



Overview New Main Street America™ Brand



Main Street America™

- Main Street America™ the name, the logo, and messaging is an opportunity to raise the profile of our work and larger collective movement.
- Main Street America™ is a benefit of membership and mark of distinction that can be used communicate to local stakeholders, as well as city, state, and national funders.
- Local Main Street programs will be able to begin using the new logo in 2016.
- The new brand will help grow the network offering several “points of entry” for participation.
- Main Street America™ is a program of The National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation.



Main Street America Name and Logos

- Name and logos are trademarks of the NMSC and may only be used with permission.
- Proper usage is required through licenses and sub-licenses granted to local programs.
- Organizations are required to use appropriate logo and membership language across multiple platforms:
 - Websites
 - Print material
 - Other branding platforms



Main Street America Brand Guidelines

BRAND *Guidelines*



Tagline, Descriptor, & Positioning Statement

- **Tagline:** *Nationally recognized. Locally powered*
- **Descriptor:** For press releases, announcements, and promotional materials.
- **Positioning Statement:** More detail about Main Street America™ to assist with language for a variety of communication needs. The positioning statement has three parts:
 1. Movement
 2. Seal of Distinction
 3. Time-Tested Strategy





Three Brand Treatments associated with different levels of membership

- 2016 Coordinating Program
- 2016 Accredited
- 2016 Affiliate

Main Street America Logos



Logo Use

- Clear, correct, consistent use.
- Logo must be used on white background
- Logo must have enough space around it to be legible.
- Available File Types: eps, jpeg, and png files.
- Color scheme for each of the Four Points
- Color palette and print and screen requirements for logos are supplied in the Brand Guidelines.
- Use only approved logo files, these can be obtained by contacting NMMS staff with the yearly renewal of your sub-licensing agreement.





Contact:

Anna Blyth

Communications/Media Specialist

New Mexico MainStreet

Telephone: 505-827-0143

Email: annaj.blyth@state.nm.us

