

DOWNTOWN CLEARWATER BRANDING



Digitally Driven
MARKETING



CONTENTS

- Downtown Clearwater Logo
- Icon System
- Social Media
- Merchandise
- Signage
- Sponsored By DDB
- Downtown Clearwater & City of Clearwater



LOGO



DOWNTOWN
CLEARWATER



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DOWNTOWN
CLEARWATER



DOWNTOWN
CLEARWATER

Icons



Outdoors

- Races
- Park
- Yoga
- Scenic Views



Food/Drink

- Dining
- Cocktails
- Street Fairs
- Food Festivals



Entertainment

- Concerts
- Theatre
- Film Festivals
- Public Art



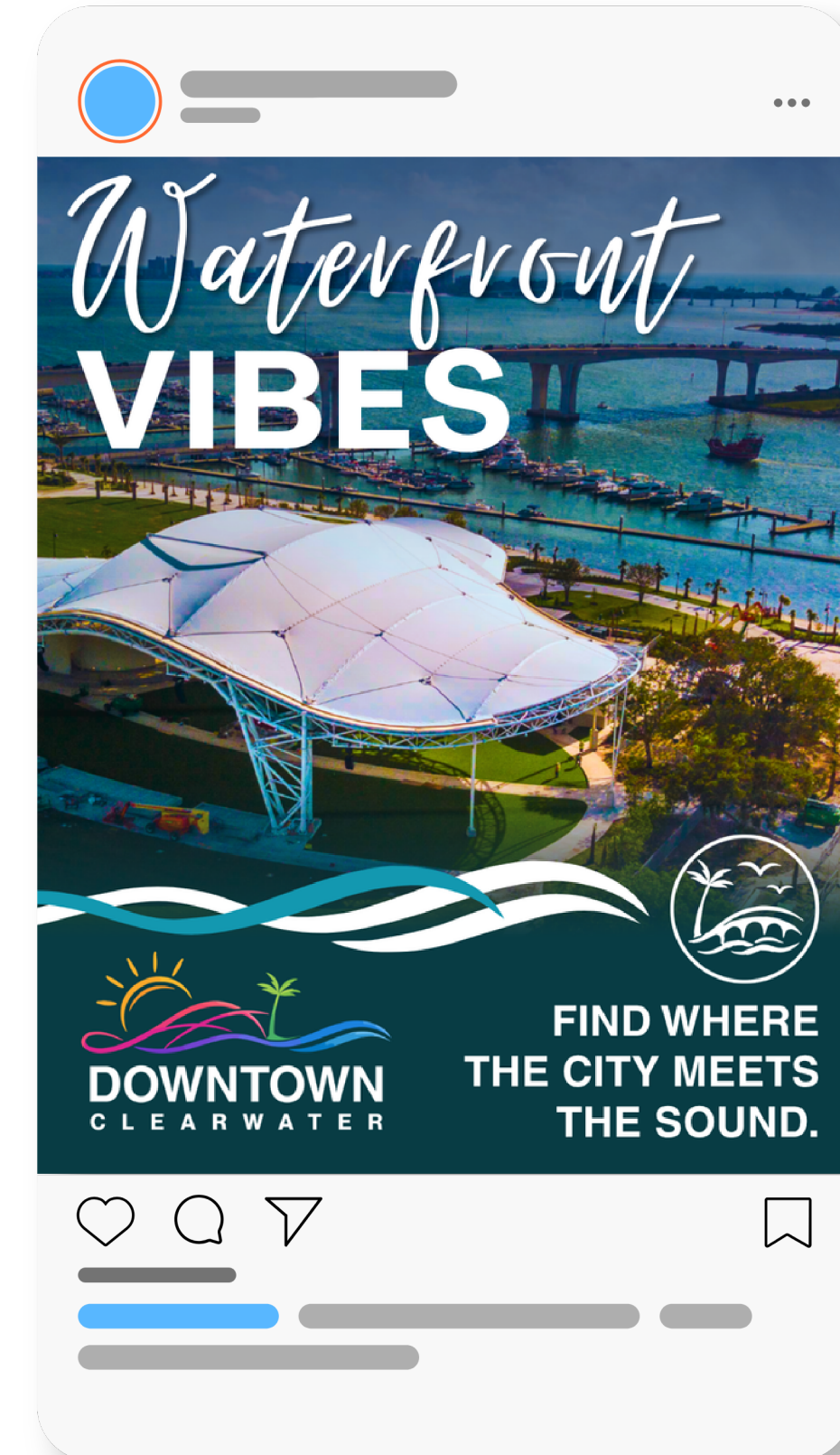
Shopping

- Markets
- Boutiques
- Fairs
- Galleries

ICON USE: SOCIAL POSTS



ICON USE: SOCIAL POSTS



ICON USE: MUSIC LISTINGS

FIND YOUR RHYTHM DOWNTOWN!
MUSIC
JULY '26



10 COUNTRY THUNDER FLORIDA
The BayCare Sound

11 PAULA COLE
Capitol Theatre

12 JAZZ HOLIDAY
The BayCare Sound

13 TORI AMOS
Ruth Eckerd Hall

19 THE BLACK KEYS
Coachman Park



DOWNTOWN
CLEARWATER

DowntownClearwater.com

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AUGUST '26

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ICON USE: WEEKLY EVENTS

FIND IT THIS WEEK!

EVENTS

WEEK OF JULY 6



ENTERTAINMENT

Free Acting Classes at Capitol Theater, Improv Comedy



FOOD & DRINK

Wine + Dine @ The District Bistro, Cleveland St. Chef Pop-Up



OUTDOORS

Sunset Yoga, Clearwater Art Walk, Clearwater Kids Got Talent



SHOPPING

The Market Marie, The Mercade, and more!



FIND SOMETHING UNEXPECTED!

EVENTS

WEEK OF JULY 6



ENTERTAINMENT

Celebrate America, Free Acting Classes, Men at Work, & more!



FOOD & DRINK

Summer Live Music Series at Downtown Clearwater Restaurants



OUTDOORS

Free Sunset Yoga, Clearwater Art Walk



SHOPPING

The Market Marie, The Mercade, and more!

Visit DowntownClearwater.com
for these events and more!



MERCHANDISE



SIGNAGE EXAMPLES



Downtown Development Board Logo



Downtown Clearwater & City of Clearwater



THANK
YOU

