Santa Rosa™
MAINSTREET

Our Downtown District

Our downtown is tucked into a small valley along the tranquil Pecos River and overlooked by our historic chapel and church. Our cultural story is reflected in the diverse architecture of district buildings along historic streets. This is the place where families have come together to work and celebrate for centuries. A place where we **stop**, **rest**, and **enjoy** together. Summer nights are filled with live music where couples dance under the stars and children play on the grass. We are proud of our family-centric culture and traditions and will continue to build on that foundation as we look to the future.

santarosamainstreet.com

Our New Logo

The Rosa Graphic & Logo Inspiration

The Santa Rosa MainStreet Rosa graphic not only reflects its namesake, but also speaks to the district as the community's central gathering place, where people stop, rest, and enjoy.

The logo and brand elements (i.e. color palette and typography) nod to the wholesome family-friendly nostalgia of the district. There is also reference to the famous Route 66 that runs right through the downtown area — all while boasting a modern twist with unexpected colors and a vibracy that feels that just feels like home.

GATHERING PLACE · CHILDHOOD NOSTALGIA
ROUTE 66 · MODERN TWIST