

# DOWNTOWN CLEARWATER BRANDING



Digitally Driven  
**MARKETING**



# CONTENTS

- **Downtown Clearwater Messaging**
- **Horizon Logo Branding Concepts**
- **Mosaic Logo Branding Concepts**
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# FIND IT IN DOWNTOWN CLEARWATER



## The Narrative

Downtown Clearwater is a collection of moments, places, sounds, flavors, views, events, and everyday discoveries.

From major waterfront concerts to live music on Cleveland Street, from family-friendly surprises to dinner after the show, downtown comes to life through exploration.

“Find It” positions Downtown Clearwater as a destination brand, not a government agency. A place where something new can be discovered every time.

# REFRAMING PERCEPTION



“Find It” directly addresses one of downtown’s biggest perception challenges:

**Current perception:**

***“There’s nothing to do downtown.”***

**New perspective:**

***“There’s more here than I realized.”***

“Find It” makes discovery part of the experience. It invites people to look closer, check what’s happening, explore beyond their usual path, and return to find something new.

This shifts the story from absence to opportunity, from what people think is missing to what they can discover.



# HOW IT FEELS

## **Inviting & Curious**

Draw people in with a sense of welcome and discovery, encouraging them to look closer, see what's happening, and explore downtown.

## **Playful & Energetic**

Bring the movement, music, and activity of downtown to life through moments that feel lively, social, expressive, and full of momentum.

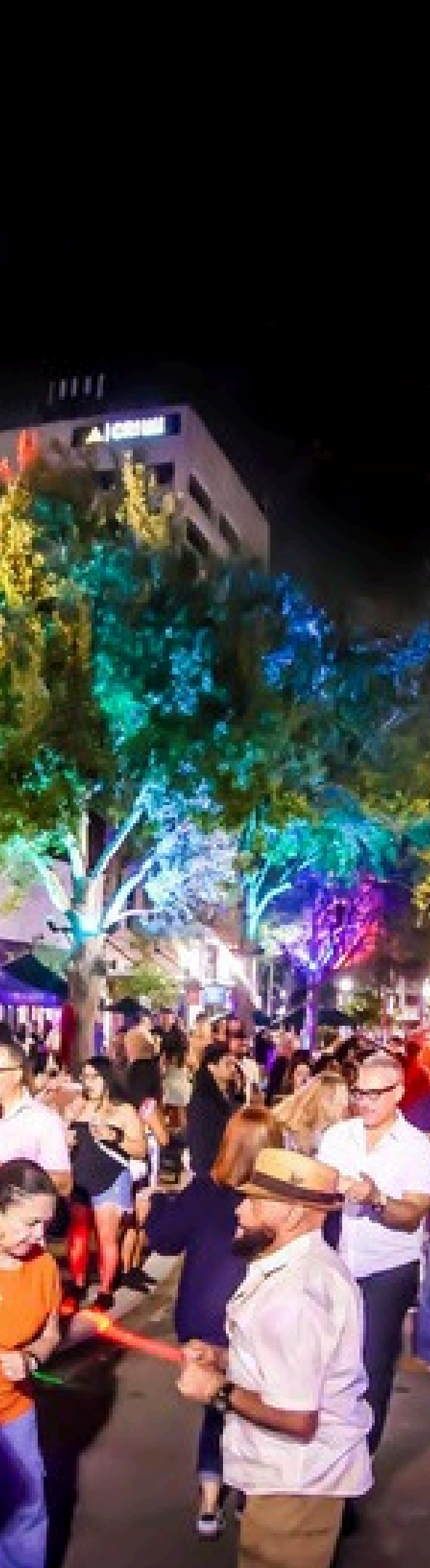
## **Slightly Unexpected**

Find moments of surprise and delight that make every visit feel memorable, shareable, and worth discovering.

# FIND IT DOWNTOWN

## Positioning Statement

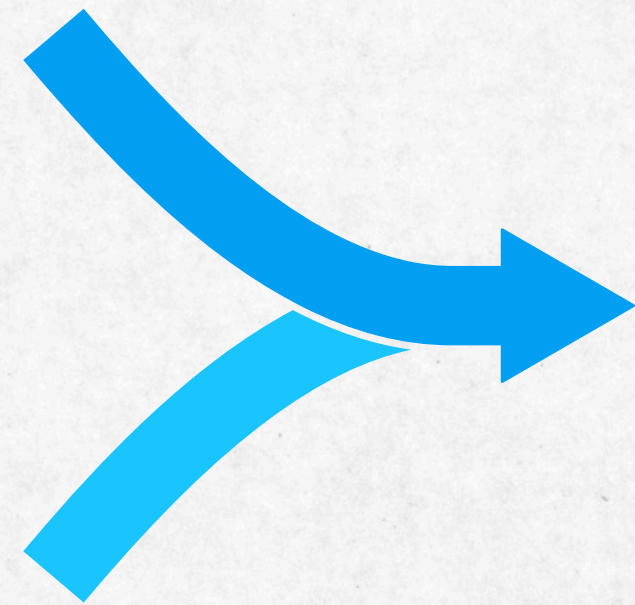
Downtown Clearwater is where live music, waterfront energy, and local flavor meet. From The Sound to Cleveland Street, every visit offers a new reason to arrive early, stay late, and find something worth coming back for.



# NOT JUST A TAGLINE

“Find It” is **ever-evolving, expandable**, and customizable. Simple, repeatable, and **ownable**.

A consistent voice that can change by audience, event, location, or experience.



FIND WHERE THE CITY MEETS THE SOUND

FIND YOUR RHYTHM

FIND YOUR NEXT MEMORY

FIND YOUR FAMILY TIME

FIND YOUR FLAVOR

FIND SOMETHING HAPPENING HERE

FIND YOUR PEOPLE

FIND YOUR SPOT ON CLEVELAND STREET

FIND SOMETHING NEW EVERY WEEK

FIND YOUR NIGHT DOWNTOWN

FIND SOMETHING UNEXPECTED

# WORKS ACROSS CHANNELS

## CONTENT ENGINE

- Find It This Week
- Find It Tonight
- Find It on Cleveland
- Find It at The Sound
- Find Your Next Memory

## EMAIL MARKETING

- Find It This Weekend
- 5 Things to Find Downtown
- Find Your Night
- Find Your Week

## SOCIAL & VIDEO

- “Here’s what to find this weekend”
- POV-style downtown discovery videos
- Merchant spotlights
- Weekly event calendar
- Event countdowns
- Live music clips
- Micro-influencer campaigns
- Camera-roll recaps from concerts and festivals

# DOWNTOWN HORIZON LOGO

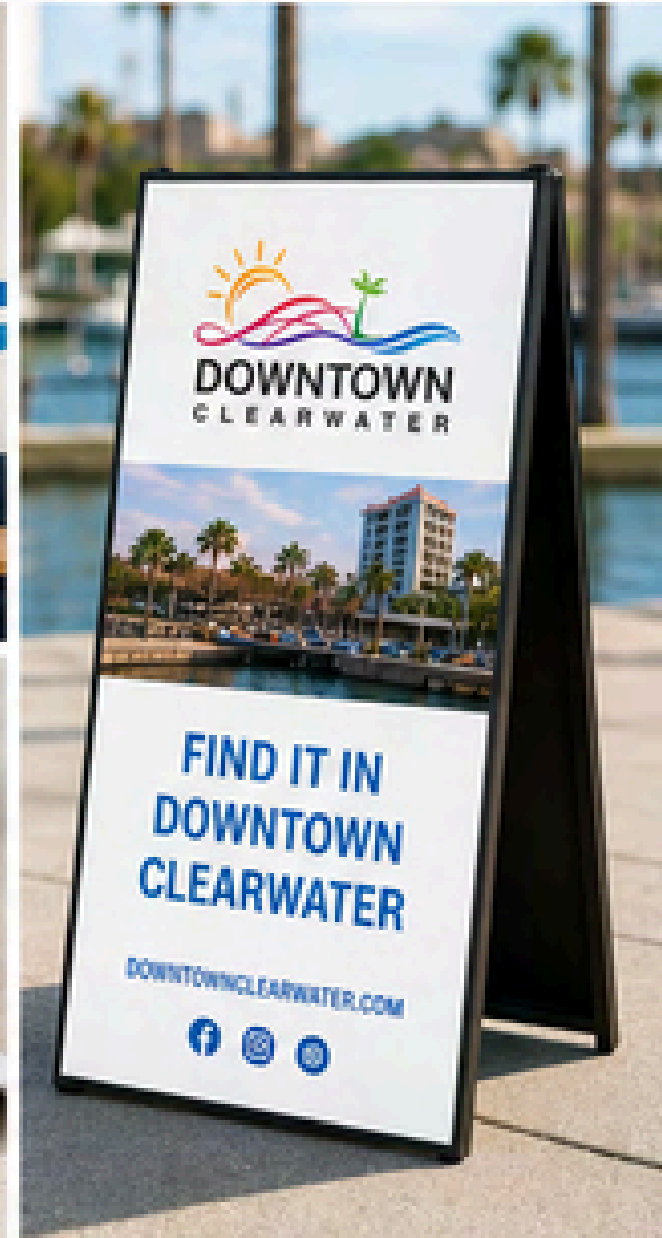
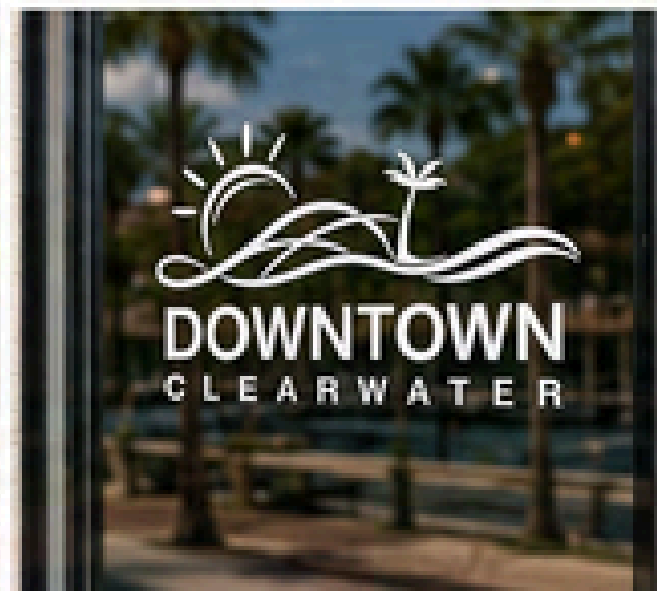


**DOWNTOWN**  
**C L E A R W A T E R**



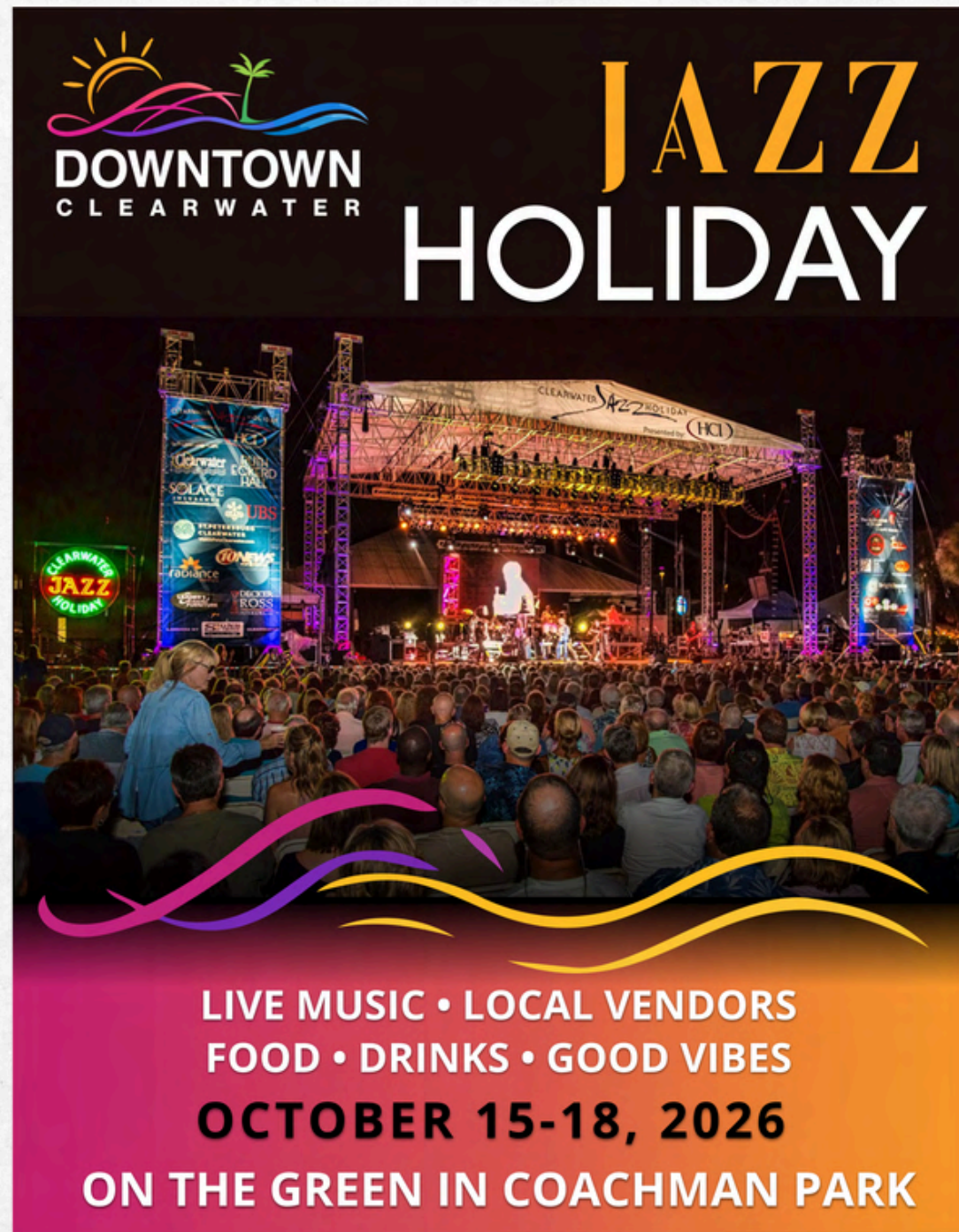
**DOWNTOWN**  
**C L E A R W A T E R**

# BRAND IN ACTION



# DOWNTOWN HORIZON EVENTS

## Event Poster



**DOWNTOWN CLEARWATER**

# JAZZ HOLIDAY

LIVE MUSIC • LOCAL VENDORS  
FOOD • DRINKS • GOOD VIBES  
**OCTOBER 15-18, 2026**  
ON THE GREEN IN COACHMAN PARK

## Event Calendar



FIND SOMETHING NEW EVERY WEEK!

# EVENTS

MAY '26 MUSIC

- 10** COUNTRY THUNDER FLORIDA  
The BayCare Sound
- 11** PAULA COLE  
Capitol Theatre
- 12** JAZZ HOLIDAY  
The BayCare Sound
- 13** TORI AMOS  
Ruth Eckard Hall
- 19** THE BLACK KEYS  
Coachman Park

**DOWNTOWN CLEARWATER**  
DowntownClearwater.com



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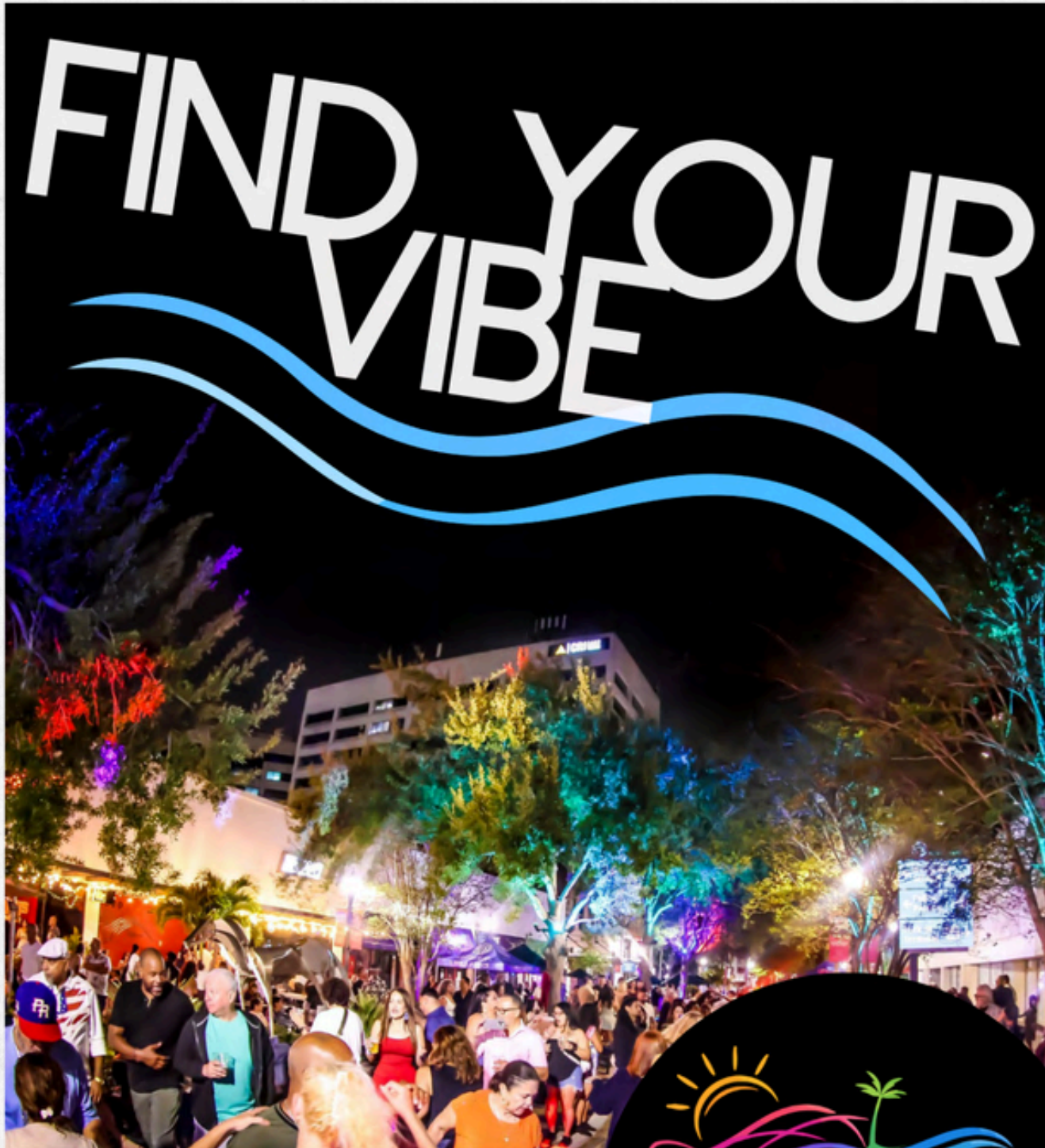
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**DOWNTOWN CLEARWATER**  
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# DOWNTOWN HORIZON SOCIAL POSTS




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**FIND YOUR VIBE**

Music for every mood!



**DOWNTOWN CLEARWATER**



**FIND YOUR JOY**

Discover what you love!

# DOWNTOWN MOSAIC LOGO

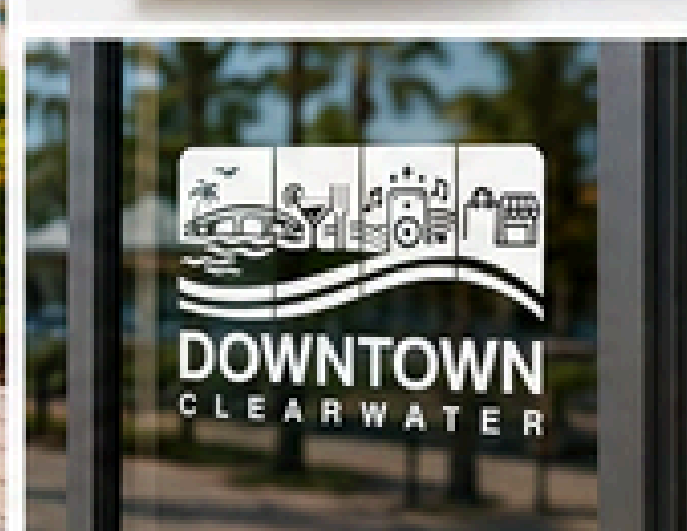
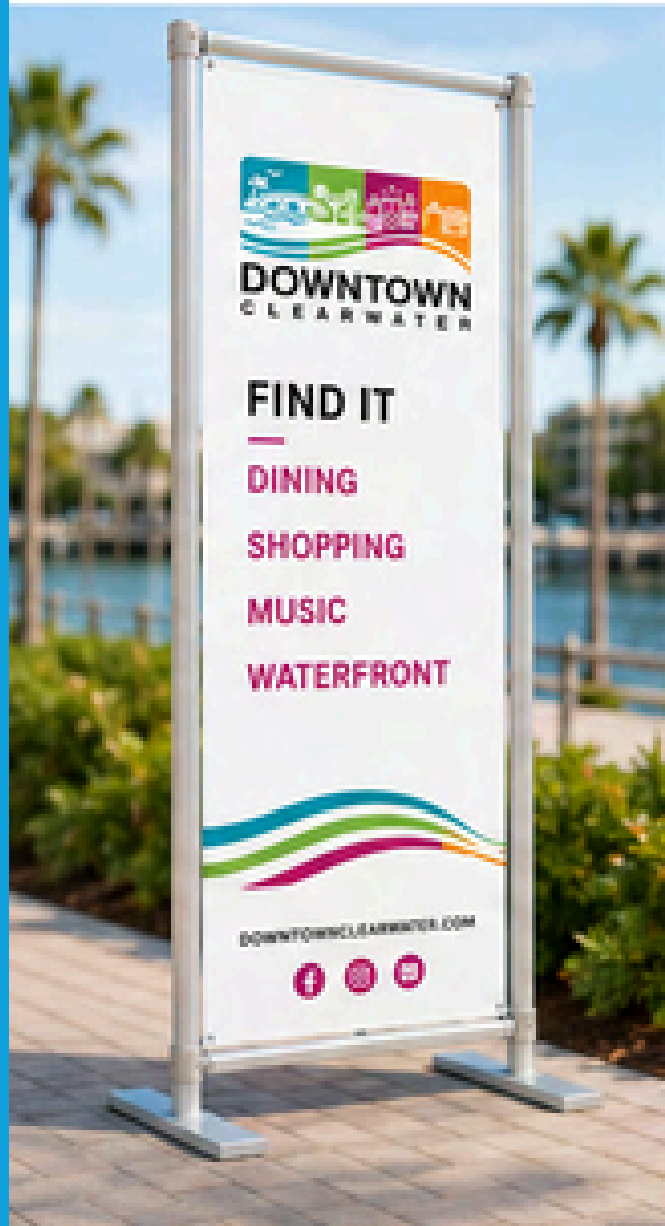
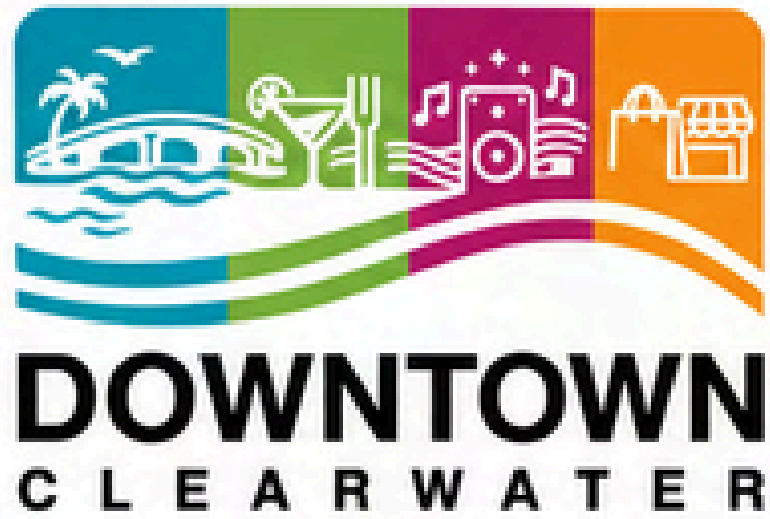


**DOWNTOWN**  
**C L E A R W A T E R**



**DOWNTOWN**  
**C L E A R W A T E R**

# BRAND IN ACTION



# DOWNTOWN MOSAIC EVENTS

## Event Poster



**JAZZ HOLIDAY**

**OCT. 15-18, 2026**

- LIVE MUSIC
- LOCAL VENDORS
- FOOD
- DRINKS
- GOOD VIBES

ON THE GREEN  
IN COACHMAN PARK

**DOWNTOWN CLEARWATER**

## Event Calendar



**UPCOMING EVENTS**  
**MAY 2026**

**DOWNTOWN CLEARWATER**

- 01** Live Music Night  
Ruth Eckard Hall
- 05** Acoustic Evening Show  
Capitol Theatre
- 10** Annual Music Festival  
The Bay Care Sound
- 18** Food Festival  
Coachman Park
- 29** Friday Lunch Market  
Cleveland Street

[DowntownClearwater.com](http://DowntownClearwater.com)



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# DOWNTOWN MOSAIC SOCIAL POSTS



**LIVE MUSIC**  
*Find Your Rhythm*



**DOWNTOWN CLEARWATER**

**FEEL EVERY BEAT.**

This social post features a purple background. At the top left is a white circular icon of a speaker with musical notes. The text 'LIVE MUSIC' is in bold white, and 'Find Your Rhythm' is in a yellow script font. The central image shows a band performing on stage. At the bottom left is the Downtown Clearwater logo, and at the bottom right is the slogan 'FEEL EVERY BEAT.' in bold white.



**FIND YOUR STYLE**  
*Shop Local*



**DOWNTOWN CLEARWATER**

**UNIQUE SHOPPING. LOCAL FINDS.**

This social post features an orange background. At the top is the text 'FIND YOUR STYLE' in bold white, and 'Shop Local' is in a white script font. The central image shows a large yellow duck at an outdoor market. At the bottom left is the Downtown Clearwater logo, and at the bottom right is a white circular icon of a storefront and the slogan 'UNIQUE SHOPPING. LOCAL FINDS.' in bold white.

# DOWNTOWN MOSAIC SOCIAL POSTS


**GOOD FOOD**  
*Good Times*





  
**DOWNTOWN**  
CLEARWATER

  
**FIND YOUR FLAVOR.**

*Waterfront*  
**VIBES**



  
**DOWNTOWN**  
CLEARWATER

  
**FIND WHERE THE CITY MEETS THE SOUND.**



# NEXT STEPS

**Review  
Presented Concepts**

**Select Preferred  
Direction**

**Deadline for  
Final Selection**



**Review:**

- Logos
- Messaging

**Choose:**

- 1 logo direction
- Brand message

**Approve:**

- Clearwater Downtown  
Development Board Selection



# NEXT STEPS

**Finalize  
Brand Direction**

**Brand Guide  
Development**

**Workshop  
Planning**

**Workshop  
Implementation**



**JUNE 1**

Confirm 1 logo and brand message

**JUNE**

Complete brand guide (logo use, colors, typography, messaging)

Begin developing ready-to-use assets

**EARLY JULY**

Create workshop agenda, materials, and participant list

Prepare implementation tools and examples

**LATE JULY**

Facilitate stakeholder workshop

Align brand rollout approach and priorities

A photograph of the Capitol Theatre at night, illuminated with warm yellow and blue lights. The building features a prominent vertical neon sign on the left side and a horizontal sign above the entrance that reads "CAPITOL THEATRE". The architecture is ornate with classical-style windows and doorways. The sky is a deep blue, and the overall scene is festive and celebratory. Overlaid on the center of the image is the text "THANK YOU" in large, white, bold, sans-serif capital letters.

THANK  
YOU