

# Pittsfield, MA #HeartOfTheBerkshires

**Dear members,**

We can accomplish more together than we can separately, so let's join forces and promote Downtown Pittsfield as the "Heart of the Berkshires"!

We all recognize the strengths of our city and what's a better way to claim our ranking as the best place to shop, dine, play, and live in the Berkshires than by proclaiming ourselves the "Heart of the Berkshires"!

To help unite our individual branding and marketing efforts, we have created a "Heart of the Berkshires Toolkit" for the business and personal use of our members. We have included graphics that are ready to use or manipulate for use on your website, e-newsletters, social media, and print materials. All graphics are available free to download via the following Dropbox link:

<https://www.dropbox.com/sh/g0hi04u8zjta66c/AAAhEvcYucf-nDMG82DHfIZ6a?dl=0>

We encourage everyone to utilize the hashtag #HeartOfTheBerkshires on social media (Facebook, Twitter, Instagram) when you are posting about Pittsfield good news, products and services, events, natural beauty, fun stuff, and more!

Also, please direct customers and visitors to our website at [downtownpittsfield.com](http://downtownpittsfield.com). There are up-to-date listings under the categories of Shop, Dine, Play and Live. Our downtown website is the perfect place to plan out a day or a week in downtown Pittsfield! Plus, there is updated parking information, blogs on current events, and links to local calendars. We have included graphics that you can embed in your website or e-newsletter or post on your social media pages with our website link.

Let's come together and show the Berkshires and beyond how much "heart" we really have!

Sincerely,

***The Downtown Pittsfield, Inc. Team***

Rebecca Brien, Kimberly Gritman, and Arri Better

Downtown Pittsfield, Inc.  
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413-443-6501 | [info@downtownpittsfield.com](mailto:info@downtownpittsfield.com)  
[www.downtownpittsfield.com](http://www.downtownpittsfield.com)



Follow us on Social Media!

# Pittsfield, MA #HeartOfTheBerkshires

Our Online [TOOLKIT](#) Contains the Following Graphics and MORE:

Use them to encourage visitors to explore all that Pittsfield has to offer! And to encourage the use of #HeartOfTheBerkshires!

- **Heart of The Berkshires Badges and Shop Small logos** to create your own graphics!



- **Square Social Media Graphics:** Premade graphics available as .png or .jpg for posting on Facebook and Instagram. Be sure to post with a link to [downtownpittsfield.com](http://downtownpittsfield.com) and the hashtag #heartoftheberkshires



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Facebook Cover Photos: Available as .png or .jpg and sized to fit as a Facebook Cover



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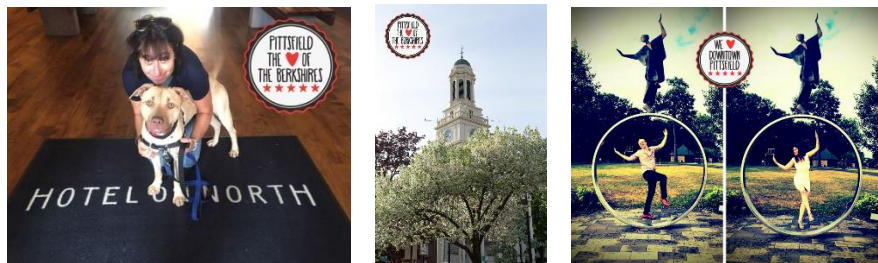
- **Website Banner/Border:** 1600x200 pixels and available as .png or .jpg

## Pittsfield, MA #HeartOfTheBerkshires

- **E-newsletter Graphics:** Sized 1200x1200 pixels and available as .png or .jpg, these square graphics are perfect to add to your newsletters as additional content. Add a link to one of our corresponding downtownpittsfield.com pages such as downtownpittsfield.com/dine, downtownpittsfield.com/shop, or downtownpittsfield.com/play.



These images are just a start of what you can create! We hope they inspire you to create your own! Be sure to tag us @downtownpittsfield on social media and use #heartoftheberkshires!



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Follow us on Social Media!

# Pittsfield, MA #HeartOfTheBerkshires

Experiment with using local hashtags on your social media (Facebook, Twitter, and Instagram)!

#HeartofTheBerkshires

#PittsfieldProud

#PittsfieldMa

#LovePittsfield

#ShopLocal

#ShopSmall

#EatLocal

#TasteBerkshires

#ShopEatSpendBerkshire

#DowntownPittsfield

#DowntownPittsfieldMa

#InTheBerkshires

#VisitTheBerkshires

#CreativityLivesHere

#liveBRK

#LoveWhereYouLive

Here are some sample tweets or copy for a Facebook image:

Shop Downtown Pittsfield: <https://downtownpittsfield.com/shop>

#ShopLocal #HeartofTheBerkshires #PittsfieldMA

Dining in the Heart of the Berkshires:

<https://downtownpittsfield.com/dine> #HeartofTheBerkshires

#TasteBerkshires #PittsfieldMA

More Things to Do at <https://downtownpittsfield.com/play>

#HeartofTheBerkshires #PittsfieldMA #CreativityLivesHere

Don't forget to tag us **@DowntownPittsfield** on Facebook and Instagram!



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