

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.

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

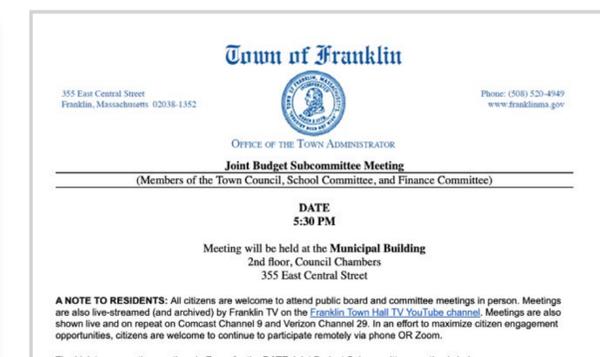
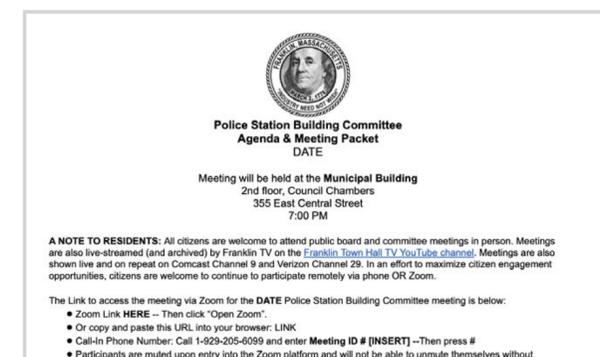
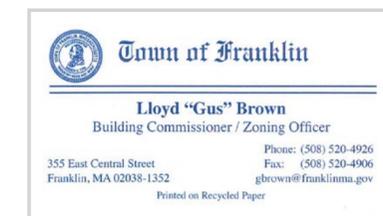
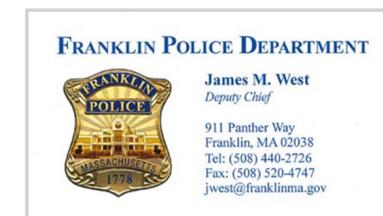
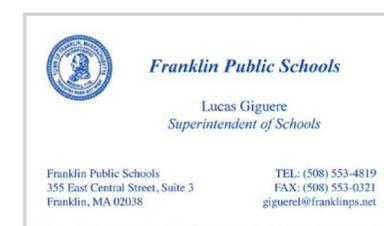
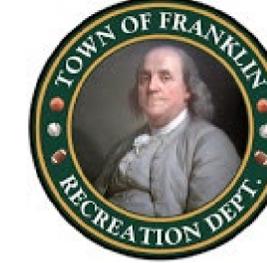
Audit

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 there 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 heirarchy 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

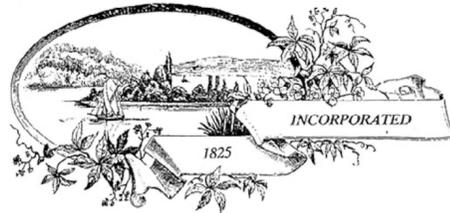
Age group with the highest neutral-positive / positive sentiment scores

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.



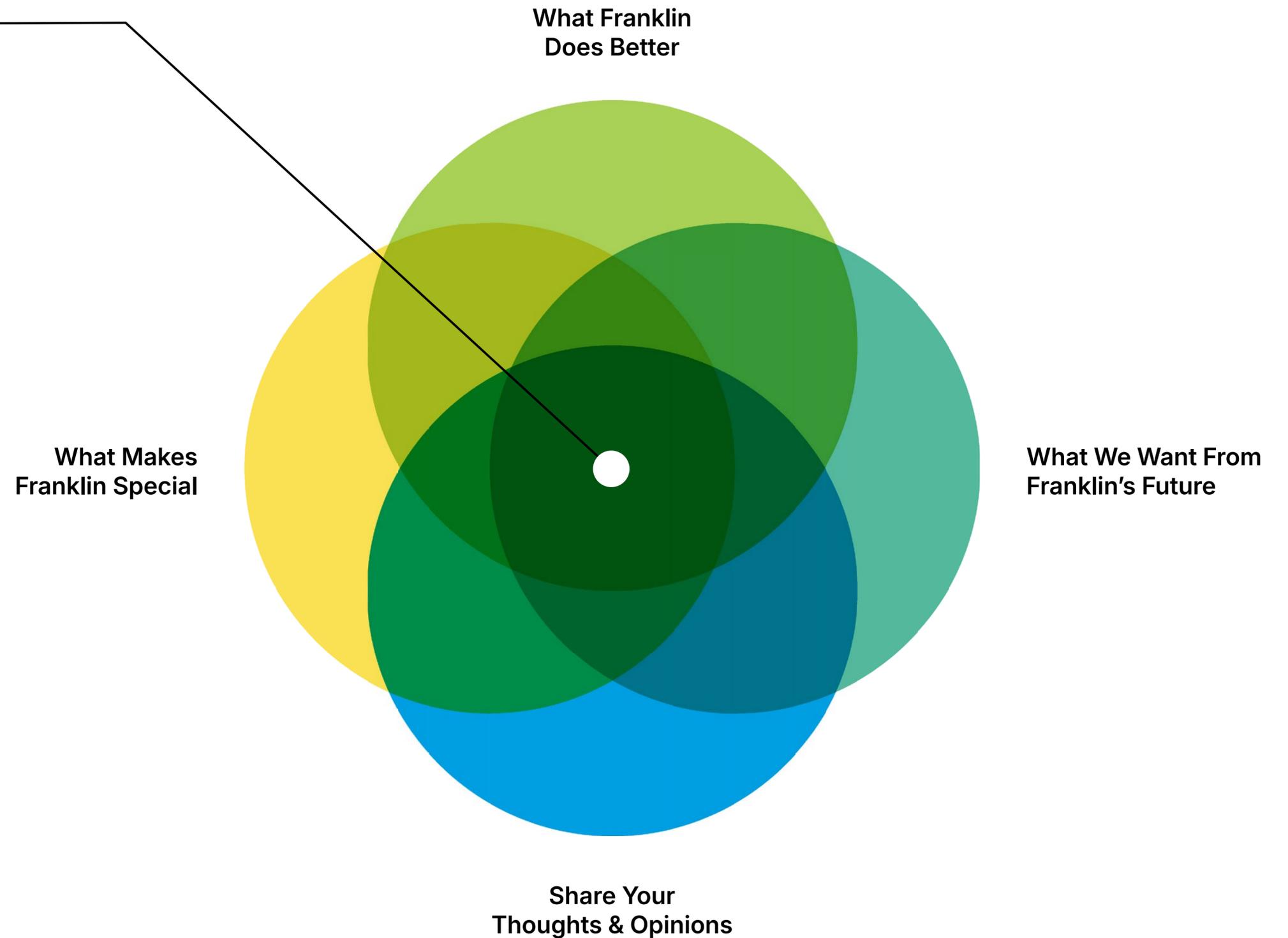
How do People Feel?

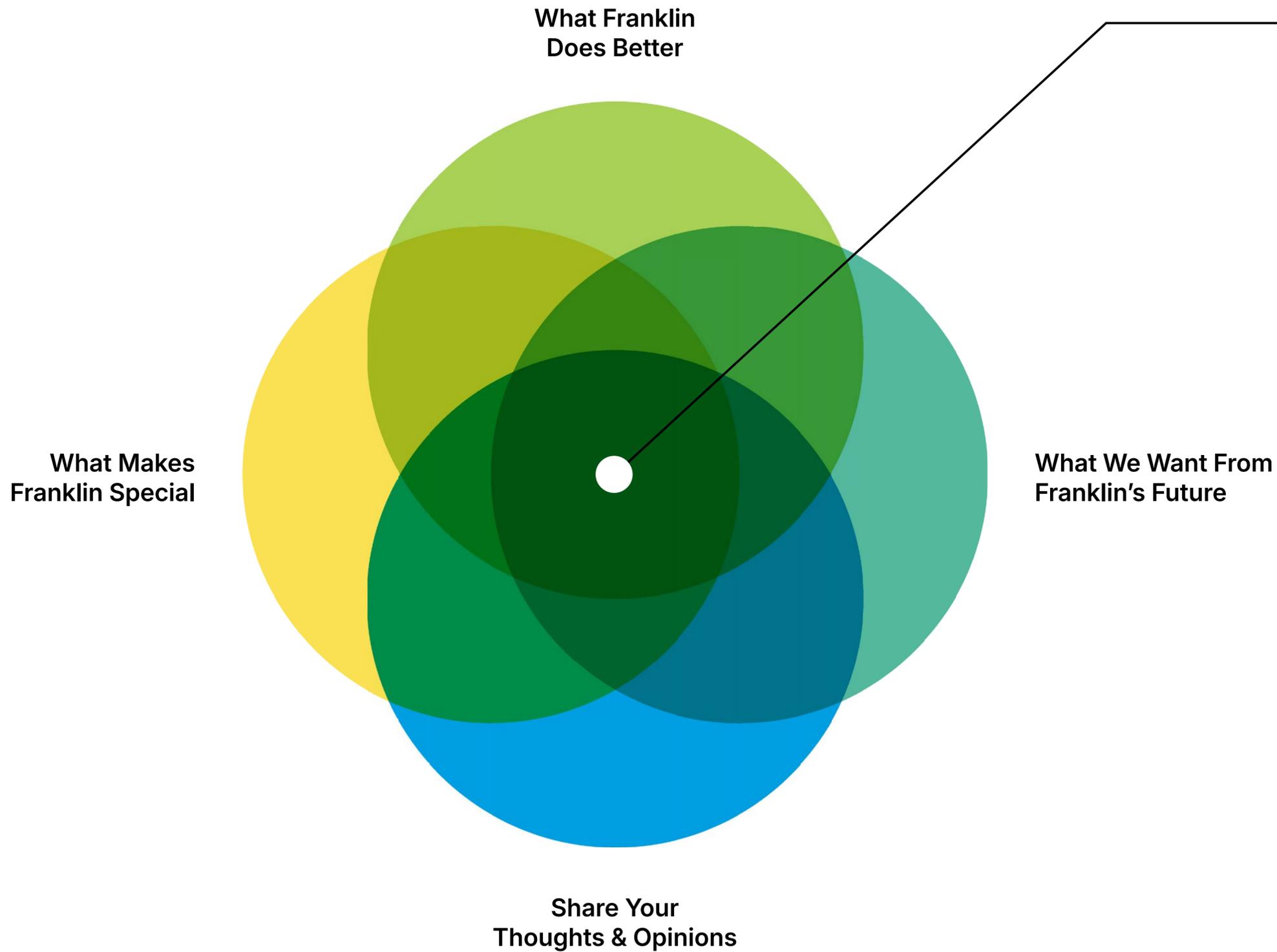
Passionate: There is a desire from all to keep Franklin great.

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.

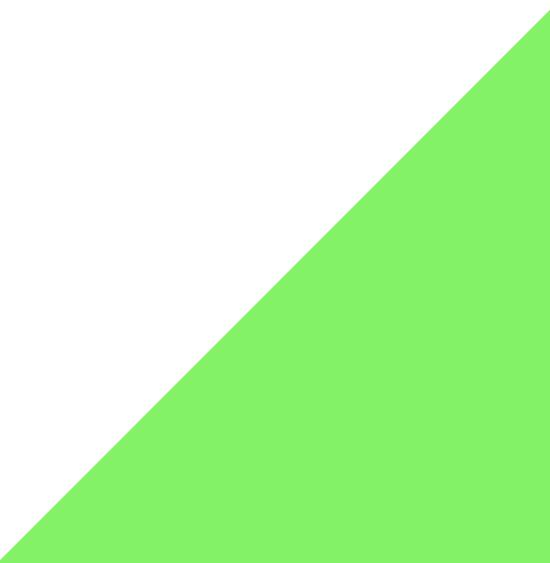
Respect and passion for outdoor spaces was noted next to the symbolism and importance of our permanent structures like the library and schools.

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.

4. 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.

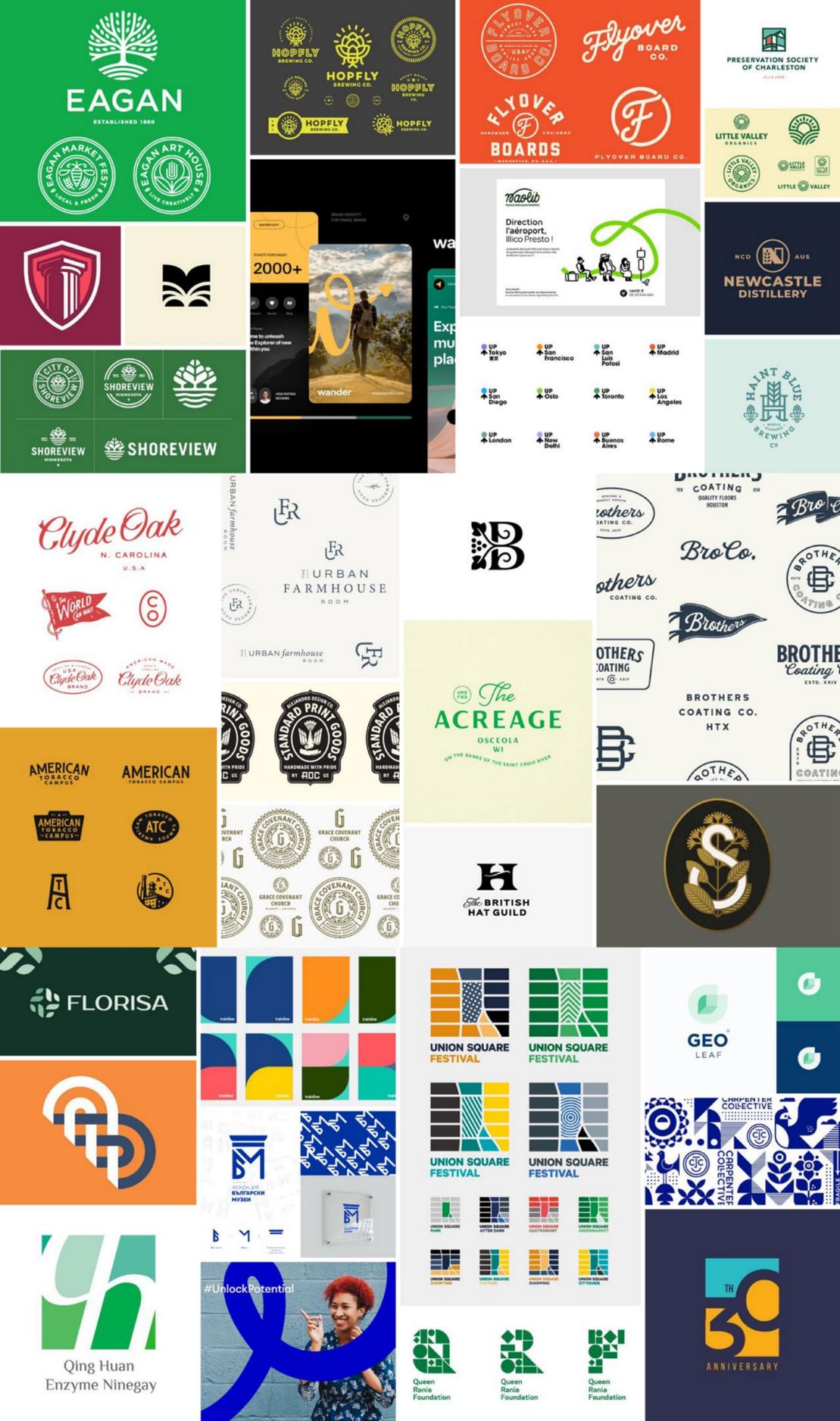
The First of Many.

First Town / First
Public Library /
Birthplace of Education

References Leading
Safety + Schools

Forward Looking —
Unrelenting In The
Pursuit

Visuals



STRENGTH	BALANCE	MOMENTUM	BRIGHT
CONNECTION	ACCESSIBLE	SURPRISING	PRIDE
STABILITY	DELIBERATE	LITERAL	MINDFUL
BLUE + GREEN	YELLOW + ORANGE	NEW ENGLAND	CLASSIC
UP / FORWARD	ATTACH	COMPLIMENTARY	PRESERVE



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).

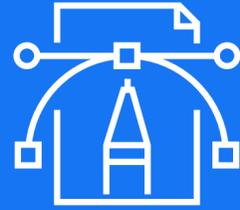
Brand Architecture is important during this time to make sure the logo and type can be extended across different departments, initiatives, events, etc.



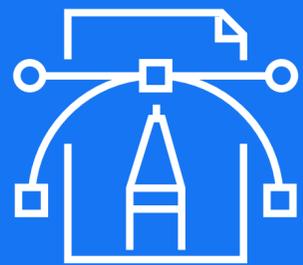
Phase 3.0 Buildout

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 2.0
Visual Direction

Tenets

Three Tenets of Visual Identity Work

1

To Thine Own Audience Be True

At the end of the day, this isn't for you. It's for them. We are creating a visual expression of your audience's feelings, emotions, and the understanding of the town...not our personal stylistic likes and dislikes.

AND

2

Art ≠ Design

Design is not subjective; there's little to no room for interpretation. You have minimal time to convey why you exist, why that matters, and why someone should engage with you.

AND

3

Know The Limitations

Every project has its guardrails. Who is using these materials? How familiar are they with design? What are the future plans for the work? Thinking long-term is imperative for successful implementation and adoption.

No Creative Department

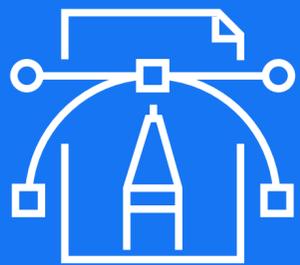
This visual identity has to thrive in a layman's world with layman's tools (*and still look great*).

Mindful of Extra Cost

Using custom fonts or licensed assets could end up costing tens of thousands during implementation.

Scalable

Whether it's being used across different departments or printed on various materials, this identity needs to work for everyone, anytime.



Phase 2.0
Visual Direction

Concept A



TOWN OF FRANKLIN

PRIMARY LOGO BREAKDOWN



Green Spaces &
Growth



Knowledge &
Education



Institutional
Foundation



Stability &
Protection

LOGO SYSTEM

DEPARTMENT CO-BRANDING



**TOWN OF
FRANKLIN**

Building & Inspections

BADGE VARIATIONS



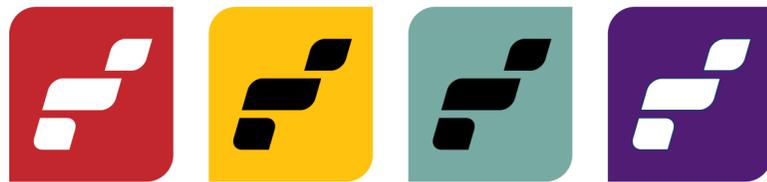
DEPARTMENT SUB-BRANDING



**TOWN OF
FRANKLIN**

Recreation

LETTERMARK AND LOGO RESPONSIVENESS



LOGO IN USE

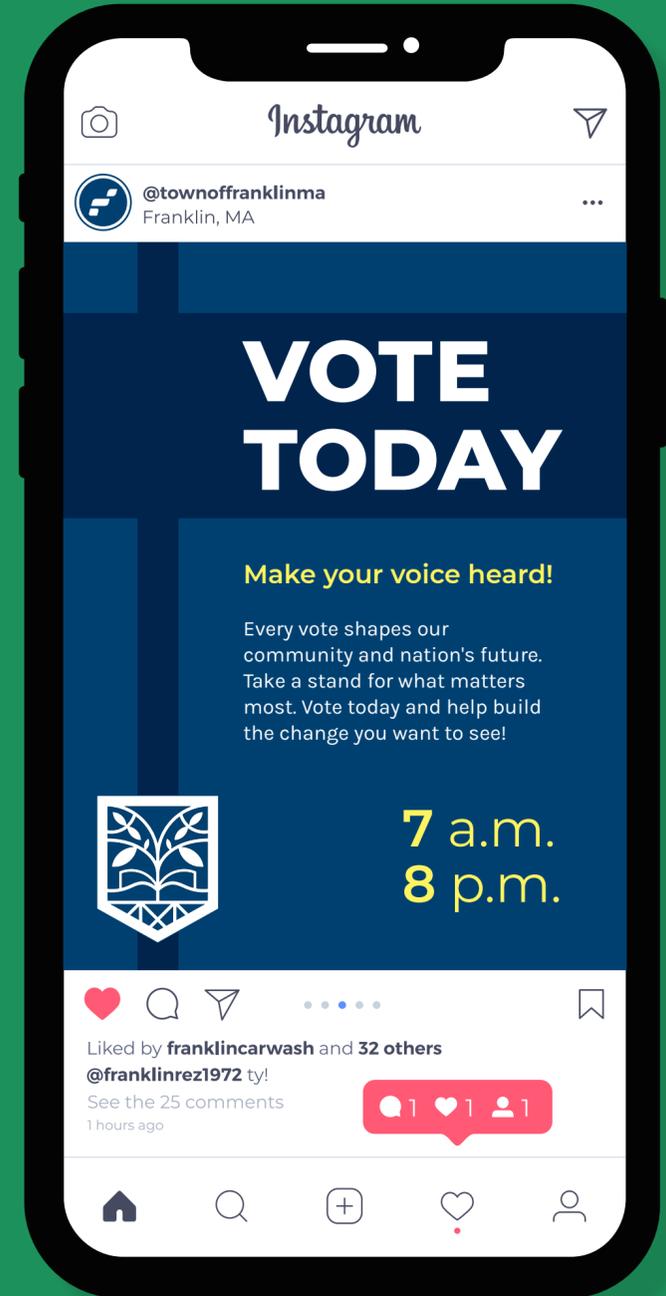


**TOWN OF
FRANKLIN**

Recreation

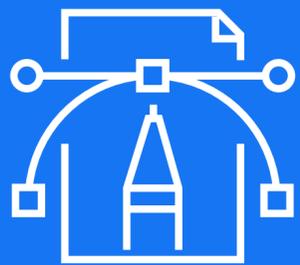
SUMMER CAMP

LOGO IN USE



LOGO IN USE





Phase 2.0
Visual Direction

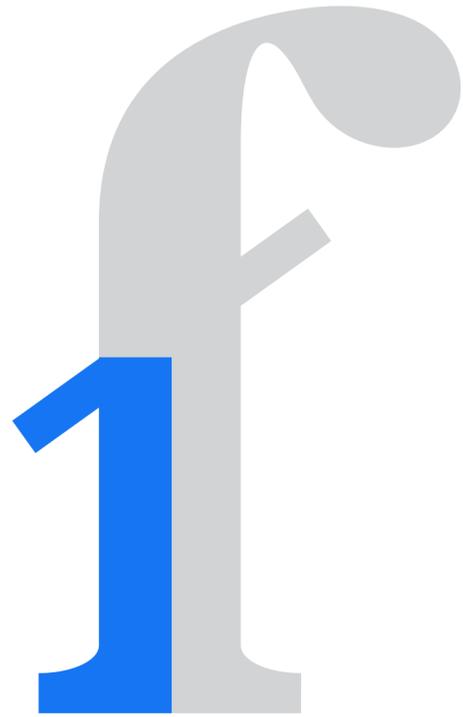
Concept B



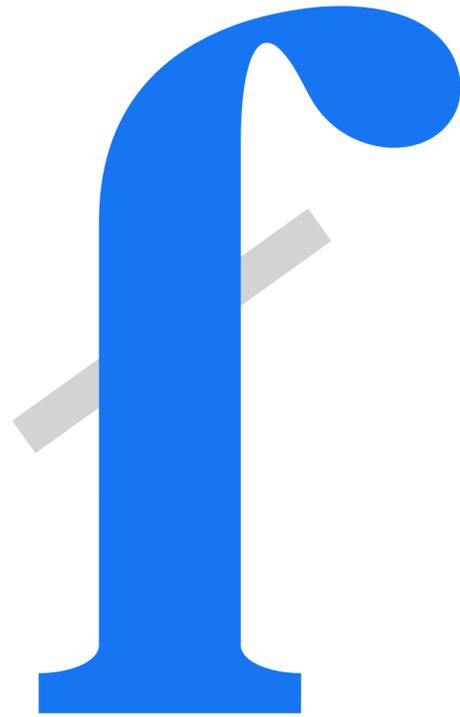
TOWN *of*
FRANKLIN

THE FIRST OF MANY

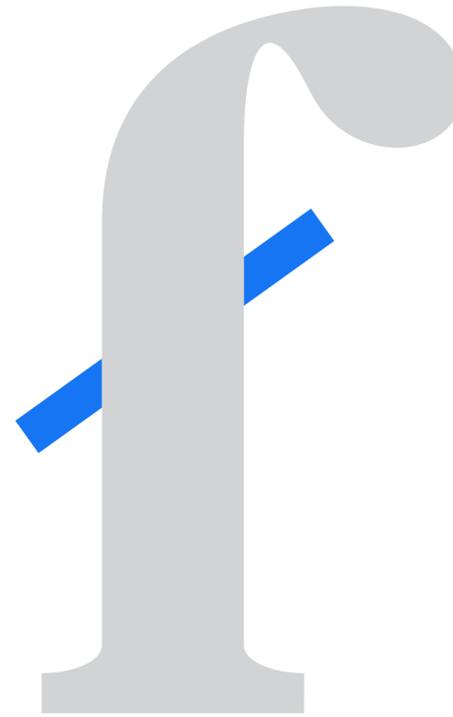
MONOGRAM BREAKDOWN



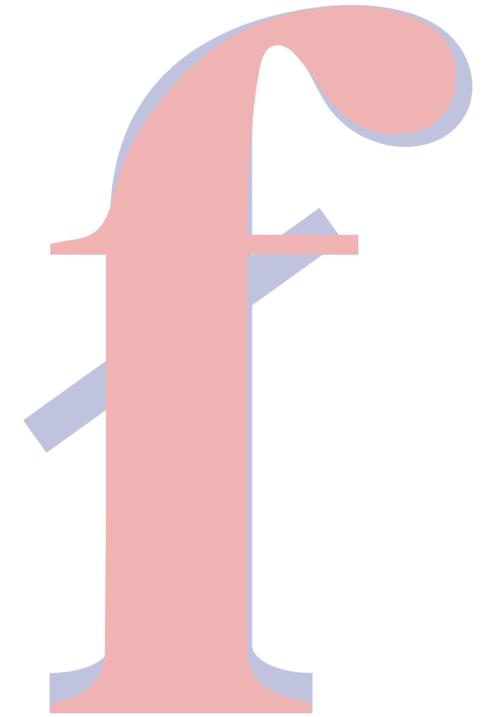
#1
Integrated With
Serif F



Custom Serif
F with Thicker
Stem



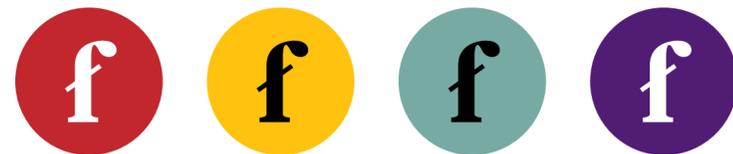
Angled Bar
to Indicate
Movement



Red = Default "F"
Blue = Custom "F"

LOGO SYSTEM

COLOR & SIZE VERSATILITY



DEPARTMENT SUB-BRANDING



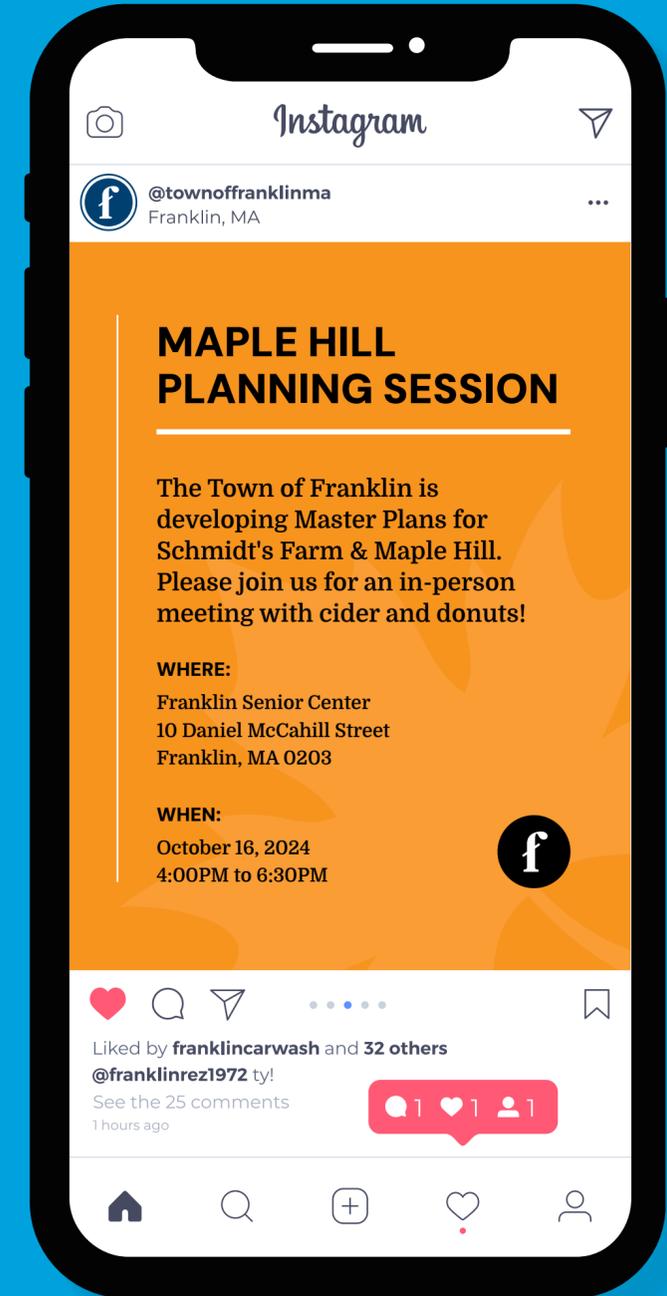
DEPARTMENT SUB-BRANDING (L)



LOGO IN USE



LOGO IN USE



LOGO IN USE



**TOWN of
FRANKLIN**
HEALTH DEPARTMENT

Chair
BRIDGET SWEET

Vice Chair
JEFFREY HARRIS

Member
KIMBERLY MU-CHOW

Director
CATHLEEN LIBERTY

Agent
GINNY MCNEIL

Dear Resident,

Lorem ipsum odor amet, consectetur adipiscing elit. Elementum iaculis consequat dolor et lacus elit. Dictum proin hendrerit; justo sociosqu magnis lacinia quisque. Nostra hendrerit tellus faucibus molestie id. Natoque turpis nullam imperdiet maecenas mus; non ad aenean velit. Ipsum feugiat quisque morbi odio potenti maecenas himenaeos. Quis fusce iaculis odio aliquet bibendum aptent pulvinar.

Fringilla potenti pharetra blandit viverra neque dictum turpis primis. Vel porttitor et sodales hendrerit elit himenaeos. Cras proin facilisi dui viverra platea rhoncus sem. Potenti class dui sodales mauris est parturient vehicula nec euismod. Arcu velit in velit curae sem vestibulum egestas fames. Senectus viverra placerat at magnis tellus aenean suspendisse felis eget. Varius pharetra malesuada tincidunt aliquet malesuada magna semper. Vel morbi taciti tempus fringilla dignissim metus. Felis ex eleifend litora posuere quam.

Montes imperdiet magnis cubilia ornare aenean porta magna dui dignissim. Consequat suspendisse ut sodales cras habitasse sociosqu dolor. Maecenas imperdiet torquent praesent; suscipit lacus commodo? Hac arcu auctor accumsan fermentum dui rutrum dis at. Fusce ac iaculis aliquam magnis nec dui vestibulum ridiculus fusce. Hac vitae quisque facilisi aliquam arcu.

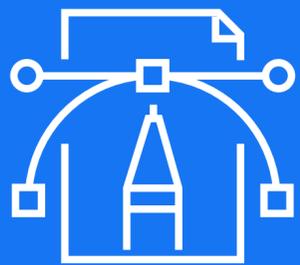
Metus ridiculus phasellus libero ante; nullam nec nisl dui. Quam class interdum mattis conubia himenaeos egestas lacus.

BRIDGET SWEET

355 E. Central St.
Franklin, MA 02038

P. 508.520.4926
F. 508.520.4906





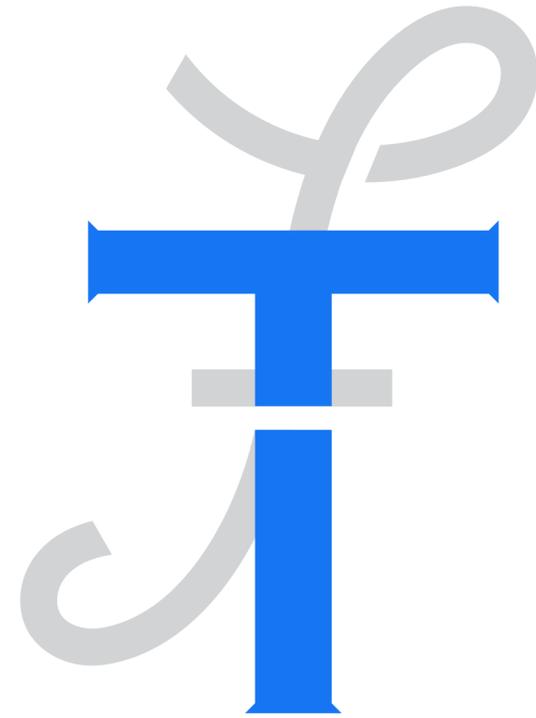
Phase 2.0
Visual Direction

Concept C

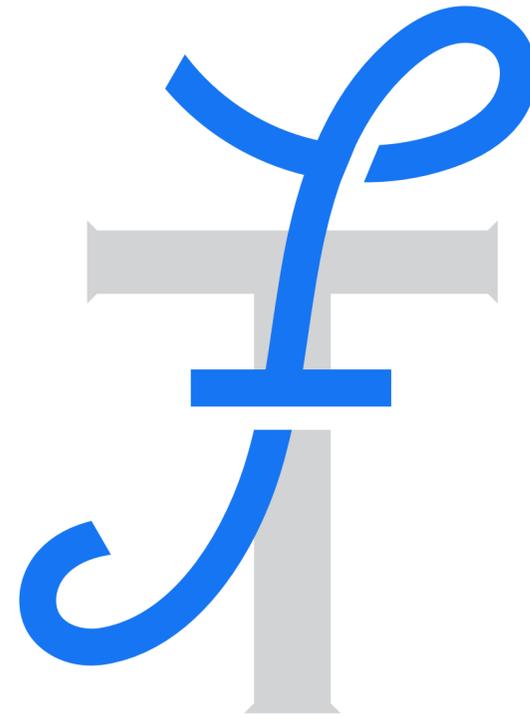


FRANKLIN
MASSACHUSETTS

MONOGRAM LOGO BREAKDOWN



Heritage Letter
"T"



Intertwined
Script "F"

LOGO SYSTEM

DEPARTMENT CO-BRANDING



FRANKLIN
PUBLIC WORKS



COLOR & SIZE VERSATILITY



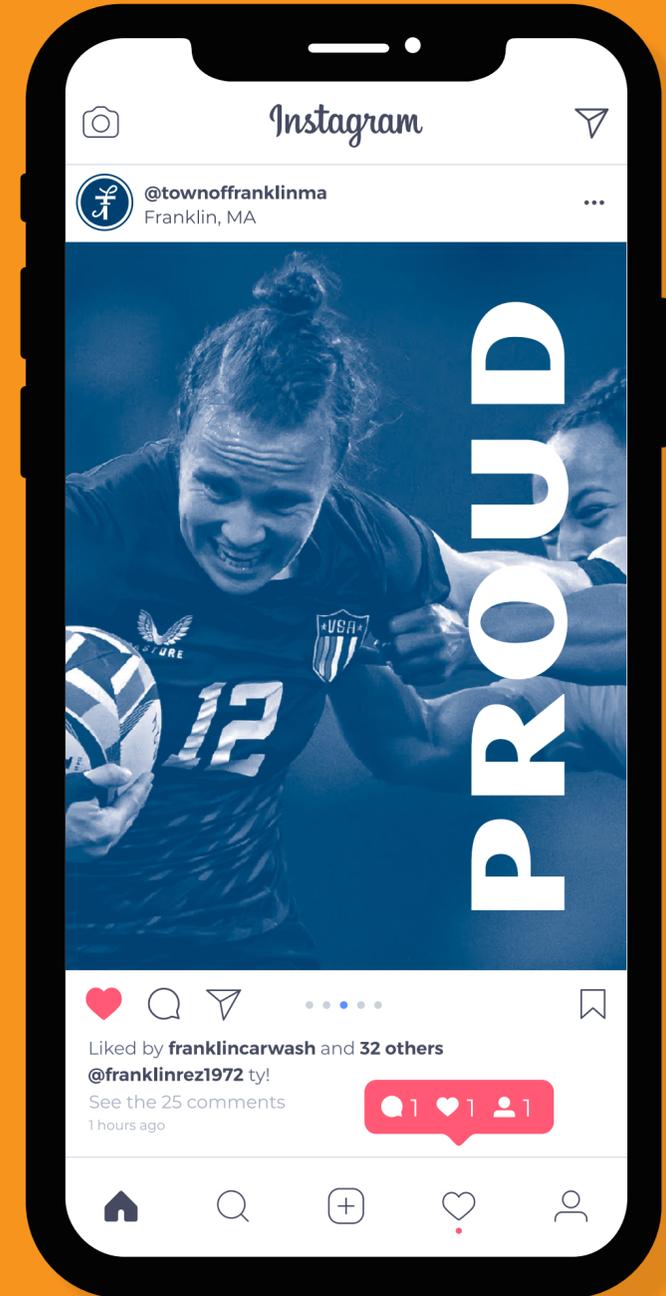
LOGO IN USE

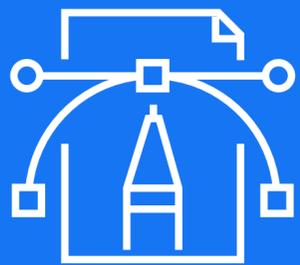


LOGO IN USE



LOGO IN USE





Phase 2.0
Visual Direction

Let's Recap



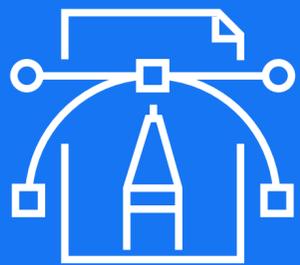
**TOWN OF
FRANKLIN**



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



FRANKLIN
MASSACHUSETTS



Phase 2.0
Visual Direction

Next Steps