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.

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Legacy Business Program

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Legacy Business Program: www.sf.gov/legacybusiness

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.

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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/2tTfTkki

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.

<table>
<thead>
<tr>
<th>PANTONE 117</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C: 22%</td>
<td>R: 203</td>
<td>#CB9700</td>
</tr>
<tr>
<td></td>
<td>M: 39%</td>
<td>G: 151</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100%</td>
<td>B: 0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BLACK

C: 0%
M: 0%
Y: 0%
K: 100%

WHITE

C: 0%
M: 0%
Y: 0%
K: 0%

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:

![Example Layout 1]

Name of Business Here

![Example Layout 2]

Name of Business Here
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/2DaFq7Z
Link to Instagram Business Profile Set Up: https://bit.ly/2khQf7J

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.

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/2fQqjdY
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.
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.
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.
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.

- **Business name**
- **Contact Information**
- **Photos of the business and products (if applicable)**
- **Claim your business**
- **A Message from the Owner/Manager**
- **Description of Business Including History**

**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:**

**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.

THANK YOU

For Supporting Our Business!

Find other Legacy Businesses at www.legacybusiness.org

Application:
Enjoying your Legacy Business experience? Share why with others...

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