

Let's Build
Your Brand,
Franklin.

Brand

The overall perception and emotional connection people have product or place—it includes values, messaging, and the experience you create.

Visual Identity

The collection of visual elements (like logos, colors, fonts, and design) that represent and reinforce the brand.

If brand is the story you tell, visual identity is how you visually communicate that story.

Dear Franklin,

This isn't about a logo.

It's the **smile** when Mr. Pisini helps you buy your first or forty-second pair of shoes.

It's watching kids **dance** to local music on the common Friday afternoons.

It's that **first bite** of a bagel from Elizabeth's or **standing in line** outside the High School with your neighbors and friends waiting to vote.

The visual identity of Franklin has to be about those feelings.

It needs to be a beacon to those who want to experience the tight weave of a strong community and an emblem of pride to those who already call this place home.



Big Idea.

We're not
rebranding Franklin.

**We're crafting a clear
representation of what
Franklin already is.**

Consistent
Communication

Efficiency
Across All Town
Departments

Pride &
Acknowledgment



Phase 1.0 Brand Direction

We'll take an objective look at the current visual identity, dissect data and survey results from citizens and business owners, and look at examples of successful re-branding work. This work will culminate in the tagline / slogan creation and mood boards that will serve as the North Star as we forward into Visual Development.



Phase 2.0 Visual Development

Pencil meet paper (or pixel meet screen). This is where the magic starts to happen and visuals start to form. Based on the scope of the project, concepts for both the mark and type are developed well as execution in color and how the logo looks in use (swag, collateral, etc).

Brand Architecture is important during this time to make sure the logo and type can be extended across different departments, initiatives, events, etc.



Phase 3.0 Buildout

After the final logo has been approved, the full suite of assets will be created including:

- Digital and print-ready logo files for all approved lock-ups and color ways
- Brand guidelines
- Editable and non-editable templates for stationery, email signatures, avatars, etc.
- Mock-ups and design direction for vehicle wraps, wayfinding, and exterior / environmental signage



Let's Go.



Phase 1.0
Brand Direction

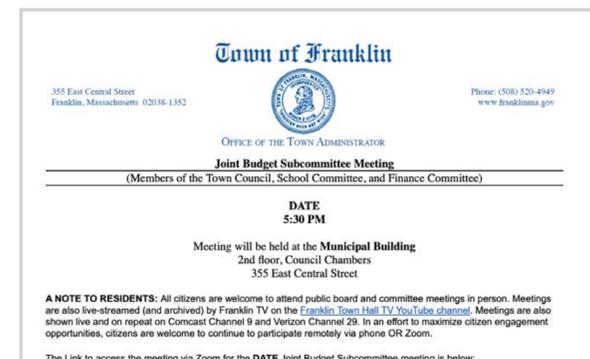
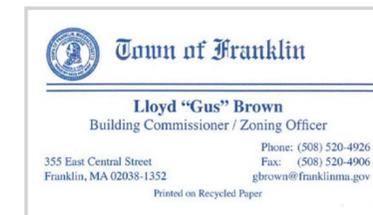
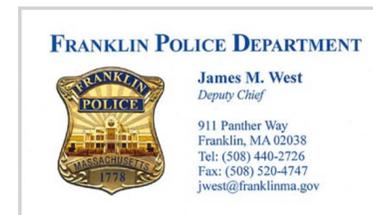
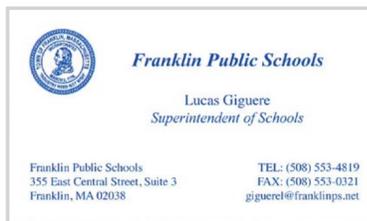
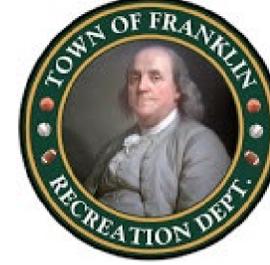
Audit

What I Found.

There's No Concept of Right and Wrong: Multiple versions of the same logos, styles / type / colors differ across departments and an overall lack of visual cohesion.

Everyone Has A "Logo": In a positive attempt to market themselves, departments have taken it upon themselves to build up their own image...all while hurting the overall identity of the town.

Some Rules Aren't Meant to Be Broken: Gradients, fine details, overweighted lines, and lack of hierarchy lead to legibility issues.



Good Design is Good Intent.

Your audience is more likely to engage with content that is well thought out. Think of it as, “we took the time because we appreciate your time.” There should never be a question if a Town document is actually from the town.

Wasting Time, Wasting Money.

The lack of guidelines and a design system puts unnecessary pressure across all departments to make decisions that they shouldn't be making. Questions like “how should this look?” and “what format should I be using” ultimately wastes time and costs money.



Phase 1.0
Brand Direction

Data

70%

70% of respondents have lived in Franklin for 10+ years

<10

Citizens who have lived here under 10 years have the highest sentiment scores

35-54

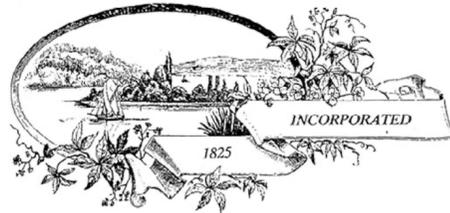
Age group with the highest neutral-positive / positive sentiment scores

M

While males made up 1/3 of respondents, they have the lowest sentiment scores compared to F/DNS

42

Towns, cities, and counties named Franklin in the United States — 23 of them are named specifically after Ben Franklin.



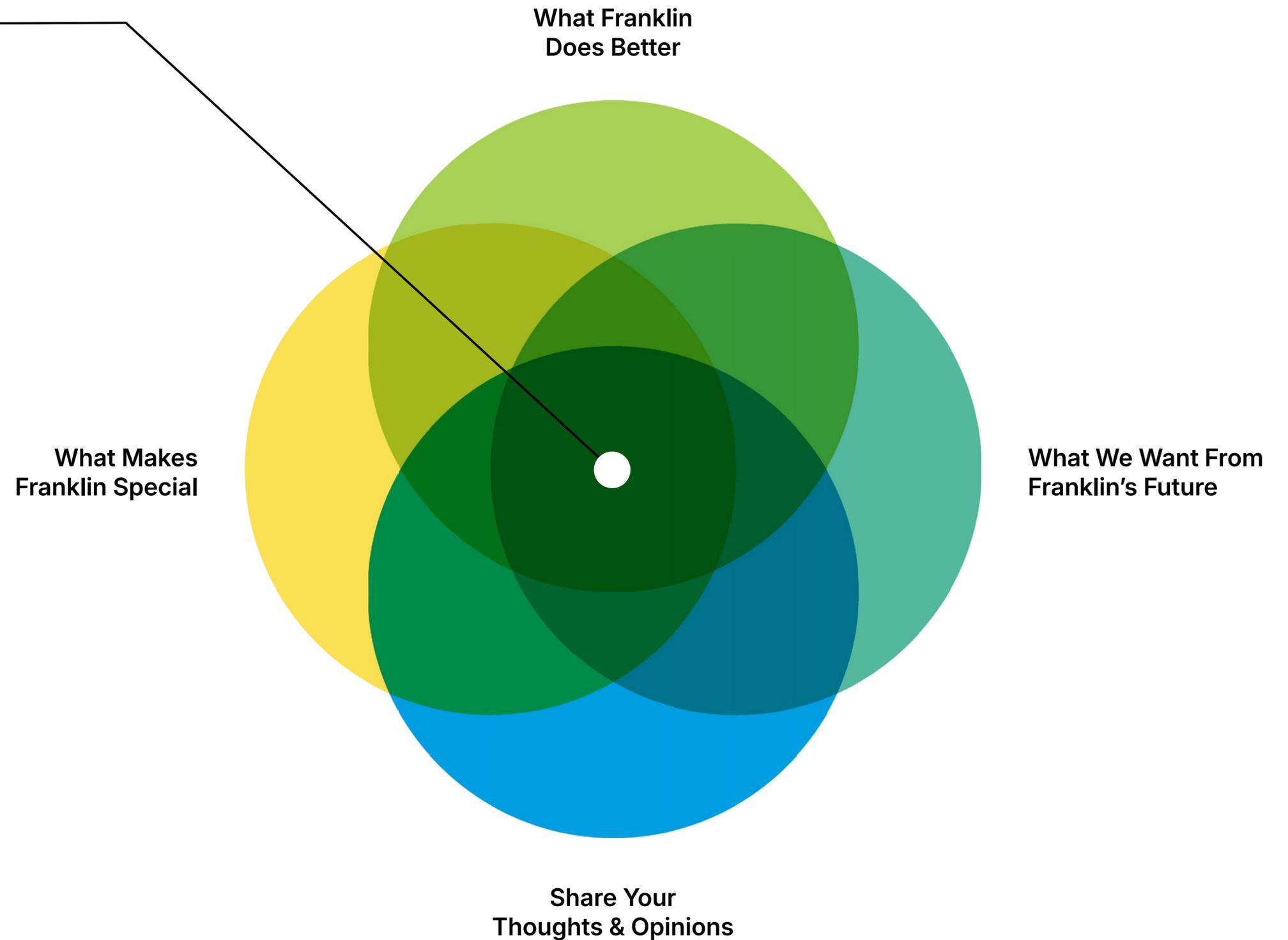
How do People Feel?

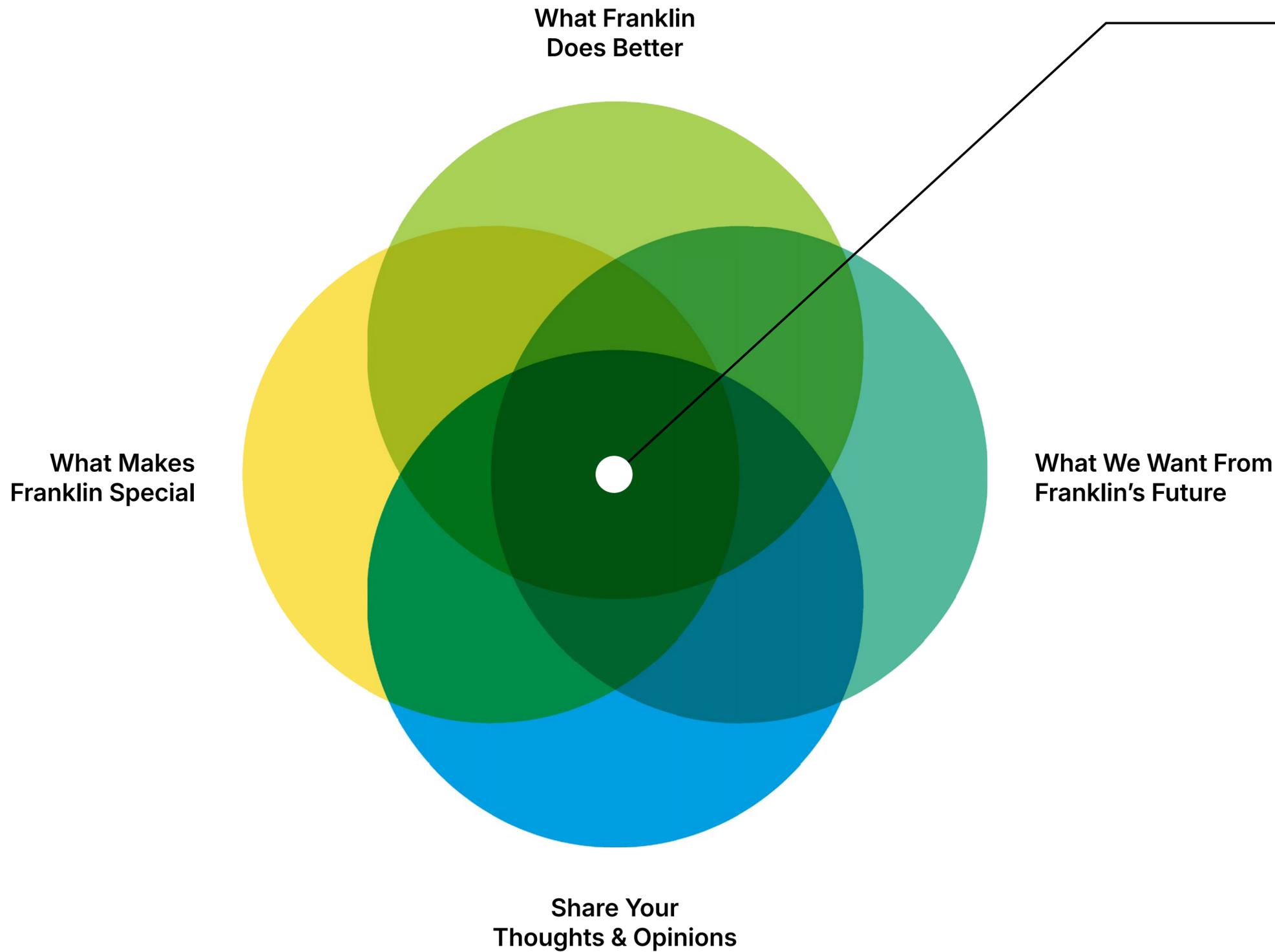
Passionate: There is a desire from all to keep Franklin great.

Selfless: Wants and needs are rarely for the here and now but rather for the prosperity of future generations.

Nostalgic: There is strong undercurrent of remembering what Franklin "used to be."

Skeptic: Necessity and effectiveness of a new town brand—especially with concerns around development and allocations.





What's Important to us All.

Safety: Public safety and a secure environment.

Education: Maintaining and improving the quality of schools and educational resources.

Small-Town Feel: A shared desire to preserve Franklin's small-town atmosphere and avoid overdevelopment.

Community and Inclusivity: A focus on fostering a close-knit, inclusive community.

Keep it Green: A continued respect for our parks and open spaces is a must.



Phase 1.0
Brand Direction

Synthesis

Franklin is a Town of Duality.

Juxtaposing themes is a major theme.

Respect and passion for outdoor spaces was noted next to the symbolism and importance of our permanent structures like the library and schools.

People want to protect small-town values and the feeling of Americana but recognize that smart development and modern amenities support infrastructure and funding.



It's Kinda Ben. It's Mostly Horace.

Although Franklin was the first town named after Ben Franklin, its true connection lies in education, shaped by Horace Mann's legacy. While Ben is a symbolic figure, his influence isn't a key factor in why people live here or do business here. Instead, **education is central to Franklin's identity**, and residents expect unwavering support from local government to maintain this connection.



Franklin Means Family.

From multi-generational families to newcomers, Franklin is known for putting down roots. Long-term residency along with a **strong sense of community** sets Franklin apart from other towns.





Franklin is Stuck.

While everyone wants the best for Franklin, there's debate about how to keep our community vibrant yet small. **The motto "*Industry Need Not Wish*" is more relevant than it seems**, reminding us that success comes through effort and progress, not entitlement and waiting.



This logo will have to accomplish the impossible task of bridging old and new.

By that I mean the people who have lived here their whole lives and who hate what Franklin has become with more of a city feel, more apartments (smart growth is strategic and good), and more traffic...versus the people who have moved here recently and don't want to climb the ladder and then pull it behind them.

How do you do that? I don't know. But this town is at a crossroads with good people on both sides who are passionate about their stances. Good luck.

So...

Franklin is found¹ at the intersection of tradition and progress².

Our small-town values, deep commitment to education, and shared vision for thoughtful development³ preserve our rich history while creating a brighter future⁴ for generations to come.

This isn't just any town⁵—it's Franklin.

1. Found

Implies humility—we're not loudly marketing ourselves.

2. Intersection

A blend of classic Americana and modern amenities.

3. Values / Education / Development

The foundation of Franklin—what we expect from citizens and what they can expect from the town.

3. Brighter Future

Our actions are selfless, aimed at benefiting future generations.

5. Isn't Just Any Town

A nod to Franklin's city status, despite its small-town feel.

**Proud Past.
Bold Future.**

**Embrace
Progress.
Preserve
Tradition.**

**The First
of Many.**

**Yesterday's
Legacy.
Tomorrow's
Promise.**

Franklin is found at the intersection of tradition and progress. Our small-town values, deep commitment to education, and shared vision for thoughtful development preserve our rich history while creating a brighter future for generations to come. This isn't just any town—it's Franklin.

The First of Many.

First Town / First
Public Library /
Birthplace of Education

References Leading
Safety + Schools

Forward Looking —
Unrelenting In The
Pursuit

Visuals

Visual Power Words.

STRENGTH

BALANCE

MOMENTUM

BRIGHT

UP / FORWARD

CONNECTION

ACCESSIBLE

SURPRISING

PRIDE

ATTACH

STABILITY

DELIBERATE

LITERAL

MINDFUL

COMPLIMENTARY

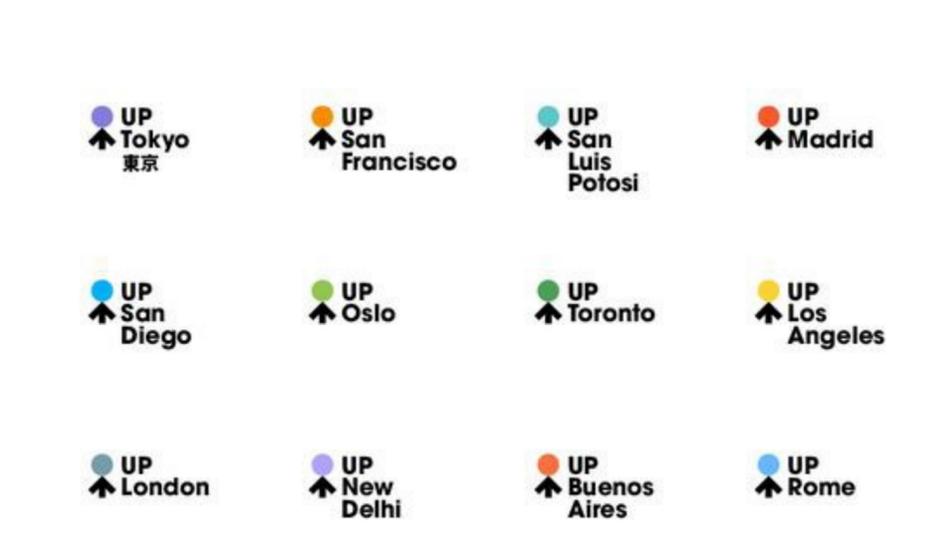
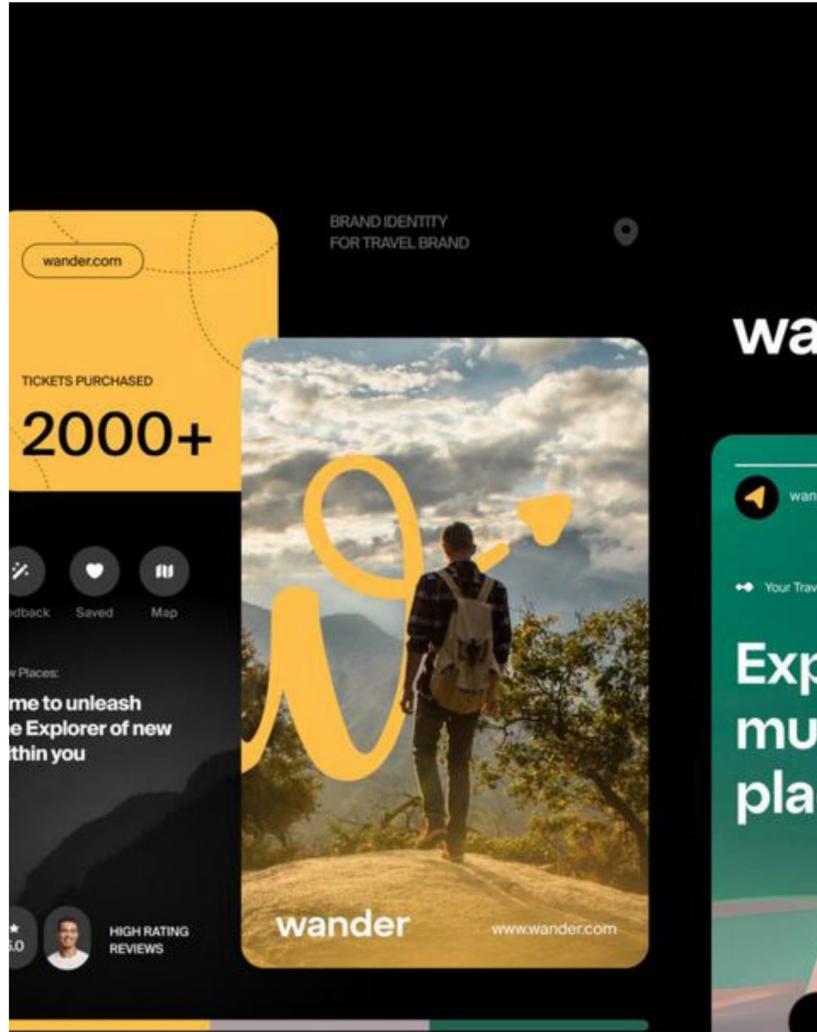
**BLUE +
GREEN**

**YELLOW +
ORANGE**

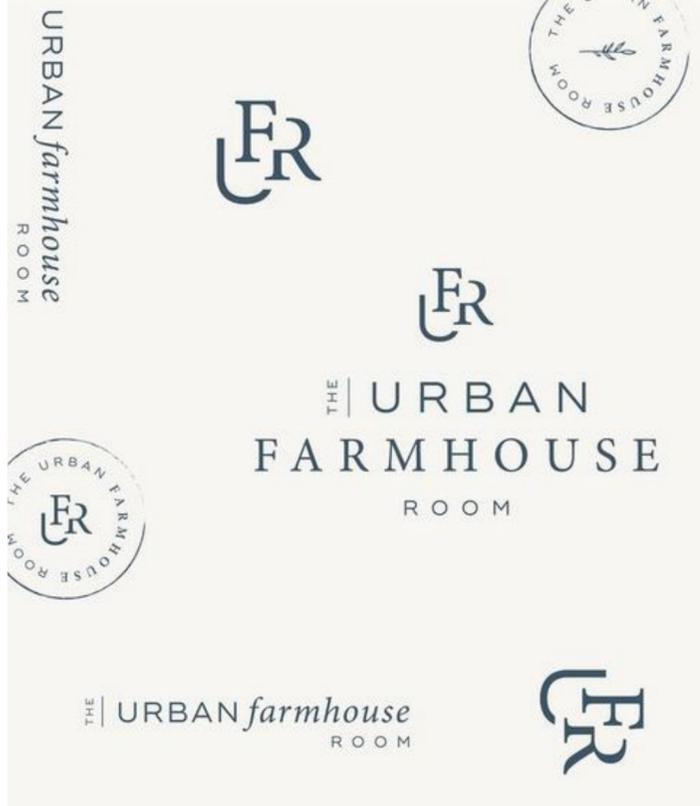
NEW ENGLAND

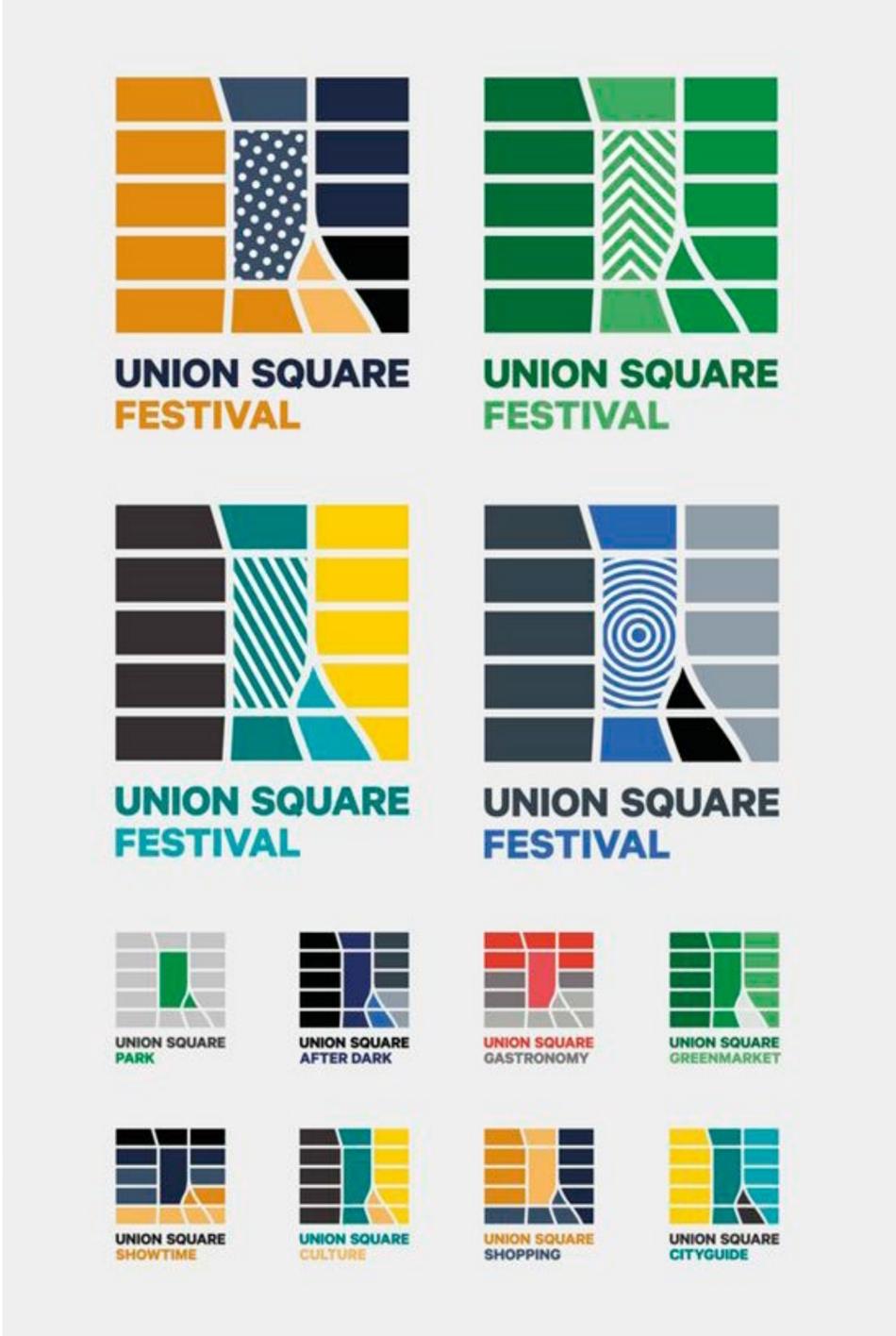
CLASSIC

PRESERVE



Clyde Oak
N. CAROLINA
U.S.A





Qing Huan
Enzyme Ninegay





Phase 1.0
Brand Direction

Next Steps



**FEEDBACK AROUND MANIFESTO &
TAGLINE DUE SEPTEMBER 18**



**PUBLIC FORUM TO REVIEW
1ST ROUND OF DESIGNS**