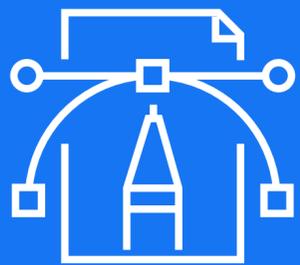


Let's Build
Your Brand,
Franklin.



Phase 2.0
Visual Direction

Let's Recap



**TOWN OF
FRANKLIN**



**TOWN *of*
FRANKLIN**
THE FIRST OF MANY



FRANKLIN
MASSACHUSETTS

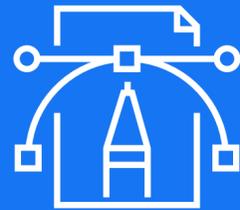


TOWN OF FRANKLIN

Explore
Simplifying
The Logo Mark

Explore
Type Variations
& It's Impact

Explore
Co-Branding &
Color



Let's Go.

ORIGINAL



A



B



C



D



1

2

3

ORIGINAL



A



B



C



D



1

2

3

THICKER SHIELD STROKE



SAME STROKE



OPTION A



TOWN OF FRANKLIN
MASSACHUSETTS



FRANKLIN
MASSACHUSETTS

TOF

OPTION B



TOWN *of* FRANKLIN
MASSACHUSETTS



TOWN *of*
FRANKLIN
MASSACHUSETTS

OPTION A - RESPONSIVENESS



**TOWN OF
FRANKLIN**



TOWN OF FRANKLIN



OPTION B - RESPONSIVENESS



**TOWN *of*
FRANKLIN**
MASSACHUSETTS



TOWN *of* FRANKLIN



OPTION A - TYPE & FONTS



TOWN **OF** FRANKLIN

DEPARTMENT OF
PUBLIC WORKS

PROCEDURES MANUAL OF THE FRANKLIN TOWN COUNCIL

HEADING

In order for the Franklin Town Council to function in an orderly fashion, it must be able to meet, discuss, deliberate, debate and vote on the issues that are brought before it. These group discussions and group actions, like group games, require rules, guidelines and procedures that allow for the free and orderly flow of discussion and deliberation. The Procedures Manual of the Franklin Town Council was developed to provide such direction to the Council in its deliberations.

BODY

OPTION B - TYPE & FONTS



TOWN *of* FRANKLIN

DEPARTMENT OF
PUBLIC WORKS

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BODY

OPTION A - LEGIBILITY



250 px



150 px



100 px (Each)

OPTION B - LEGIBILITY



250 px



150 px



100 px (Each)

OPTION A - CLEAN TOWN SEAL



100 px



**TOWN OF
FRANKLIN**

OPTION B - CLEAN TOWN SEAL



100 px



**TOWN of
FRANKLIN**
MASSACHUSETTS



COLOR OPTION A



COLOR OPTION B



COLOR OPTION C



COLOR OPTION D



A



B

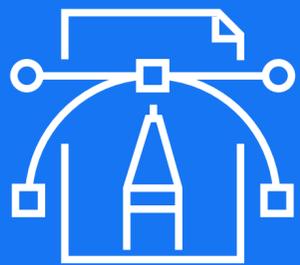


C



D





Phase 2.0
Visual Direction

Next Steps



**PRESENT FINAL REVISIONS
TO EDC**



**PRESENT FINAL DESIGN TO
TOWN COUNCIL**