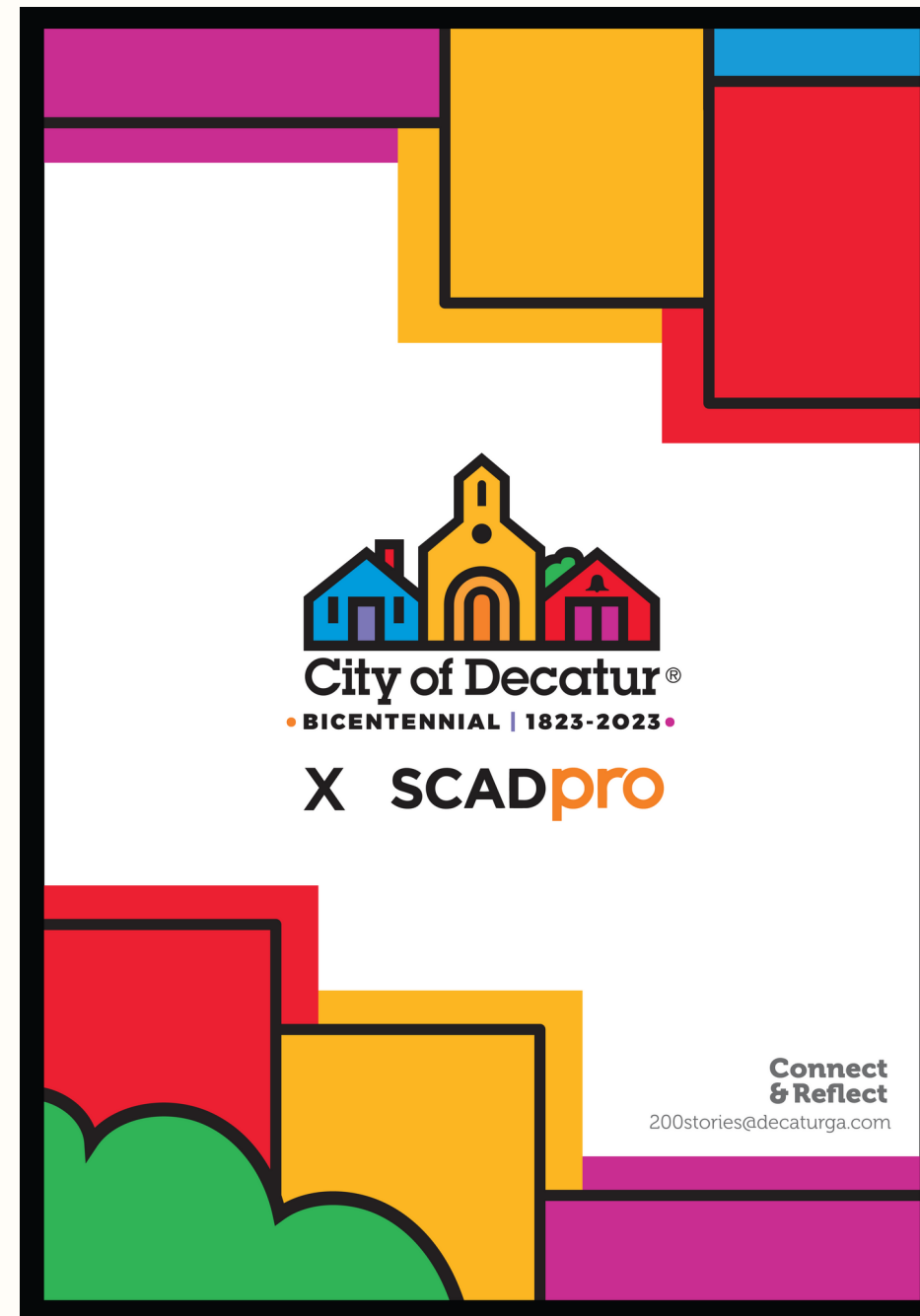


# Stickers





# Thank You card





  
City of Decatur®  
BICENTENNIAL | 1823-2023  
X SCADpro



**Thank you for  
sharing your story!**



# Postal Cards







# Business Cards



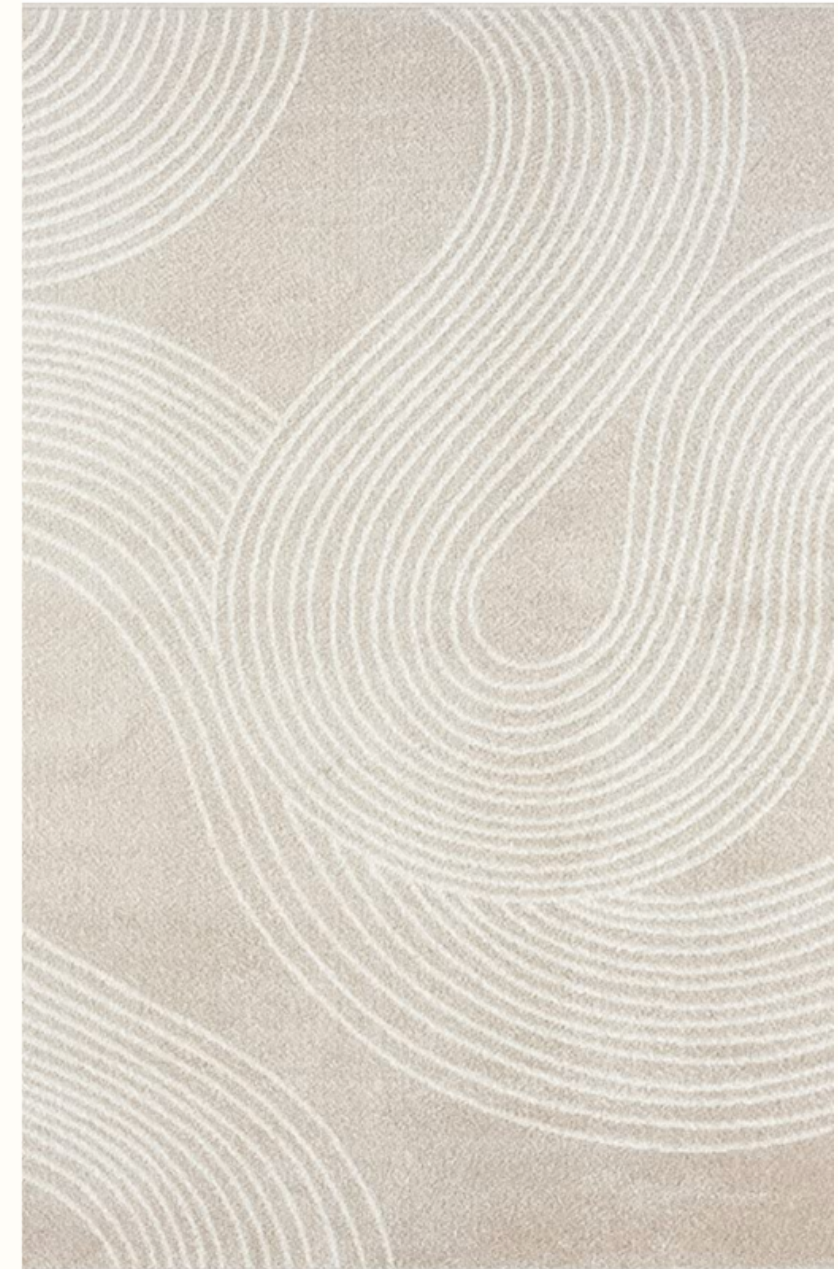


# Locations

Where to promote

- Church
- FedEx
- Bars
- Restaurants
- Social media
- Email marketing
- Library
- Schools
- Local Stores
- Retirement homes
- Recreational centers
- Public events

# Booth Decor





# Booth Decor

City of Decatur X SCADpro

# Thank You!

Art Director  
Vanessa Ordonez

Copywriter  
Peyton Brooks

Art Department Team:  
Hayley Bilik  
Srijan Tewari



**City of Decatur**®

• **BICENTENNIAL | 1823-2023** •

**X SCADpro**