

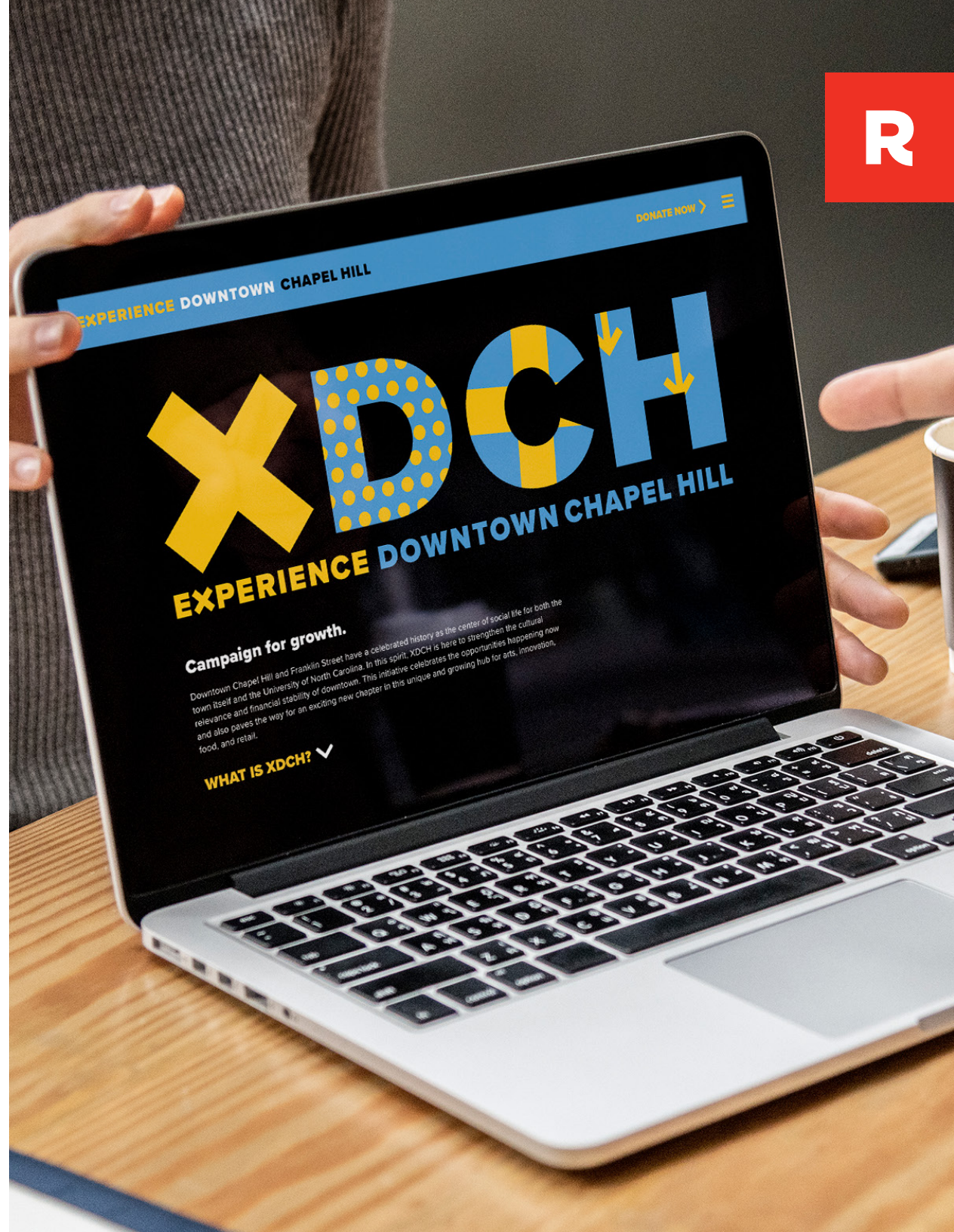


Advertising Campaign 14c

Experience Downtown Chapel Hill

RIVERS

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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.



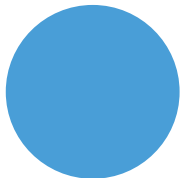


EXPERIENCE DOWNTOWN CHAPEL HILL



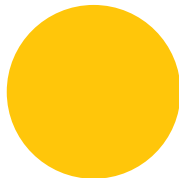
XDCH

Vivid Carolina Blue



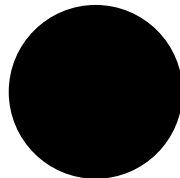
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Downtown Gold



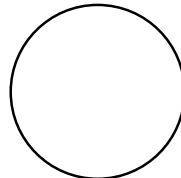
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Solid Black

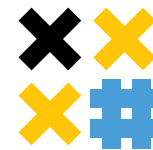


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Solid White



CMYK: 0, 0, 0, 0
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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.



Downtown Chapel Hill Mother's Day Deals

SHOP NOW >



Facebook interface for Downtown Chapel Hill page. The main banner features the text "EXPERIENCE DOWNTOWN CHAPEL HILL" in large, bold, yellow and white letters on a blue background with yellow diagonal stripes on the right. The page includes a search bar, navigation links (User, Home), and a "Shop Now" button. The left sidebar contains a list of "Item Title" entries. 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".