

Faces of *ONE*

Connecting People. Supporting Businesses.
Shaping the Future of Richmond Highway.

A shared system. Multiple stories.



ONE



FOOD + DINING



TRAILS + RECREATION

ONE

Find the branded idea only your business can own.

THE **ONE** PLACE TO + CUSTOMER MOMENT, FEELING OR RESULT

DRY CLEANER

“The **ONE** place to bring your laundry after a long week.”

RESTAURANT

“The **ONE** table where every meal feels like family.”

AUTO SHOP

“The **ONE** place that keeps your life moving.”

REALTOR

“The **ONE** place to build a family—and a community.”

FITNESS / MARTIAL ARTS

“The **ONE** place where confidence grows with every kick.”

SALON / BARBER

“The **ONE** place to walk out feeling like yourself again.”

BEST TAGLINES ARE SPECIFIC, HUMAN AND EASY TO REMEMBER.

A real photo + a strong idea = campaign-ready creative.



THE **ONE** TABLE

where every meal feels like family.

@ONERICHMONDHWY



THE **ONE** PLACE

where confidence grows with every kick.

@ONERICHMONDHWY



THE **ONE** ESCAPE

where traffic gives way to trails.

@ONERICHMONDHWY

Use your real people, real place and real product. Keep the message short enough to understand at a glance.

Create a branded post in five simple moves.



- 01 CHOOSE YOUR HOOK** A customer ritual, signature product, local story or result you deliver.

- 02 CAPTURE IT AUTHENTICALLY** Use a bright, clear photo of your people, product or place.

- 03 WRITE YOUR CAMPAIGN LINE** Keep it short, specific and connected to a real experience.

- 04 ADD THE SHARED IDENTITY** Use the supplied brand mark and tag @onerichmondhwy.

- 05 POST + SEND** Share it on your channels and send strong content to SFDC for possible amplification.

YOU DO NOT NEED A LARGE FOLLOWING—YOU NEED A GOOD LOCAL STORY.

Turn the brand into something customers can order, book or experience.

The strongest participation is not always an ad. Build the shared identity into an offer people can remember, talk about and share.

RESTAURANT

THE **ONE** SANDWICH

A signature menu item with a story tied to the corridor.

COFFEE SHOP

THE **ONE** MORE CUP

A seasonal drink or loyalty reward.

DRY CLEANER

THE **ONE** -DAY REFRESH

A featured express-service package.

REALTOR

THE **ONE** NEIGHBORHOOD TOUR

A local-business and community discovery experience.

FITNESS STUDIO

THE **ONE** STRONG START

A beginner class or first-month package.

RETAILER

THE **ONE** LOCAL FIND

A weekly staff pick from a local maker or supplier.

NAME IT. PHOTOGRAPH IT. TELL THE STORY. INVITE PEOPLE TO TRY IT.