

DOWNTOWN CLEARWATER BRANDING



Digitally Driven
MARKETING



CONTENTS

- **Downtown Clearwater Messaging**
- **Horizon Logo Branding Concepts**
- **Mosaic Logo Branding Concepts**
- **Next Steps**



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

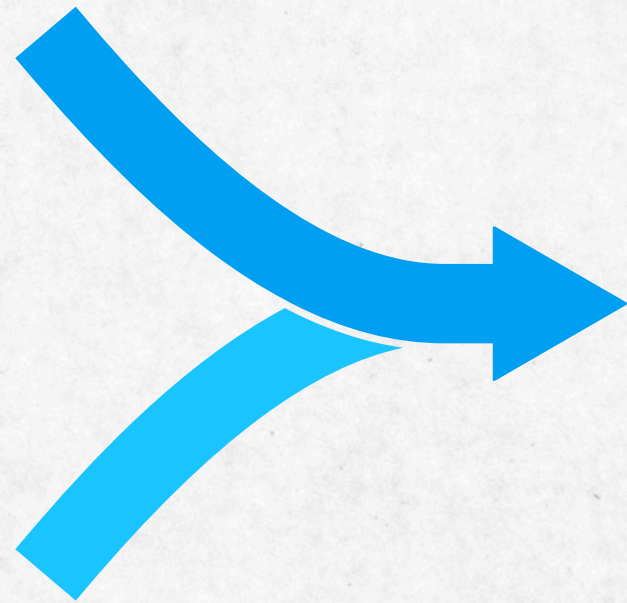
Positioning Statement

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

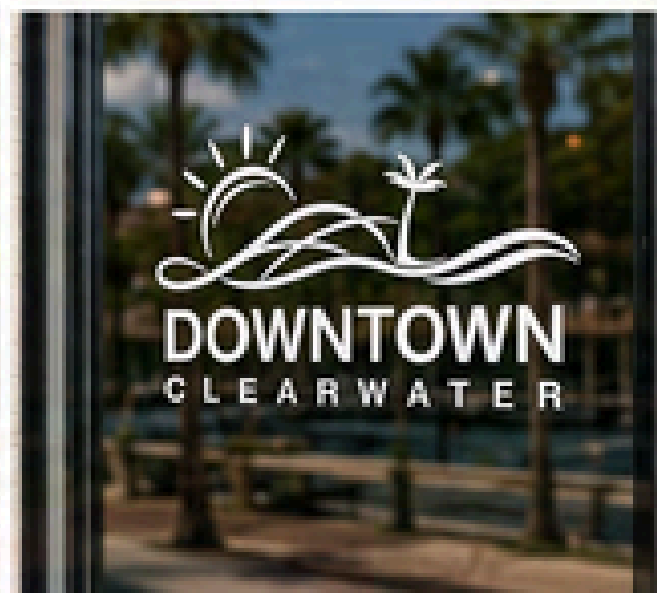


DOWNTOWN
CLEARWATER



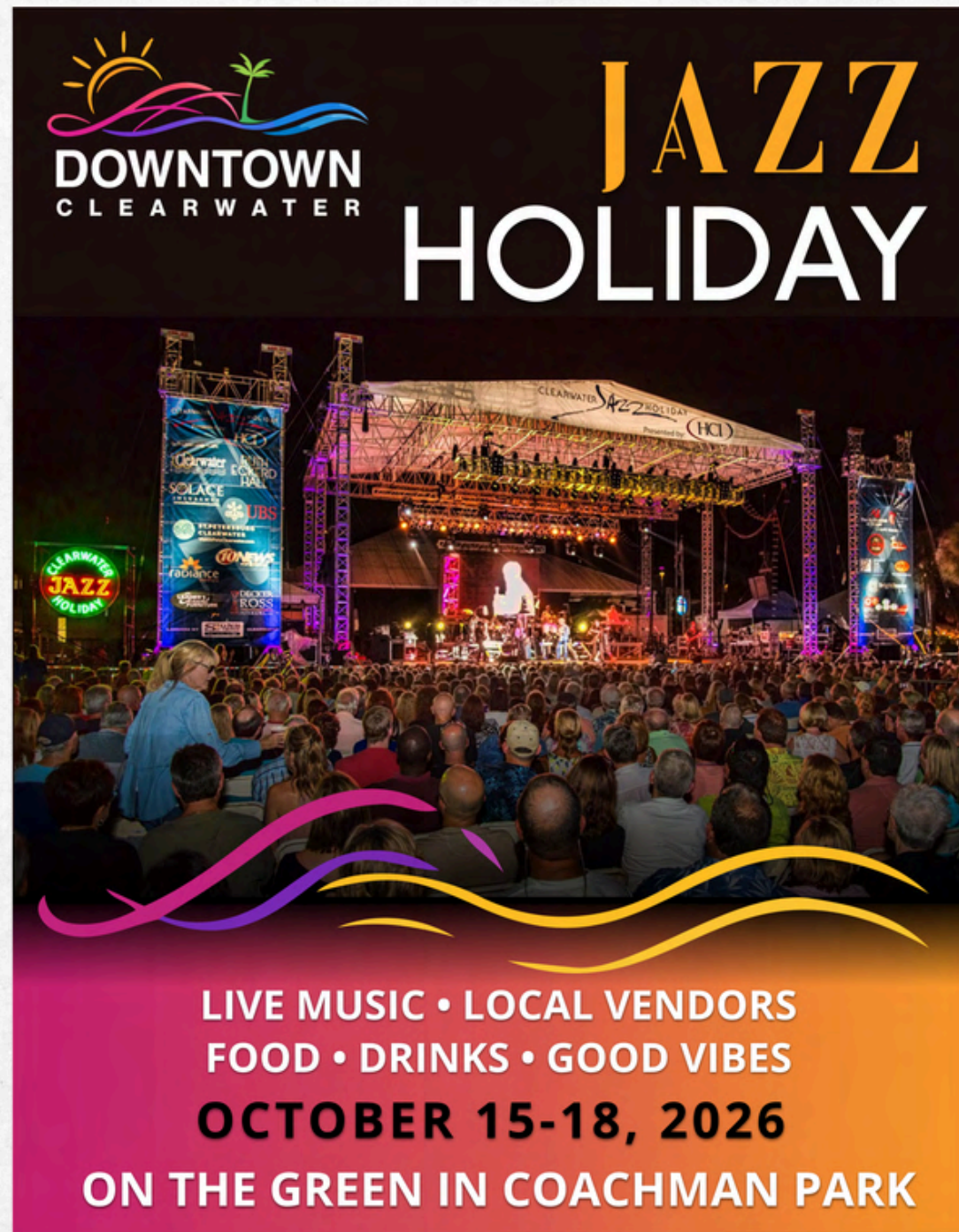
DOWNTOWN
CLEARWATER

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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MAY '26 MUSIC

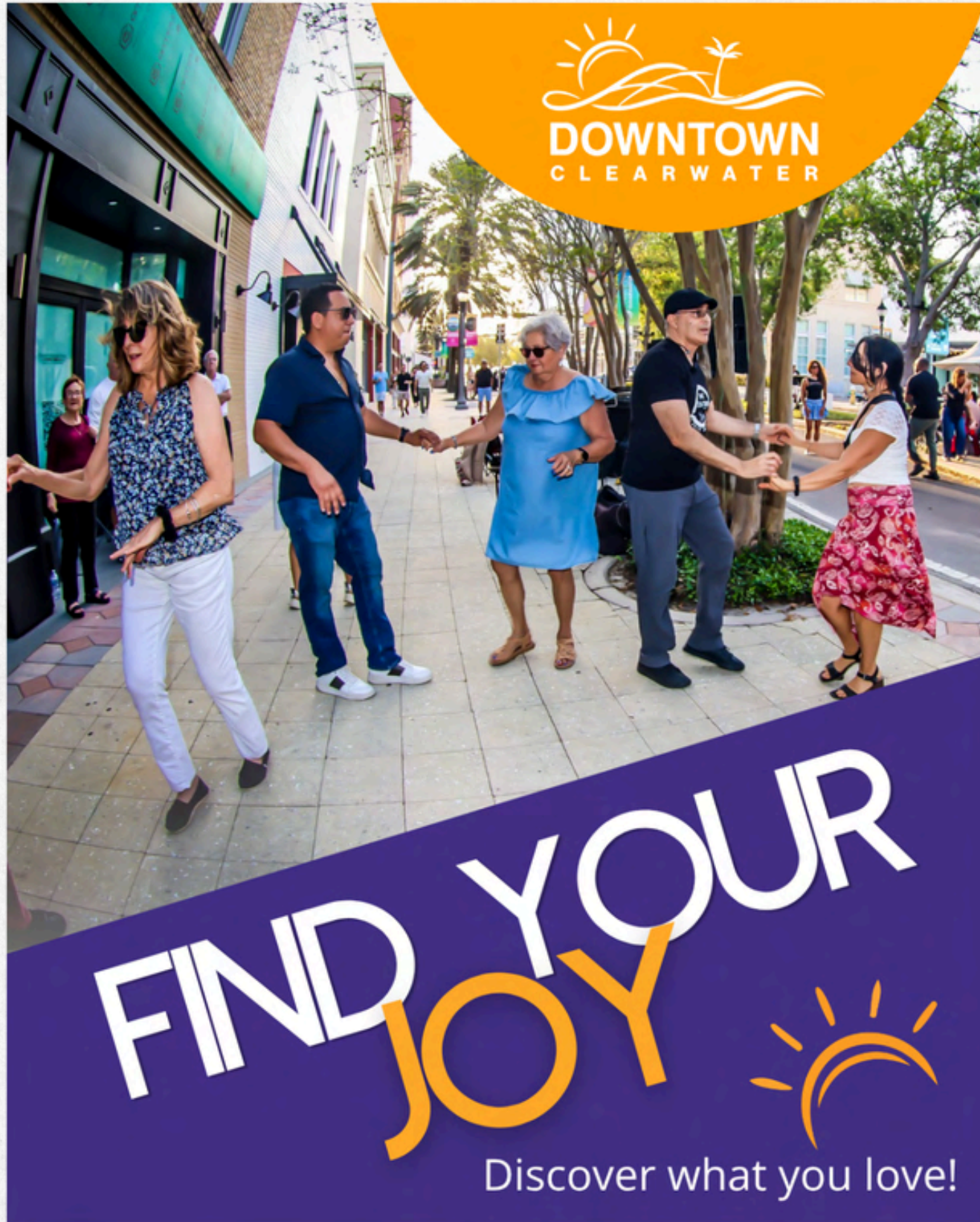
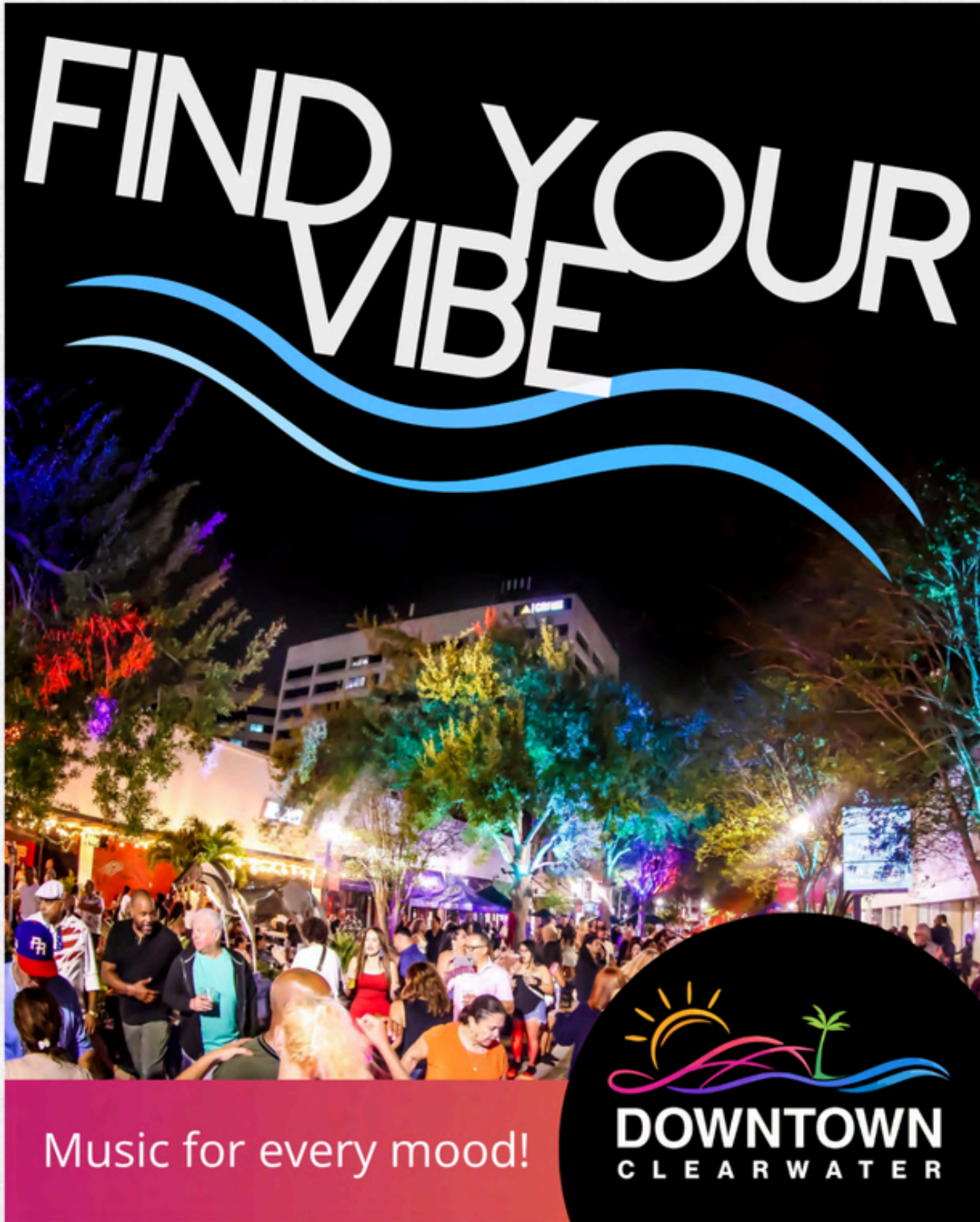
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DOWNTOWN HORIZON SOCIAL POSTS



DOWNTOWN HORIZON SOCIAL POSTS



DOWNTOWN MOSAIC LOGO

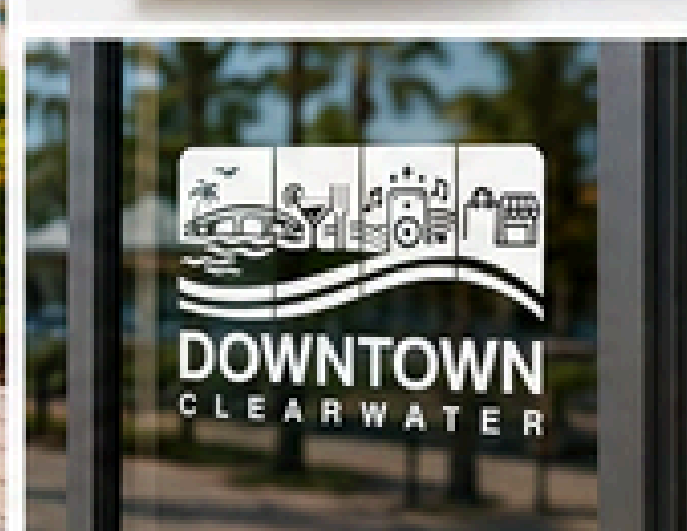
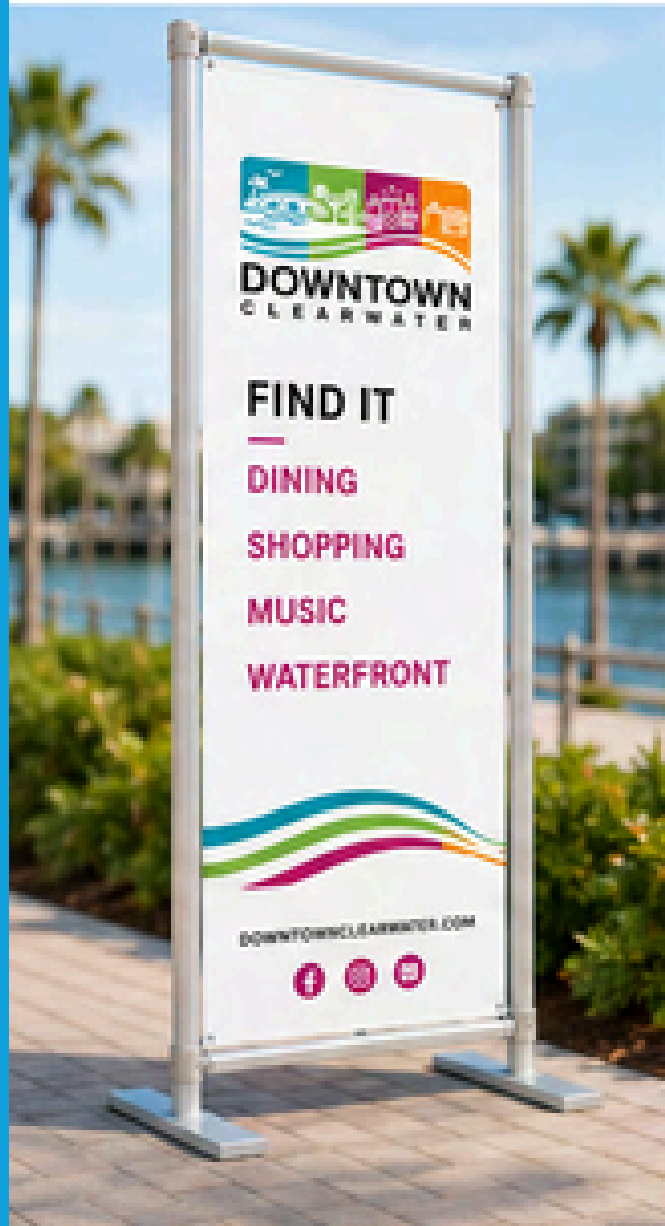
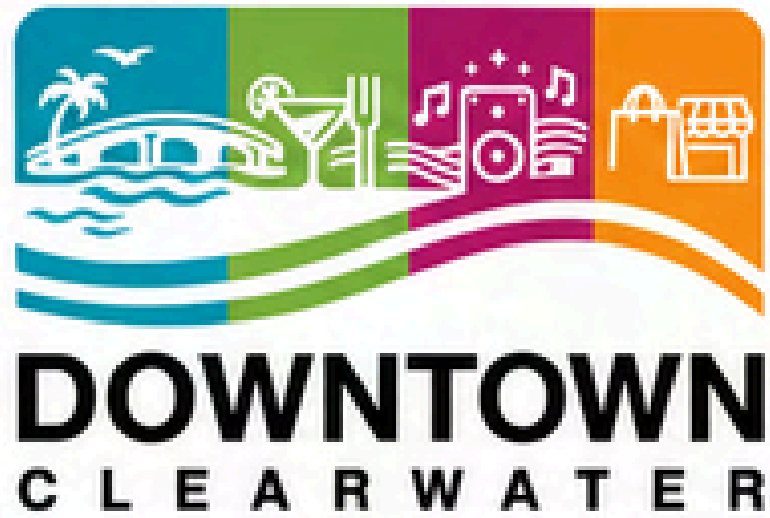


DOWNTOWN
CLEARWATER



DOWNTOWN
CLEARWATER

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

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

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DOWNTOWN MOSAIC SOCIAL POSTS



LIVE MUSIC
Find Your Rhythm



DOWNTOWN CLEARWATER **FEEL EVERY BEAT.**

The 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 white.



FIND YOUR STYLE
Shop Local



DOWNTOWN CLEARWATER **UNIQUE SHOPPING. LOCAL FINDS.**

The social post features an orange background. At the top is the text 'FIND YOUR STYLE' in 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 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.**

LOGO OPTIONS



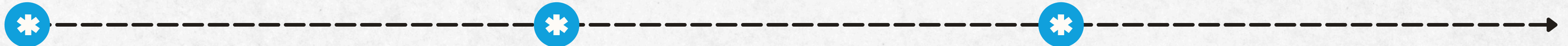


NEXT STEPS

**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



A photograph of the Capitol Theatre at night, illuminated with warm yellow and blue lights. The building features a prominent neon sign that reads "CAPITOL THEATRE" in blue. The architecture is ornate, with multiple stories, arched windows, and decorative elements. The sky is a deep blue, suggesting dusk. In the foreground, there are streetlights and a sidewalk. The text "THANK YOU" is overlaid in large, white, bold, sans-serif font across the center of the image.

**THANK
YOU**