



Downtown Bellingham Logo Fact Sheet

What is the Downtown Renaissance Network?

The Downtown Renaissance Network is a non-profit association of businesses, organizations and individuals working together to enhance, promote and advocate for a vibrant city center in Downtown Bellingham. The Network operates a Maintenance and Beautification program to enhance the downtown streetscape, promotes downtown through programs such as Downtown Dollars, produces a number of successful events including Gallery Walks, Downtown Sounds, and Downtown Trick-or-Treat, and works closely with members to advocate for positive change in downtown.

What part of Bellingham is considered 'Downtown'?

The Downtown Renaissance Network serves the entire urban core, including the Central Business District, Old Town, and the Cultural District.

Why does Downtown Bellingham need its own identity?

Due to the growing list of reasons to visit, work or play downtown, there was a clear need to put a strong 'face' on Downtown Bellingham. Creating a memorable identity communicates to Whatcom County and beyond that downtown is a destination worth exploring.

Who designed the new identity and how much did it cost?

Baron & Company, a downtown design and marketing firm, donated the entire project to the Downtown Renaissance Network.

What's the concept behind the new Downtown Bellingham identity?

People are the lifeblood of Downtown Bellingham. The new Downtown Bellingham identity is a simple visualization of a diverse group of people coming together. The identity is designed to be combined with colorful visuals of landmarks and icons representing the amenities offered here. This allows the identity quite a bit of freedom and flexibility to represent the wide array of reasons to be downtown.

