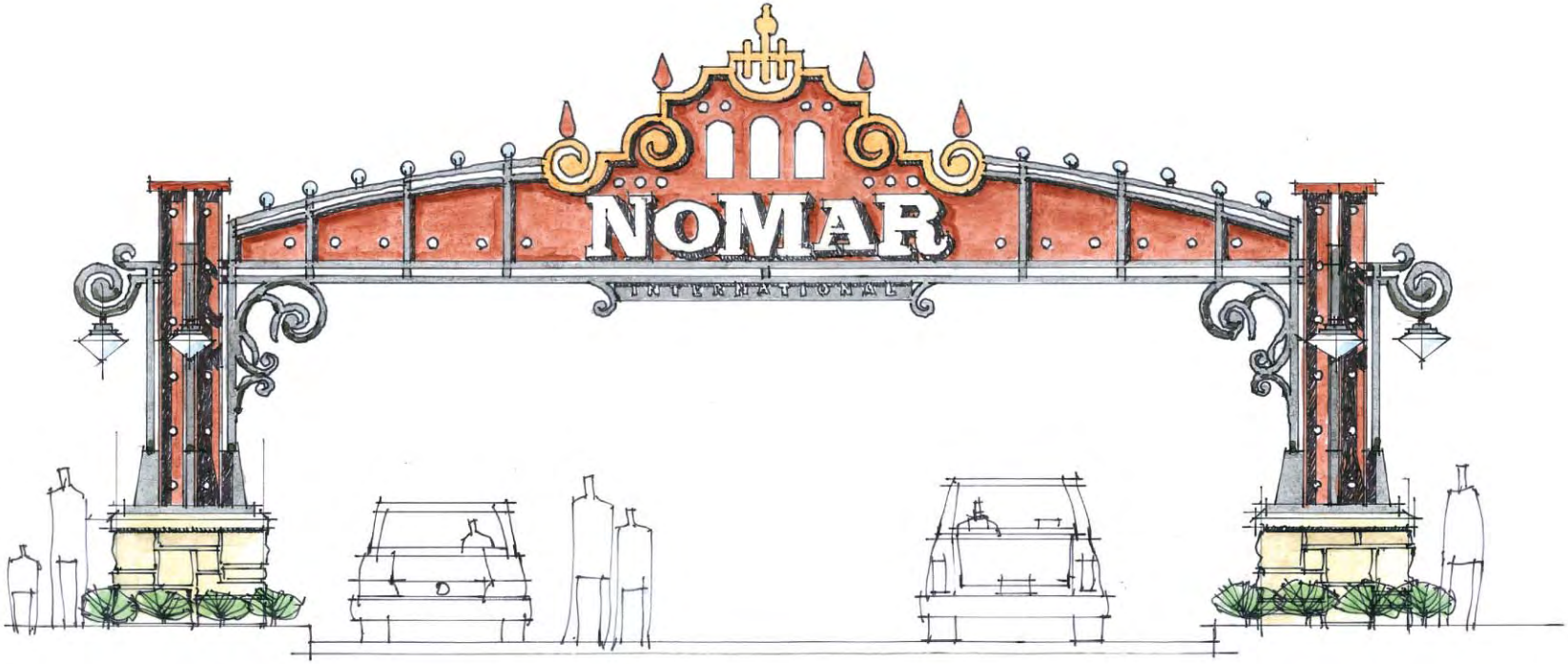
NOMAR
INTERNATIONAL

Nomar International Name Recognition

Tell people you're headed to New York City's SoHo neighborhood and they immediately know your destination – south of Houston. Residents and visitors to Wichita's most multicultural district will have the same advantage with its new name: Nomar International.

"Nomar" has long been the abbreviation for the area north of Market – No-Mar. The Spanish-revival Nomar Theater built in 1928 became its undisputed icon and instantly recognizable landmark.

The name offers strong branding opportunities. It's short, simple and memorable. Plus, it's fun to say. The addition of "International" captures the flavor of this historic, one-of-a-kind neighborhood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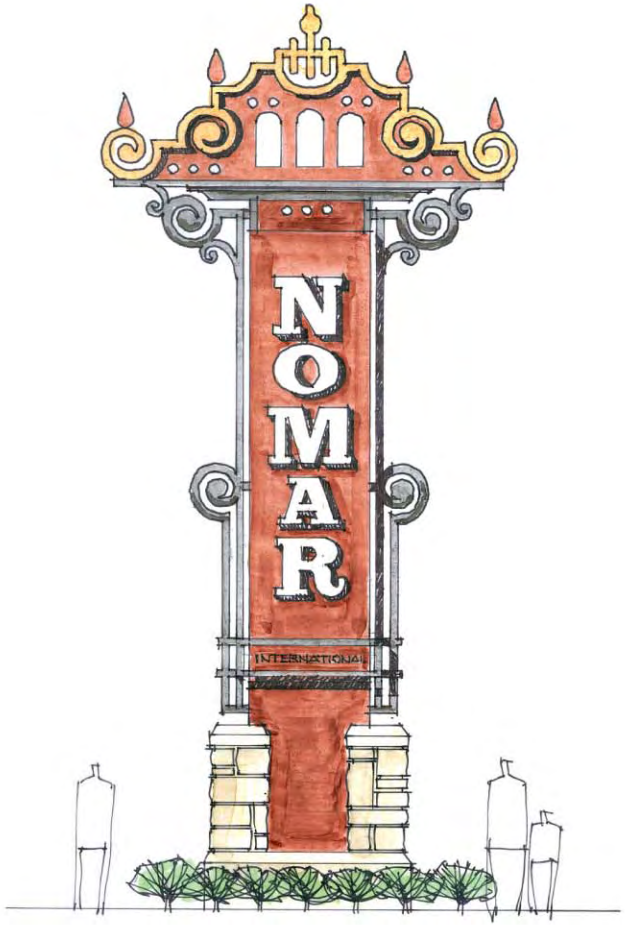
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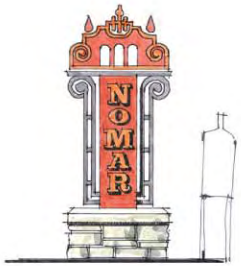

NOMAR

Nomar International Market

Within the Nomar International district, the indoor-outdoor market will be called Nomar International Market. It will offer goods, foods and music from around the world. You'll find everything from festivals and farmers markets to community gatherings and bandstand performances. The name alone tells you this is a place you'll want to explore again and again.

NOMAR
INTERNATIONAL MARKET

Hispanic "Fiesta" Logo

This logo could be used in a prominently Hispanic area or entertainment venue, conveying a fun and authentic experience.

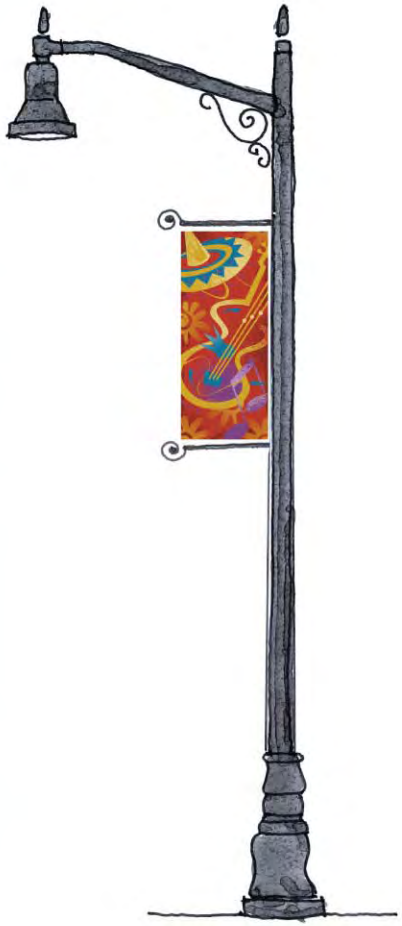
NOMAR
INTERNATIONAL MARKET

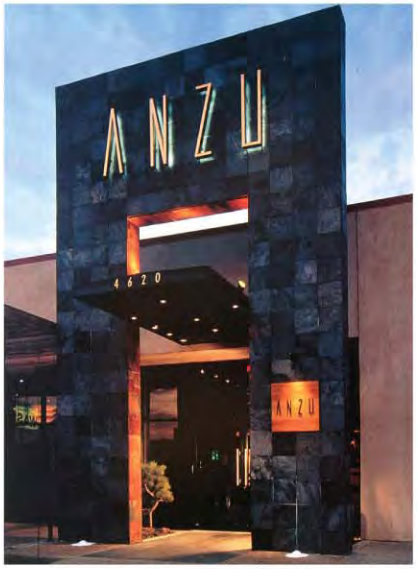
Asian Logo

This symbol could be used for Asian businesses in the area to reinforce the international feel.

Nomar Library Logo

We will provide the W. 21st Street CDC with an original, authentic logo library as a tool for business development to empower the emerging businesses with professional design services.





Signage Guidlines

The entire Nomar area will benefit from the creation of a unified district and a cohesive shopping experience for our customers. To accomplish this, we ask that our business partners follow these simple signage and color guidelines. Signs must comply with City of Wichita square footage limitations.

PAINTED BUILDING SIGNAGE

You may paint your logo, icon or graphic directly on your building. Please make sure that the typography is legible and the paint is guaranteed for the surface of your building.

HANGING PROJECTED BLADE SIGNS

These signs may be manufactured in a cabinet format using metal or they may be routed in wood and painted. They may be internally illuminated.

FREESTANDING SIGNAGE

You may create a freestanding sign erected on your property, anchored with concrete foundations. This may include a metal or wood cabinet sign. Neon, halo or ground-mounted lighting may be added for impact and visibility.

ALUMINUM LETTERS

Individual aluminum letters may be installed directly to the face of the building or pin mounted (set off from the building). These letters may be painted to match the Nomar color palette.

BACKLIT PLASTIC

Backlit plastic sign faces are not allowed.

Color Pallette

Please specify colors from the Nomar color palette when remodeling or for new construction.
It is not necessary to use all colors. Please select compatible combinations from these options.

Rust Red (Pantone 1805)

Amber (Pantone 131)

Eggplant (Pantone 520)

Turquoise (Pantone 7468)

Dark Stucco Tan (Pantone 7504)

Stucco Tan (Pantone 465)

light Stucco Tan (Pantone 468)