Buy Local

SAN·ANTONIO

COMPRA LOCALMENTE SA

Small Business Marketing Toolkit

SA.gov/BuyLocal

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OVERVIEW

Buy Local is a public awareness campaign that offers tools, tips, and education to help small businesses reach customers and introduce consumers to joy and satisfaction when they Buy Local. The campaign also works to engage residents and visitors to Buy Local.

This kit includes logos, messaging and marketing ideas to help your business grow.

REGISTER YOUR BUSINESS!

Buy Local Savings Pass

We want to invite YOU to participate in the Buy Local Savings Pass program and experience the benefits. View how the pass works and what it looks like to consumers.

If you are interested in joining this program to have your business listed as a featured location, email: **EDDcomms@SanAntonio.gov**
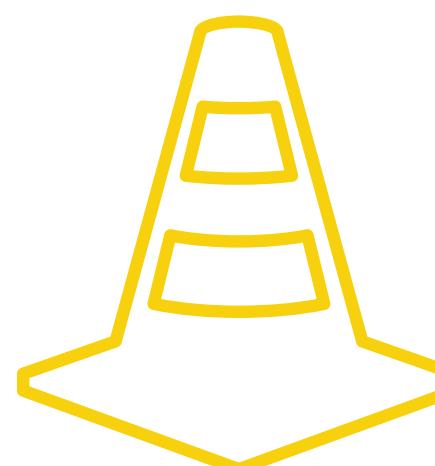
To participate, your business must be located in a City-initiated construction corridor. If you are interested in joining the program or more information, email **EDDcomms@SanAntonio.gov**
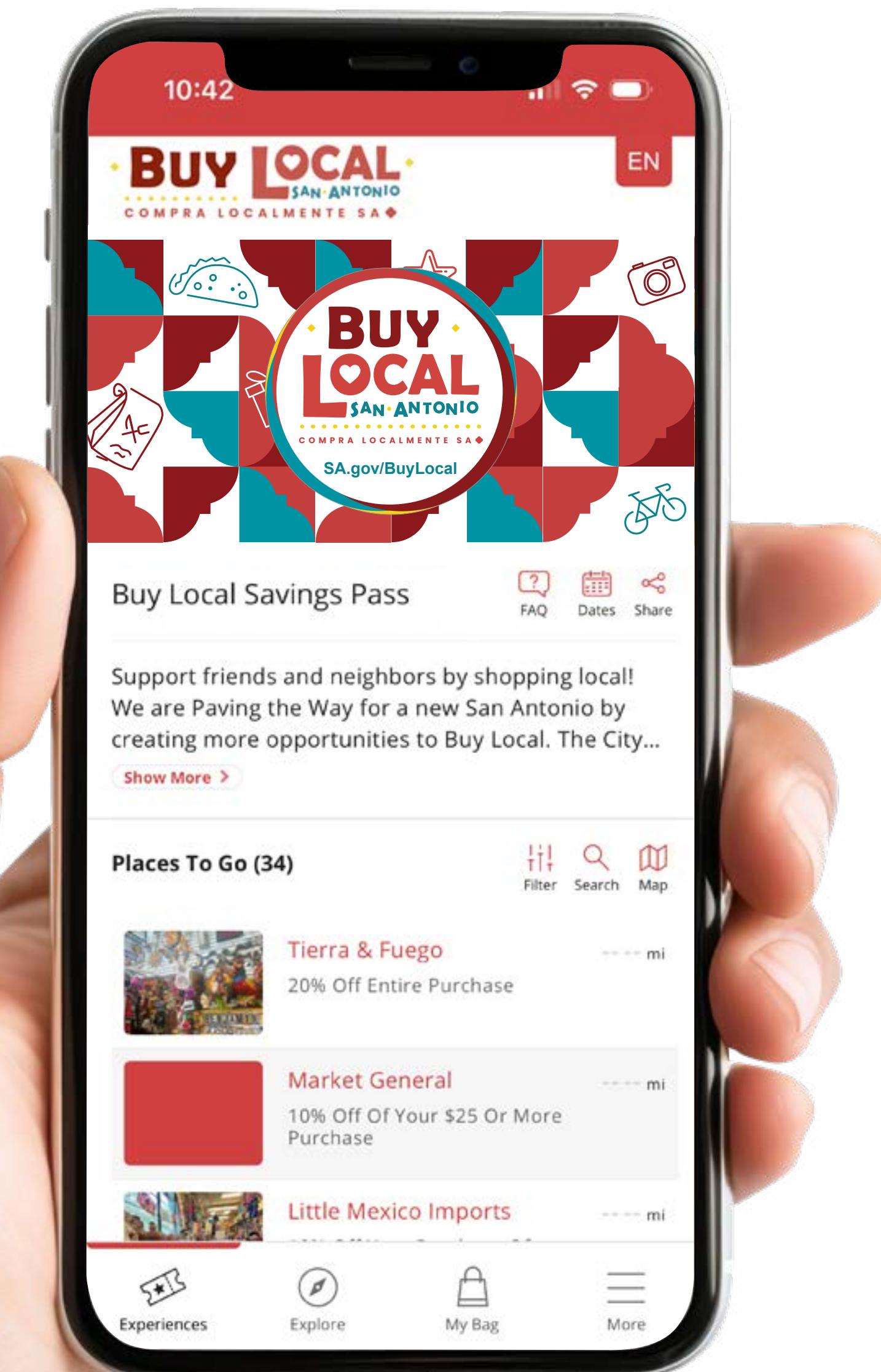
PRIMARY LOGO

Our primary Buy Local San Antonio logo is what all the variations of our logo is based upon.

The logo reflects the vibrant cultural essence of San Antonio and its community. The bold, yet warm tones evoke a sense of community, connection, and local pride. The heart integrated within the word "Local" emphasizes the love and care invested in in our city.

LOGO VARIATIONS

We have 2 different variations for our logo.

- The first is the primary logo, which is used in most cases.
- The second is the horizontal version of the primary logo, to be used in cases when a horizontal format is needed.

LOGO COLOR VARIATIONS

The primary logo is in full color. If needed, the logo could be in 1 color, like the examples below.

LOGO MISUSE

Always use the logo in its original form. Do not modify its colors, proportions, or typography, and avoid rotating, stretching, or distorting it in any way.

Examples below:

Don't stretch or distort the logo

Don't use colors outside of the approved color palette

Don't change the orientation of the logo

COLOR PALETTE

PRIMARY COLORS:
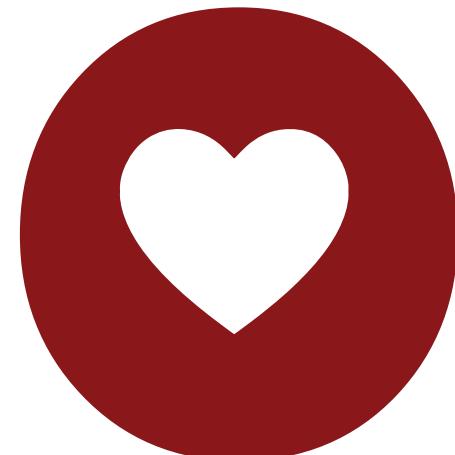
CORAZÓN RED
HEX: #8B0E04
RGB: 139, 14, 4
CMYK: 0, 97, 100, 50
PANTONE: 194 C

MERCADO ROSE
HEX: #CF4240
RGB: 207, 66, 64
CMYK: 13, 89, 79, 3
PANTONE: 180 C

RIVERWALK TEAL
HEX: #038391
RGB: 3, 131, 145
CMYK: 85, 33, 38, 4
PANTONE: 7474 C

SECONDARY COLORS:

MISSION BELL GRAY
HEX: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 92
PANTONE: BLACK7 C

PEARL WHITE
HEX: #EEEEEE
RGB: 238, 238, 238
CMYK: 0, 0, 0, 10
PANTONE: 427 C

ACCENT COLORS (GRAPHICS & NON-TEXT):
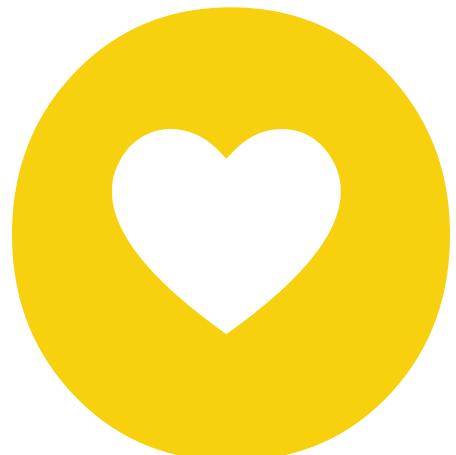
FIESTA GOLD
HEX: #F7D002
RGB: 247, 208, 2
CMYK: 4, 15, 100, 0
PANTONE: 108 C
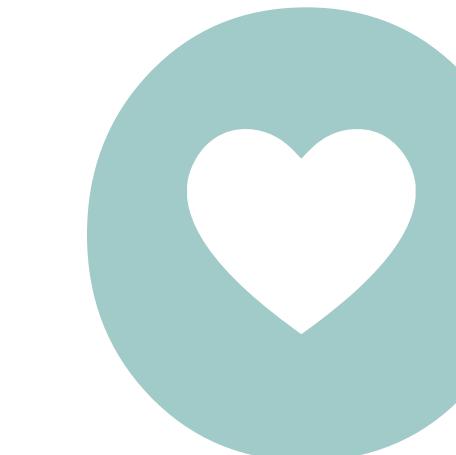
RIO BLUE
HEX: #A1CBC9
RGB: 161, 203, 201
CMYK: 37, 7, 21, 0
PANTONE: 5503C

TYPOGRAPHY

ARIAL BLACK

The font, Arial Black, is clean and bold which ensures readability and works well for big headlines.

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+

TEXT FONT

Arial Regular and Arial Bold are the primary text fonts for the Buy Local San Antonio brand, offering a clean look that ensures readability while complementing the headline Poppins Bold font.

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+

PROMO ASSETS

We understand business owners have a lot to manage, and a marketing budget is not always available. This is why, in addition to the Buy Local Toolkit, we offer you tips and resources to promote your business and grow your customer base to the next level.

TOOLS
The toolkit includes Buy Local logo files and usable graphics, hashtags, social media and newsletter copy options.

FREE SWAG
Learn how you can get Buy Local promo items, like stickers and t-shirts. Visit **SA.gov/BuyLocal** for details.

PROMO ASSETS

COMMUNITY

Help spread the Buy Local message with these helpful taglines for social media and other uses. Follow and tag us on social **@cosaedd**.

Suggested Taglines and/or Hashtags
(partial list – more in Zip file)

- Eat Local, Enjoy Local, Buy Local
- Live, Love, Buy Local
- Puro Buy Local
- Buy Local is Local Love
- #BuyLocalSA

Request Buy Local graphic files for your use!
Email us at **EDDcomms@sanantonio.gov**

PROMO ASSETS

Our goal is to help you as a business person promote your business through Buy Local messaging. We have a variety of Buy Local promo items that may be available throughout the year. Email us as **EDDcomms@sanantonio.gov** to find out what we have in inventory.
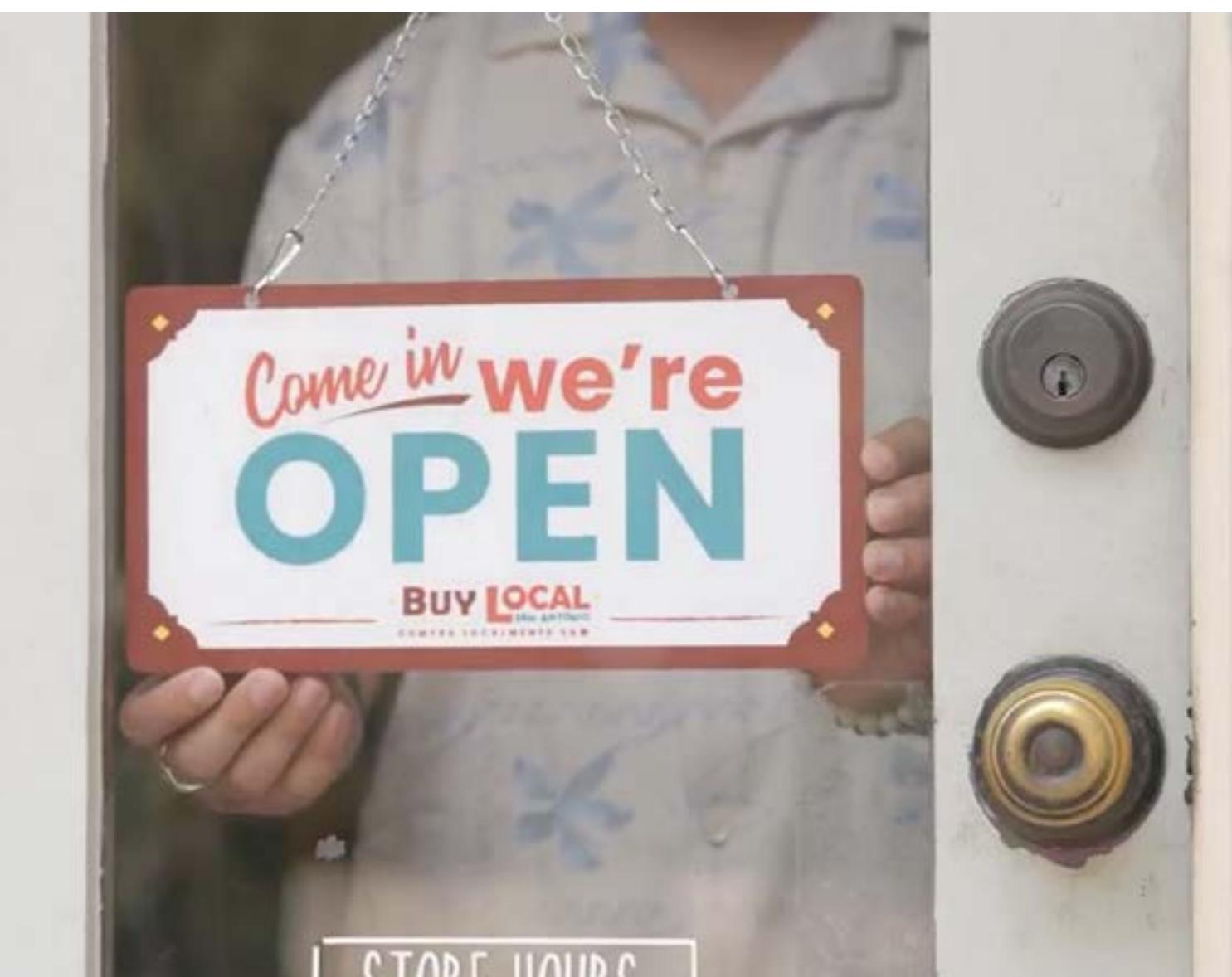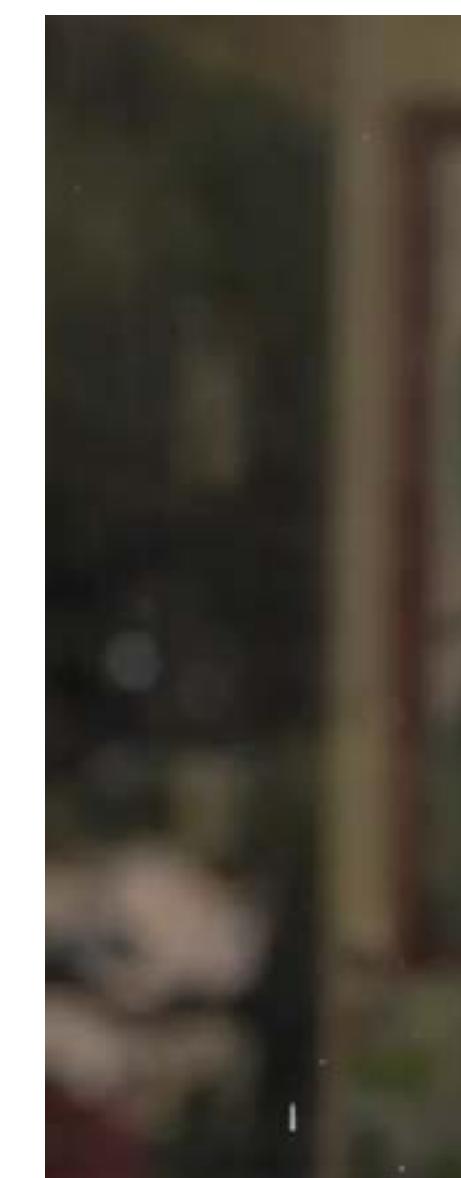
RESEARCH TOOLS

Access the Size Up free tool to help you improve services and operations with research and business intelligence tools such as insights on local competitors and marketing hot spots.

Local data sources for your business and to encourage the public to Buy Local!

Learn more at **LaunchSA.org/sizeup**
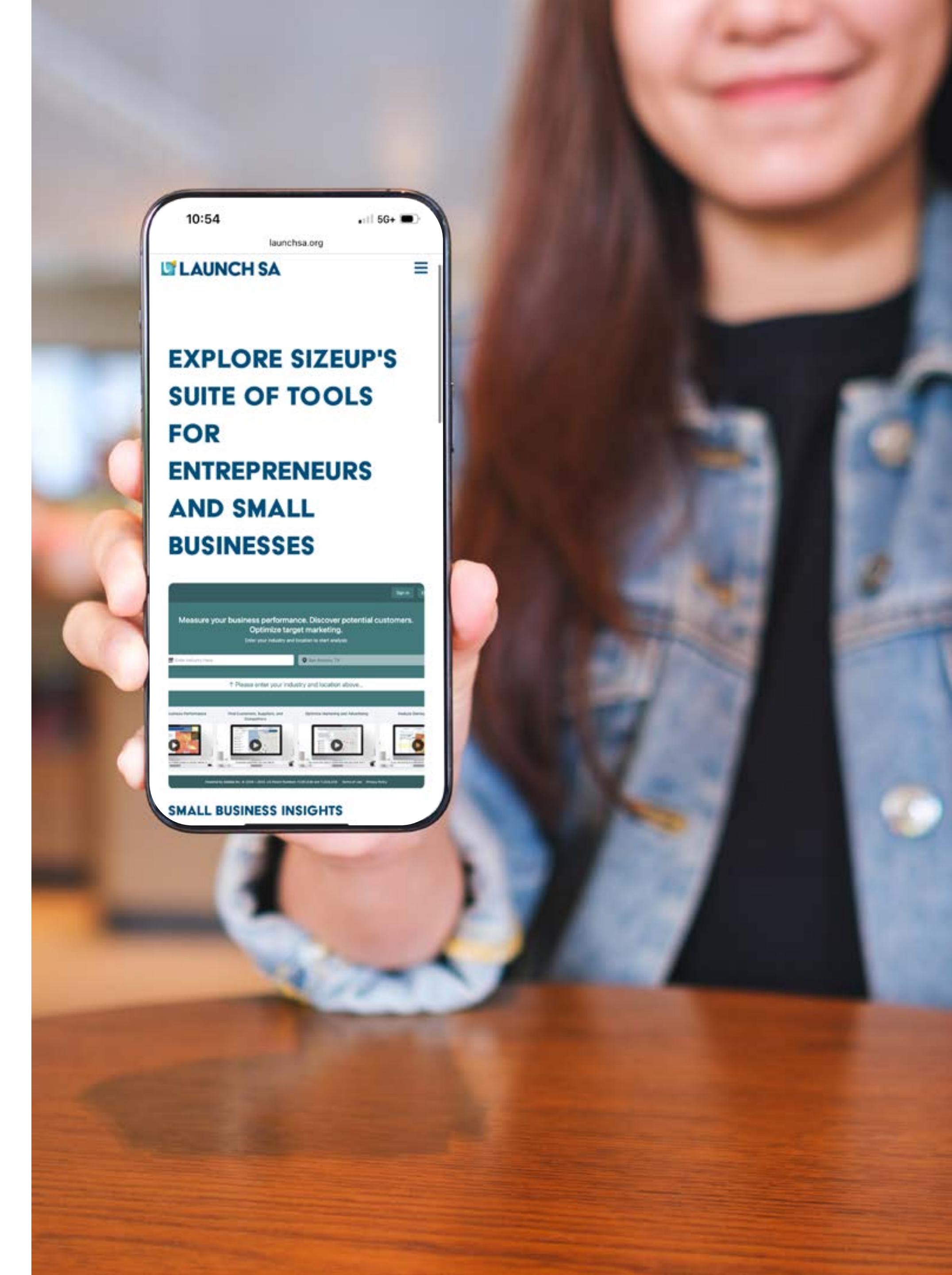
POP-UP MARKETS

Many small businesses start their journey at pop-up markets. If this is your business, we invite you to join the Buy Local community and spread awareness while participating in local pop-up markets.

We offer Buy Local messaging tools, like Buy Local booth signs, and other swag items as available.

Contact **EDDcomms@sanantonio.gov** to get your sign.

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Email us for Buy Local graphic and design files at
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