



# MARKETING TOOLKIT

# MARKETING TOOLKIT USAGE

The intent of this marketing toolkit is to help Legacy Businesses market themselves through different media and to give the businesses different marketing options. Logos are to be used only as explicitly depicted in this toolkit. You may not distribute the text or graphics to others without express written permission of the San Francisco Office of Small Business. Please contact the Office of Small Business regarding any questions about the marketing toolkit.

## San Francisco Office of Small Business Legacy Business Program

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Legacy Business Registry: [www.legacybusiness.org](http://www.legacybusiness.org)

Legacy Business Program: [www.sf.gov/legacybusiness](http://www.sf.gov/legacybusiness)

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## Branding, Marketing and Design Firm

This marketing toolkit was created by Osaki Creative Group to help San Francisco Legacy Businesses keep their brand and brand material consistent. If you have any additional questions that cannot be answered by a San Francisco Office of Small Business representative, please contact Osaki Creative Group.

 OSAKI CREATIVE GROUP

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# LOGO AND BRAND ASSETS

## Primary Logo

The Legacy Business logo was developed to recognize and identify longstanding small businesses that make up the unique culture and diversity that is San Francisco. The element of fire is representative of our inner light and a living symbol of the fire that burns in every soul. The flame also references San Francisco with the discrete “SF” in the design. The torch symbolizes a passing of tradition likened to giving light or guidance to the next generation. The border represents protection and it’s badge like qualities are known for its distinction as a mark of achievement and membership. The ribbon banner is a symbol of awareness and support and represents the city’s support of the small businesses that have given so much to make San Francisco truly great.

The primary logo application should be used in all applications that is overlaid on top of photos and different color backgrounds. This logo is used to identify Legacy Businesses and is the logo that should be distributed for use by the Legacy Businesses for their own marketing and advertising needs.

### Link to Logos:

<https://bit.ly/2TtTKki>



## Logo in Other Languages



Chinese



Japanese



Korean



Russian



Spanish



Tagalog



Vietnamese

## Logo Usage Guidelines

Please take these principles into consideration when using the logo. If you have any questions regarding usage, please contact a proper representative from the San Francisco Office of Small Business.



The logo with no color changes or distortion



Only use the acceptable color applications



Scale proportionately



Leave a clear space around the logo that is equal to banner height "x". Place at least .25" away from all other objects.



Only use the logo mark and the logo type as a set and never individually



Overlay the logo on a simple photo

## Logo Usage Restrictions



**DO NOT** manipulate the logo colors



**DO NOT** rearrange the logo elements



**DO NOT** change the specified logotype



**DO NOT** distort the logo elements



**DO NOT** combine logo elements or non consented brands



**DO NOT** rearrange any of the logotype



**DO NOT** alter the orientation of the logo



**DO NOT** change the scaling

## Color Palette

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color.

PANTONE 117	CMYK	RGB	WEB
	C: 22% M: 39% Y: 100% K: 2%	R: 203 G: 151 B: 0	#CB9700
BLACK	C: 0% M: 0% Y: 0% K: 100%	R: 35 G: 31 B: 32	#000000
WHITE	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	#FFFFFF

## Typography

Typography helps us tell our brand story through a consistent look. Only the approved fonts and weights shown in this typography section should be used throughout our brand.

### Link to Fonts:

<https://bit.ly/2CXpicG>

### Header - Oswald "Bold"

Example: **Preserving San Francisco's Historic, Community-Serving Small Businesses.**

### Body - Oswald "Light" (For Main Body) or "Regular" (Used as a Semi-Bold)

Example: The Legacy Business Program

### Quote - Georgia "Italic"

Example: *"We are proud of our deep connections and relationships with our customers."*

# MARKETING YOUR BUSINESS AT EVENTS

If your business is planning to go to a public event and wants to identify as a Legacy Business, please follow the format below to create your sign. The importance of marketing yourself as a Legacy Business will show customers that your business is a part of what makes San Francisco unique.

## Must Include:

- Full Color Legacy Business Logo
- Name of Business in Gold: PMS 117
- White Background
- Can be Either a Horizontal or Vertical Format

## Example Layouts:



# MARKETING YOUR BUSINESS ONLINE

Social media is important for business growth because it can reach current customers and future customers. Social media refers to websites and applications that facilitate the creation and sharing of information, ideas and other forms of expression and are designed to allow people to share content quickly, efficiently and in real time. Below is the information about what to post, hashtag usage and advertising on social media.

Before having social media accounts for your business, please answer the following questions to create a simple social media plan for your business. What is your goal for these social media accounts? What is your target audience? What social media platforms will help your company the most? What message do you want to send throughout your social media posts? Once these questions are answered, then you can start posting on your business social media platforms.

Setting up Facebook and Instagram business profiles for your company is important because it allows you to see how well the posts are doing. Below are links on how to set up business profiles for Facebook and Instagram. Please note that Twitter and Pinterest do not have business profiles, so you will set it up like a regular account.

**Link to Facebook Business Profile Set Up:** <https://bit.ly/2DaFqrZ>

**Link to Instagram Business Profile Set Up:** <https://bit.ly/2kh0jFj>

## Posting Outline

### What to Post:

- Items, specials or general update

### Things to Include in the Post:

- Picture of items, specials or general update
- Caption about the item, specials or general update
- Hashtag #SFLegacyBiz

### Social Media Platforms:

- Facebook
- Instagram
- Twitter
- Pinterest

## HASHTAG USAGE

As mentioned in the posting outline, the hashtag #SFLegacyBiz should be included in the caption of a post. The usage of a hashtag is important because it helps organize social media posts into categories that people can search for and follow. When using a hashtag, it allows the business to reach a larger audience. By including the hashtag #SFLegacyBiz, all Legacy businesses will be under one category so that customers who support a Legacy Business can find other Legacy Businesses.

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## Advertising Information

Advertising on social media has been growing in popularity because it is a cheaper option than traditional advertising. With social media advertising, businesses can target their selected audience so that their content can be seen by people who have similar interests. Facebook, Instagram, Twitter and Pinterest ads should be different because Facebook is more information heavy, Instagram is more visual, Twitter is short and to the point and Pinterest is also visual but for an audience looking for inspiration. Below are links to different social media advertising options.

**Facebook Ad Information:** <https://bit.ly/2zFSUZm>

**Instagram Ad Information:** <https://bit.ly/1D3EJGb>

**Twitter Ad Information:** <https://bit.ly/2kHKmwo>

**Pinterest Ad Information:** <https://bit.ly/2fQqiDv>

# SOCIAL MEDIA TEMPLATES


Below is the template for the social media posts on different platforms. It is beneficial to have both a Facebook account and Instagram account for your business. Having a Twitter and Pinterest accounts may be beneficial for some businesses.

## Facebook

Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live and watch short-form video. Facebook captions can be longer than most social media captions because it is more informational and detail oriented.

**Lucca Delicatessen**  
Today at 19:22 · 🌐

We hand-make raviolis with 5 different fillings, which are meat, cheese, cheese with spinach, turkey and pumpkin. Take home a box of raviolis today and try all of the fillings! #SFLegacyBiz



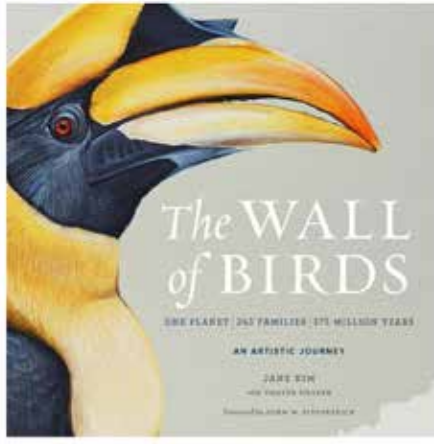
👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

**Green Apple Books**  
Today at 19:22 · 🌐

We are hosting an event on December 4th at 7:30pm for "The Wall of Birds" written by Jane Kim and Thayer Walker, where the authors will discuss their new book. Please stop by for this event! #SFLegacyBiz



👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

**Cole Hardware**  
Today at 19:22 · 🌐

We collect and recycle used items all year around! This includes Christmas lights, so stop by after the holiday season if you want to recycle your lights! #SFLegacyBiz



👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

**Cliff's Variety**  
Today at 19:22 · 🌐

We are having our early Christmas sale where all Vitamix Blenders are \$50 off! Hurry in before December 31st! #SFLegacyBiz



👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

**Slim's Music Hall**  
Today at 19:22 · 🌐

We recently uploaded a blog post on John Waters, a stand-up comedian, who will be performing on November 29th. Check it out with the link below! #SFLegacyBiz  
<https://slimspresents.com/john-waters-gift-to-san-francisco-demented-holiday-cheer-turs-1129-at-garrh>



👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

**Sam Jordan's Bar and Grill**  
Today at 19:22 · 🌐

We are having a special on our lemon pepper fried chicken during happy hour from December 3rd to the 7th. Come and stop by for some yummy fried chicken! #SFLegacyBiz



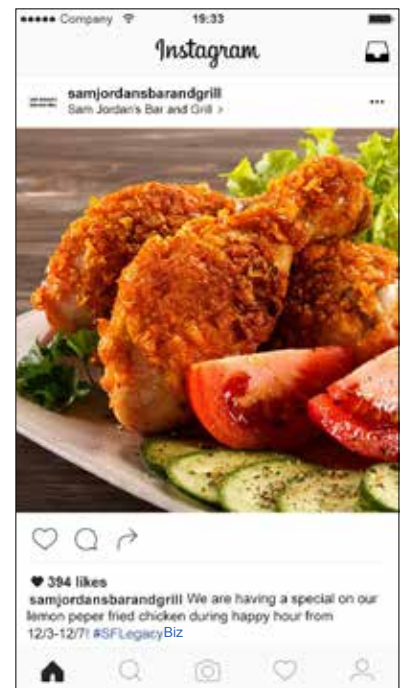
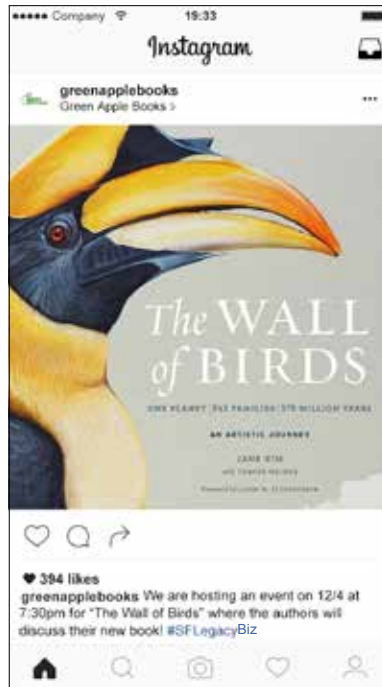
👍 Like   💬 Comment   ➦ Share

👍❤️👍 3.675

Write something...

# Instagram

Instagram is a photo and video sharing app through which people can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends. Instagram captions are shorter because the main focus of the post is the photo, and shorter captions also keep people interested.





# Twitter

Twitter is an online news and social networking site where people communicate in short messages called tweets. It allows people to blog in short bursts, a practice also known as microblogging. Twitter captions are short because you only get 280 characters per tweet. When you have a website link, Twitter will shorten it so it uses fewer characters.

 **Lucca Delicatessen** ✓  
@LuccaDelicatessen

We hand-make raviolis with 5 different fillings, which are meat, cheese, cheese and spinach, turkey and pumpkin.  
[#SFLegacyBiz](#)



5:11 PM · 04 Feb 17

133 RETWEETS · 1,170 LIKES

← ↻ ❤️ ✉️

 **Green Apple Books** ✓  
@GreenAppleBooks

We are hosting an event on 12/4 at 7:30pm for "The Wall of Birds" where the authors will discuss their new book!  
[#SFLegacyBiz](#)



5:11 PM · 04 Feb 17

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@ColeHardware

We recycle used items like Christmas lights. Stop by after the holiday season if you want to recycle your lights!  
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[#SFLegacyBiz](#)



5:11 PM · 04 Feb 17

133 RETWEETS · 1,170 LIKES

← ↻ ❤️ ✉️

 **Slim's Music Hall** ✓  
@SlimsMusicHall

We recently uploaded a blog post on John Waters, a stand-up comedian, who will be performing on 11/29. [#SFLegacyBiz](#)  
<https://bit.ly/2E4p3hW>



5:11 PM · 04 Feb 17

133 RETWEETS · 1,170 LIKES

← ↻ ❤️ ✉️

**SAM JORDAN'S BAR AND GRILL** ✓  
@SamJordansBarandGrill

We are having a special on our lemon pepper fried chicken during happy hour from 12/3-12/7!  
[#SFLegacyBiz](#)



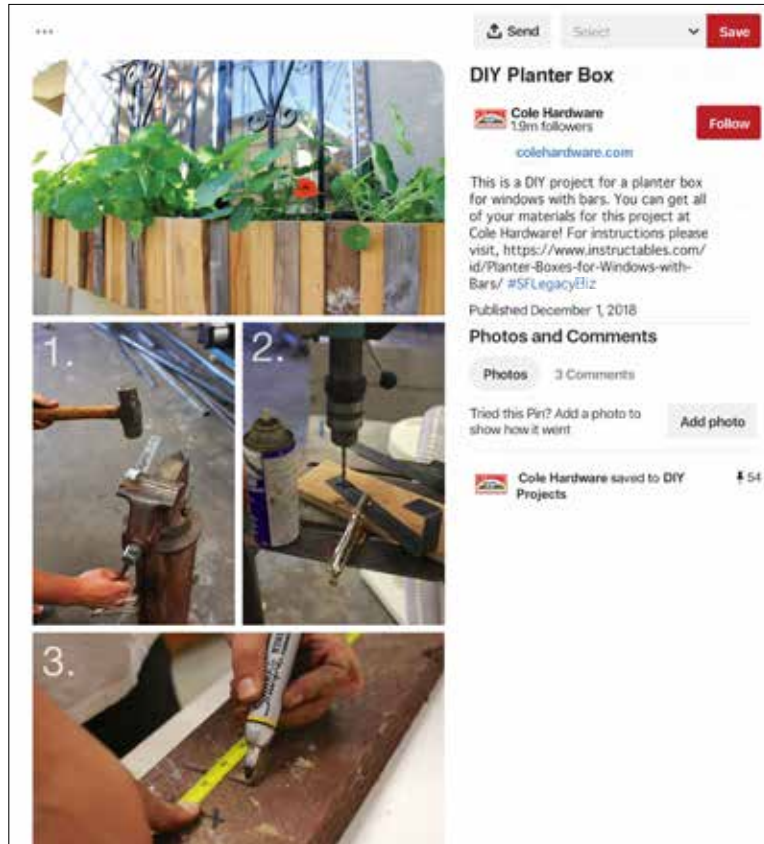
5:11 PM · 04 Feb 17

133 RETWEETS · 1,170 LIKES

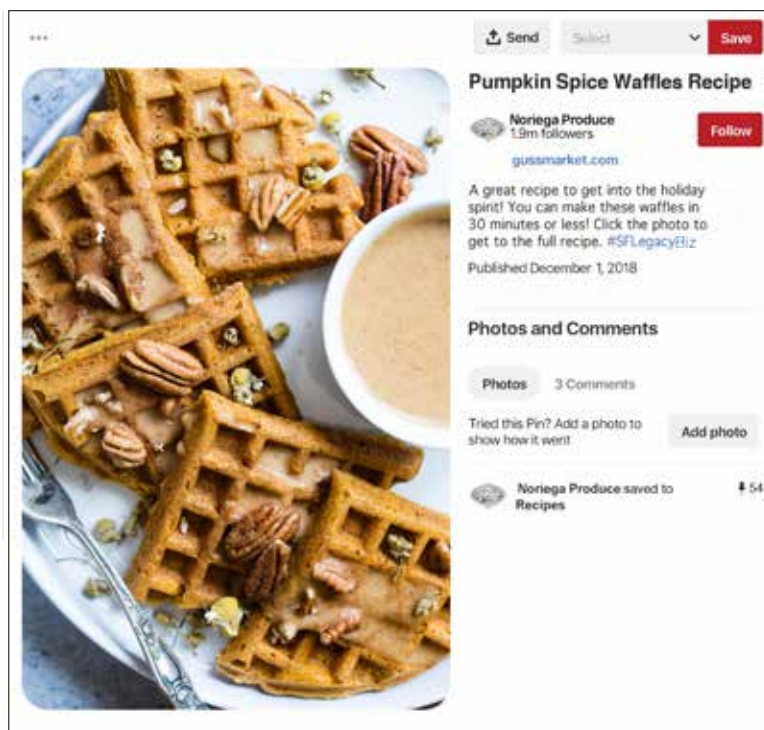
← ↻ ❤️ ✉️

# Pinterest

Pinterest is like a web-based pinboard or bulletin board in which users pin or save images they found on the web (or on Pinterest itself) to different boards (used to categorize their image collections). Many of the images saved on Pinterest are clickable and open up in a new tab to the original web page where they were found. Pinterest is used for sharing creative ideas. Pinterest is useful to businesses like hardware stores, art stores or grocery stores that have materials or ingredients that can be used to create things.



This screenshot shows a Pinterest pin for a "DIY Planter Box" project. The main image at the top shows a completed wooden planter box with green plants. Below it are three numbered steps: 1. A person using a hammer and nail to secure a piece of wood. 2. A person using a drill to create a hole in a piece of wood. 3. A person using a yellow marker to draw a line on a piece of wood. The right side of the pin includes the title "DIY Planter Box", the user "Cole Hardware" (1.9m followers), a "Follow" button, a link to "colehardware.com", a description of the project, the publication date "Published December 1, 2018", a "Photos and Comments" section with "3 Comments" and an "Add photo" button, and a "Save" button.



This screenshot shows a Pinterest pin for a "Pumpkin Spice Waffles Recipe". The main image at the top shows a plate of golden-brown waffles topped with pecans and a side of maple syrup. The right side of the pin includes the title "Pumpkin Spice Waffles Recipe", the user "Noriega Produce" (1.9m followers), a "Follow" button, a link to "gusmarket.com", a description of the recipe, the publication date "Published December 1, 2018", a "Photos and Comments" section with "3 Comments" and an "Add photo" button, and a "Save" button.

# YELP PAGE SET UP AND INFORMATION

A Yelp page is important to have for your business because it is based upon customer reviews and gives credibility to your business. When searching for your business on Google, your Yelp page will be one of the top searches and having all of the necessary information will help your business. There are a few things that you need to include on your Yelp page to make it successful.

## Yelp Page Set Up

The information that you need to set up your business Yelp page is as follows. It is important to have all of the information below correct because it will give people a better understanding about your business.

The image shows a screenshot of a Yelp business page for 'Cole Hardware' in San Francisco, CA. The page is annotated with red arrows pointing to various sections:

- Photos of the business and products (if applicable):** Points to the top-left photo area.
- Business name:** Points to the 'Cole Hardware' header.
- Claim your business:** Points to the 'Claimed' status next to the business name.
- Contact Information:** Points to the phone number '(415) 200-2215' and address '627 Vallejo St, San Francisco, CA 94133'.
- A Message from the Owner/Manager:** Points to the 'About the Business' section, which includes a message from 'Tina R., Manager'.
- Description of Business Including History:** Points to the 'About the Business' section, which describes the store as a family-owned hardware store.

## Claim Your Business

Claiming your business allows you to respond to reviews, track user views, add photos and a link to your website and update information such as business hours and phone number. The link below will direct you how to claim your business.

**Link to Claiming your Business:**

<https://bit.ly/2cSRuUb>

## Yelp Reviews

Please keep in mind that Yelp reviews are very important to your business because reviews will likely be the deciding factor on whether or not the customer wants to go to your business. Maintaining a high star rating is beneficial to your business because people are more inclined to go to a business with a better star rating.

## Yelp Advertising

Yelp advertising is beneficial to your company because your ad will appear when customers search for similar places to your business and even on your competitor's Yelp page. For more information on advertising on Yelp, please refer to the link below.

**Link to Yelp Advertising:**

<https://bit.ly/2QxJHIY>

# WINDOW CLING

The window cling is for Legacy Businesses who want to showcase that they are part of the Legacy Business program.



## Application:



# POINT OF SALE (POS) STICKER

This POS sticker is for Legacy Businesses who want to showcase that they are part of the Legacy Business program.



## Application:



# POSTCARD

This postcard is for Legacy Businesses to give to customers.



**Enjoying your Legacy Business experience?  
Share why with others...**



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The Legacy Business Program acknowledges longstanding, community-serving businesses that are valuable cultural assets to San Francisco. Preserving Legacy Businesses is critical to maintaining what makes the city a unique and special place.

Learn more at: [www.legacybusiness.org](http://www.legacybusiness.org)