

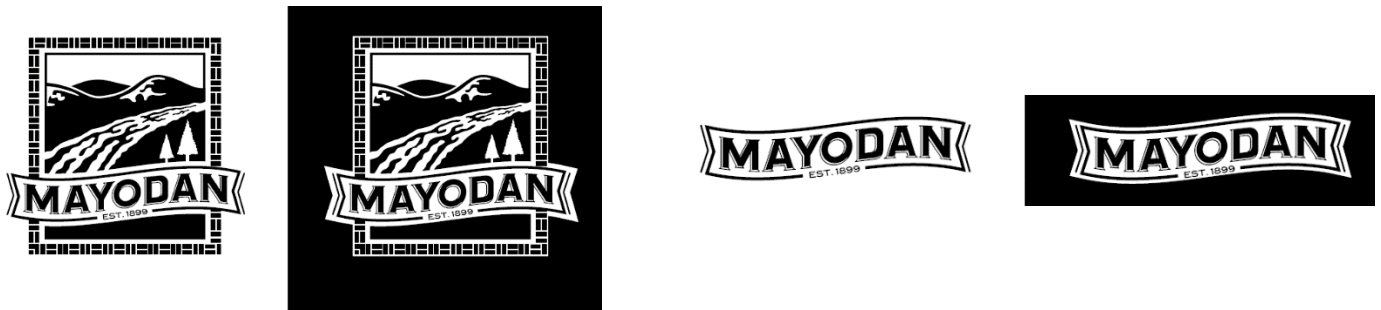
APPENDIX 1

Branding and Marketing Strategy

Color Logo



Monochrome Image



Example of Advertisement



Example of Tourism Rack Cards

# REAL. NATURAL. FUN.

Spend some quality time in a small town, just minutes from cities, interstates and airports. Find a friendly walkable community of parks, churches, rivers, shops and restaurants.

336.427.0241 • [TownOfMayodan.com/Real](http://TownOfMayodan.com/Real)

## STEP OUTSIDE IN MAYODAN

From a tidy Main Street of mom-and-pop restaurants and shops to a wayside farmer's stand that serves lunch, Mayodan is worth getting off the "beaten path."

336.427.0241 • [TownOfMayodan.com/Natural](http://TownOfMayodan.com/Natural)

# REAL. NATURAL. FUN.

Mayodan, NC is named for two rivers, both full of rapids and game fish. And we've got two mountains, one state park, quiet country roads and plenty of space to hike, paddle, tube, cycle and explore with the whole family.

336.427.0241 • [TownOfMayodan.com/Natural](http://TownOfMayodan.com/Natural)

## STEP OUTSIDE IN MAYODAN

Here's a handy checklist of what to bring for your visit:

- kayak
- canoe
- tube
- camera
- ✓ hiking boots
- road bike
- mountain bike
- ✓ sunscreen

336.427.0241 • [TownOfMayodan.com/Natural](http://TownOfMayodan.com/Natural)

# REAL. NATURAL. FUN.

Take on our new 3-mile bike trail at Farris Memorial Park. But bring the whole family for a full day of fun, because there's a lot more to enjoy, when you get off the beaten path.

336.427.0241 • [TownOfMayodan.com/Fun](http://TownOfMayodan.com/Fun)

## STEP OUTSIDE IN MAYODAN

Mayodan is surrounded by great road cycling routes and Farris Memorial Park offers:

- Tennis
- Basketball
- Horseshoes
- Soccer
- Softball
- Picnics
- Concessions
- Driving range
- Hiking
- Fishing
- Paddle boats
- Miniature golf
- Mountain bike trail

336.427.0241 • [TownOfMayodan.com/Fun](http://TownOfMayodan.com/Fun)

Front Page of new website (launch 2/16)

The website features a header with the Mayodan logo and navigation links for 'LIVE', 'WORK', and 'PLAY'. Below the header is a 'BANNERS' section with a placeholder for a banner. The main content area is divided into two columns: 'REAL. NATURAL. FUN.' and 'ALERTS'. The 'REAL. NATURAL. FUN.' section includes a clock icon and text about the town's location and amenities. The 'ALERTS' section includes a link to a 'Leaf collection schedule announced' and a 'Read More' button.