

# SUMNER

*Come on in!*

## TOOLBOX

### *Purpose:*

By including similar language and common graphics where we can, we share the same invitation to tell others that Sumner is a great place to visit and do business. We tie a common thread through our individual work so that people know this is the place to come, whether they want to buy a car or attend an event.



### *Our Reputation:*

Sumner is an authentic small town that has well planned infrastructure and easy access to a vibrant region.

### *Contacts*

Carmen Palmer, City of Sumner, 253-299-5503, [carmenp@ci.sumner.wa.us](mailto:carmenp@ci.sumner.wa.us)

Shelly Schlumpf, Sumner Downtown Association, 253-720-9846, [shelly@sumnerdowntown.com](mailto:shelly@sumnerdowntown.com)

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## Text

### MAIN INVITATION

Come on in!

### EMOTIONS TO EVOKE

- Effortless
- Charmed
- Comfortable
- Safe
- Familiar
- Nostalgic
- Connected, able to affect change
- Relaxed/Refreshed
- FUN (Why is everyone scared to use this one?)

### OTHER TEXT THEMES

- You've got to see this for yourself
- Only in Sumner
- Follow me....

#### Why no tagline?

A tagline is just one tool that we could have used. But, it is not necessary. Companies like Coca-Cola, Nordstrom and even Starbucks do not rely on taglines.

Since this is in addition to each of our own identities, we felt a tagline could compete with our own individual lines such as Sumner Downtown Association's "Spend some time in Sumner" or Sunset Chev's "An American Revolution at 910 Traffic Avenue."

Instead, the common call to action of "Come on in" provides joint text but cuts to the chase and gets to what we want people to do, in a nice way.

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## Graphics

### OPTIONS

A CD is enclosed with the various options available. We tried to provide enough options to give you flexibility while maintaining the consistency that will make this work. Please feel free to use the graphics wherever they work for you.



### GUIDELINES

With a lot of people using the same graphics, we all need to avoid changing the graphics we have so that they remain recognizable as the same graphics. So, please ask your designer to avoid changing colors, skewing the shapes, squishing, stretching, etc.

### COLORS

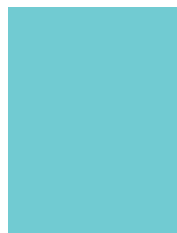
All four designs come in all four colors on the CD. The four colors are as shown. (They mix and match really well to make great combinations. This document shows how two, three or all four colors can be used together.)



PMS 3975  
0 C  
0 M  
100 Y  
29 K



PMS 137  
0 C  
35 M  
90 Y  
0 K



PMS 319  
52 C  
0 M  
19 Y  
0 K



PMS 209  
0 C  
100 M  
34 Y  
53 K

ABCs for DIYs  
BW is black and white for pieces using no color. Use RGB for online or in-house printing. Use CMYK if a professional printer is printing your piece in four colors. Use PMS if a professional printer is printing your piece using only one or two colors.

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## Using This

### PRINT

This has pretty much been covered already. If you need assistance adding to your current graphics or want a bit of design help, please let Carmen know. Below are a few mock-ups just to give you an idea of how this could work.



### RADIO

When we met, the thought was that a standard couple of words would be the verbal version of this on radio ads. I'm thinking the standard phrase would be "Come On In" or "Come on in to Sumner." A few questions:

- Do you want to incorporate "come on in" wherever it fits in your own radio copy?
- Do you want a standard "Come on in to Sumner" recorded that gets dropped into the end of everyone's radio ad? (Kind of like the "Ding!" we all know follows after "Why buy a mattress anywhere else.")
- Or, other ideas.....?

### GET CREATIVE & HAVE FUN

In Kansas City, they used their community image on semi trailers, and I've already heard people in Sumner mention t-shirts and banners. Anywhere this can be used helps create that larger buzz, so have fun!

