

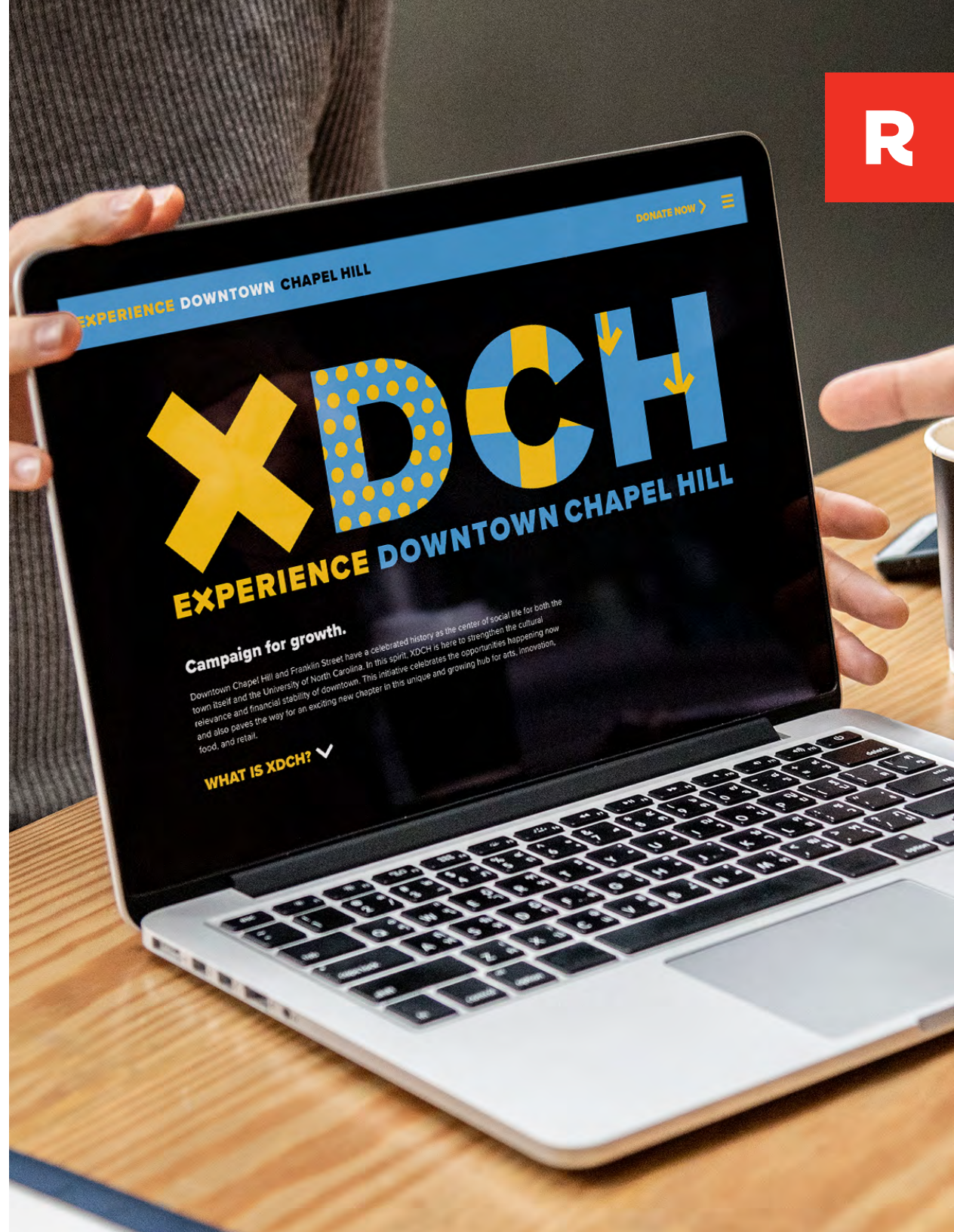


## Advertising Campaign 14c

# Experience Downtown Chapel Hill

## RIVERS

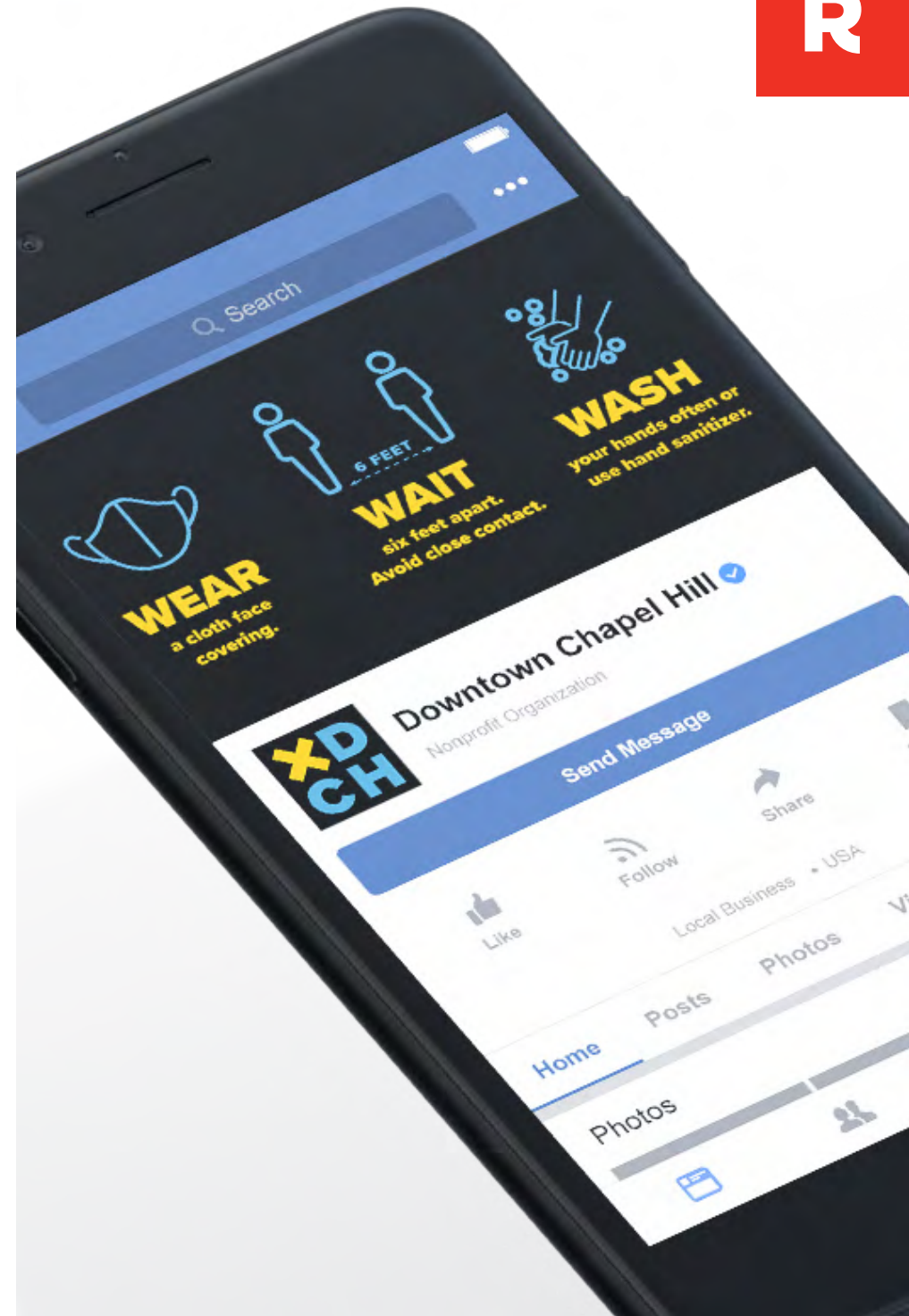
Rivers Agency  
601 West Rosemary Street, Ste 108  
Chapel Hill, NC 27516  
919-932-9985  
Riversagency.com



## The Project

COVID-19 wrought unprecedented disruption on Chapel Hill's business community. To strengthen local businesses and invite people to return safely to the downtown district, the Experience Downtown Chapel Hill (XDCH) campaign was created.

The campaign introduced a lively new brand to the streets of Chapel Hill. Banners and signs throughout the community reinforced "We're Open" messages and conveyed new safety protocols being followed. A website aggregated helpful information about the area's shops, restaurants, cultural institutions, upcoming events and ways to support the district's economic growth.



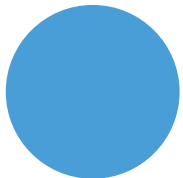


# EXPERIENCE DOWNTOWN CHAPEL HILL



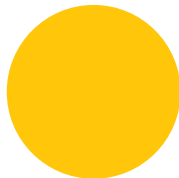
XDCH

Vivid  
Carolina Blue



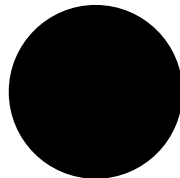
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Downtown  
Gold



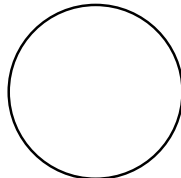
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Solid Black

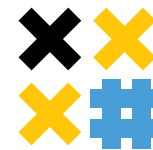


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HEX # ffc60b

Solid White



CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX # ffffff



# WALK HERE





Click to View



The Downtown Chapel Hill Partnership Newsletter May 01, 2020

What does Phase One really mean? Some businesses are reopening, a few are ready to celebrate Mom!

As you all likely know by now, we are entering Phase One of Gov. Roy Cooper's plan to carefully re-open North Carolina this evening at 5 p.m.

What does that actually mean?

These are some of the biggest changes:

- Retail stores can allow up to 50% capacity with social distancing.
• Gatherings of 10 people, even outdoors with friends, are allowed.
• The opening of state parks and trails is encouraged.

Details on the impact of the adjustment >

Here's a full list of what's open downtown.

READ MORE >



Rumors Boutique, Epilogue Book Cafe reopening this weekend



Rumors Boutique will reopen its physical store to customers at noon on Saturday, May 9. Rumors will allow a maximum of 10 customers inside at once, facemasks are REQUIRED and customers must keep 6 feet of distance between one another inside the store. Rumors is also buying summer clothes via drop off for store credit only. Visit the Rumors Instagram account for more details.

XDCH logo and Downtown Chapel Hill Mother's Day Deals SHOP NOW >



Facebook interface for Downtown Chapel Hill page. The page features a blue header with the Facebook logo, search bar, and navigation links. The main content area displays the page name 'Downtown Chapel Hill' and a large blue banner with the text 'EXPERIENCE DOWNTOWN CHAPEL HILL'. Below the banner are interaction buttons (Like, Message, Save, More) and a 'Shop Now' button. The page also includes a status update section with a text input field and a 'Photos' section with a 'See All' link. The right sidebar shows business categories, a search bar for posts, and statistics: '2,959,871 people like this' and '9,640 people have been here'.