

TOWN OF FRANKLIN BRANDING PROJECT

Presentation to Franklin Town Council

Amy Frigulietti, Deputy Town Administrator

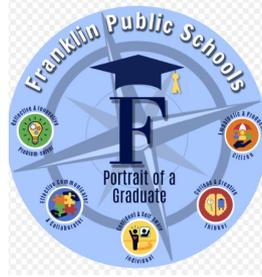
October 16, 2024

INCONSISTENT BRANDING:



Franklin Public Library

America's First Free Lending Library, est. 1790



Conservation



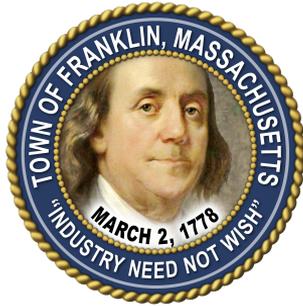
BUILDING INSPECTION



CONSERVATION

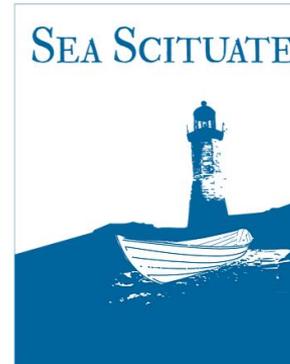


CONSISTENCY IS KEY!



BENEFITS OF BRANDING

- Creates consistency
- Helps to streamline systems & create efficiencies
- Creates organizational unity, equity and professionalism
- Drives economic development, attracts investment, & boosts tourism
- Differentiates Franklin from other communities
- Showcases the vibrancy of the community and fosters community pride



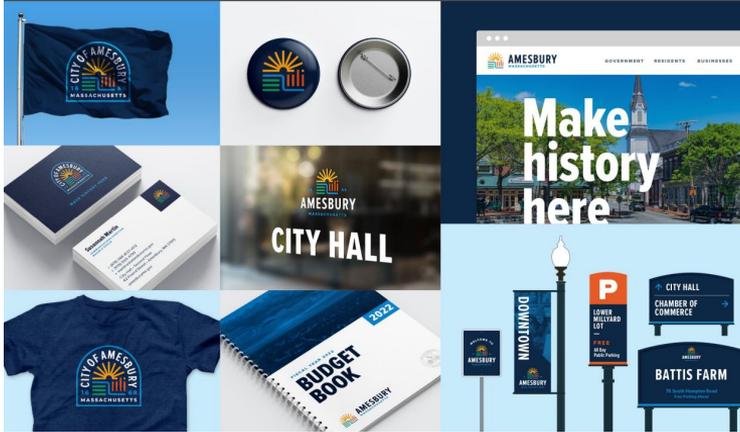
FUNDING:

The Town Branding Project is being funded through a state economic development earmark enacted by Governor Baker in November of 2022 and cannot be used for other municipal purposes.

SCOPE OF WORK

- Creation of 3-5 logo designs for client review and selection
 - Two rounds of refinement on the original selection
- Upon sign-off of logo
 - one (1) crisp Town seal image
 - one (1) logo with slogan or tagline
 - design lockups for department-specific communications
 - six (6) separate logos and colorways for various departments
- Creation of tagline or slogan for new brand
- Creation of full brand guidelines documentation with defined framework on Branding vs. Town Seal

NEW VISUAL COMMUNITY BRAND IN ADDITION TO THE TOWN SEAL



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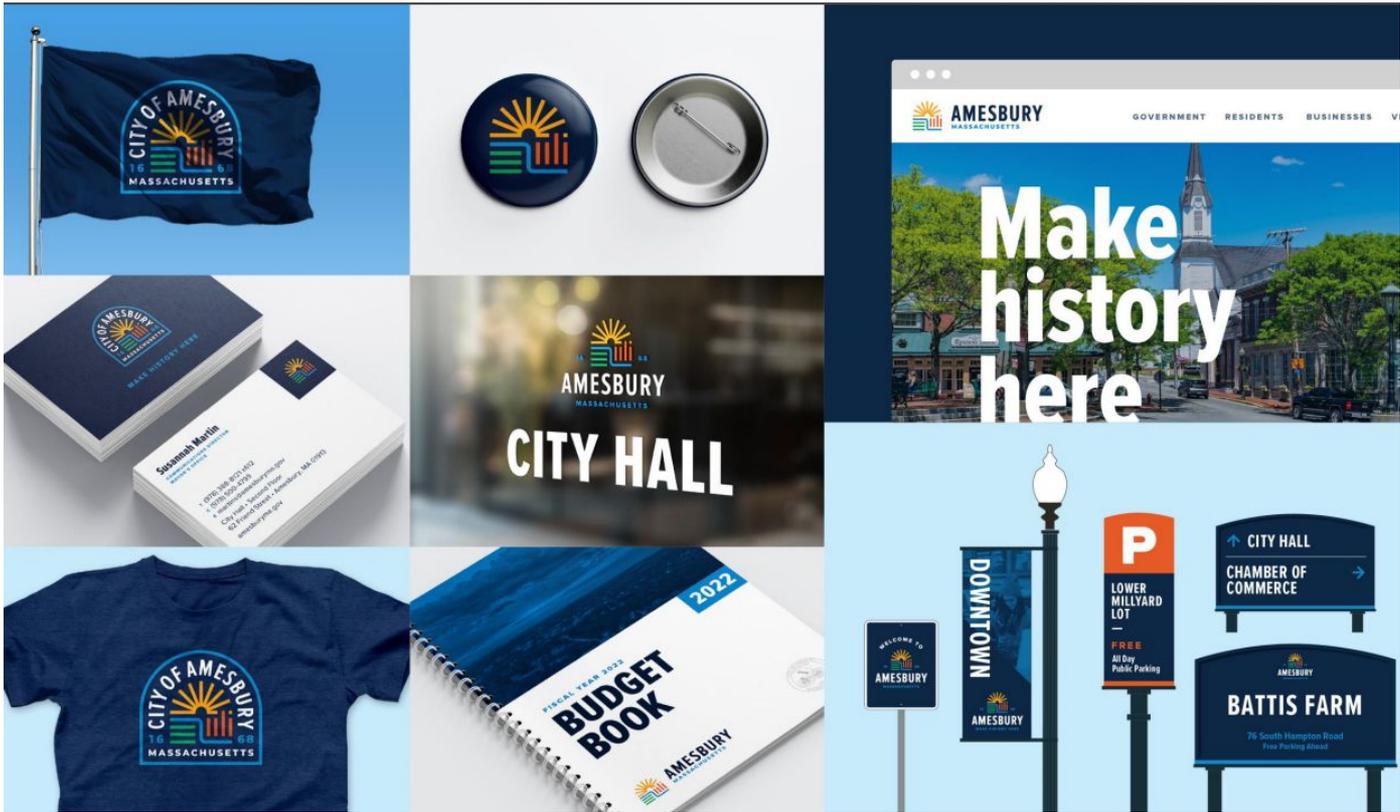
WORK TO DATE:

- ✓ Developed scope of services for State grant
- ✓ Completed internal inventory and brand audit
- ✓ Developed budget for State grant (under \$50,000)
- ✓ Executed grant contract documents - contract signed with Commonwealth(EOED), earmark to be spent prior to June 30, 2025
- ✓ Determined project phases (I & II)
- ✓ Call for Proposals release date: Monday, July 29, 2024
- ✓ Launched Community Survey: July 2024
- ✓ Proposals due: Monday, August 26
- ✓ Interviews: Tuesday, August 27 - Friday, August 30, 2024
- ✓ Proposal chosen: Wednesday, September 4, 2024
- ✓ Preliminary meeting with staff: September 9, 2024
- ✓ Preliminary meeting between the Consultant and the EDC to finalize scope and develop strategy and goals: September 18, 2024
- ✓ 1st Round of Designs Due: Friday, October 4, 2024
- ✓ Public forum for review of brand elements, Wednesday, October 16, 2024

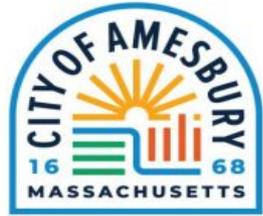
NEXT STEPS & TIMELINE

- 2nd Round of Designs Due: End of October
- Recommendation/Vote of the EDC: November 13, 2024
- Brand elements to be approved by the Town Council: November 20, 2024
- Project completion: November 2024

BRANDING PUT INTO PRACTICE



STREAMLINE SYSTEMS



- Single logo = single organization
- Lock-ups for department specific communications - unite & distinguish
- Separate logos & colors for approved Depts.

CREATE EFFICIENCY

- Streamline letterhead, business cards, social media pages, emails signatures, website, etc.
- System of templates and toolkits for communications



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CITY OF AMESBURY - EXAMPLE

- Archway bridges = mirrors local architecture and symbolizes city legacy & opportunity
- Strong Typography feels proud and sturdy, while modern and versatile
- Carriage Wheel/Sunshine is symbolic of past achievements, while looking ahead to future opportunity
- Field of green is symbolic of wide array of outdoor amenities, agricultural and preserved lands
- River Falls = iconic and essential to life in Amesbury
- Mills = home to a rich history of creativity, innovation, and manufacturing
- Colorful represents a diverse community



COMPETITIVE & ATTRACTIVE

Branding & Marketing - telling our story in a streamlined, cohesive way spurs economic development...

- Business attraction and expansion
- Downtown vibrancy
- Larger employer retention
- Help with Creation of digital marketing, a business guide, marketing video and overall communications

PROCESS

- Collaborate with Town staff & EDC
- Seek community feedback via a community Survey
- Host public listening sessions with EDC
- Utilize existing resources like the Franklin MAPC Market Study & Master Planning Process



HISTORY OF TOWN SEAL



ARTICLE 27. To see if the town will vote to adopt a seal, or do anything relating thereto.

ADOPTION OF SEAL.

ARTICLE 27. Committee report and recommend "That this article be referred to a committee of three to report at some future town meeting."

Voted, that the report be adopted and that the Moderator appoint the committee, and thereupon the Moderator appointed Orestes T. Doe, Dwight M. Hodge and Bradley M. Rockwood.

The committee appointed to consider the matter of a seal for the town, reported orally by Orestes T. Doe, and recommended, "That the town adopt a seal with the head of Benjamin Franklin thereon and the words, 'Town of Franklin, Massachusetts, incorporated March 2, 1778. Industry need not wish.'"

And the meeting voted to adopt such a seal, and instructed the Town Clerk to have the same made and provided for the use of the town.

From Benjamin Franklin's book "The Way to Wealth" (1758):

So what signifies wishing and hoping for better times? We may make these times better, if we bestir ourselves. Industry need not wish, and he that lives upon hopes will die fasting.