

Let's Build
Your Brand,
Franklin.

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:

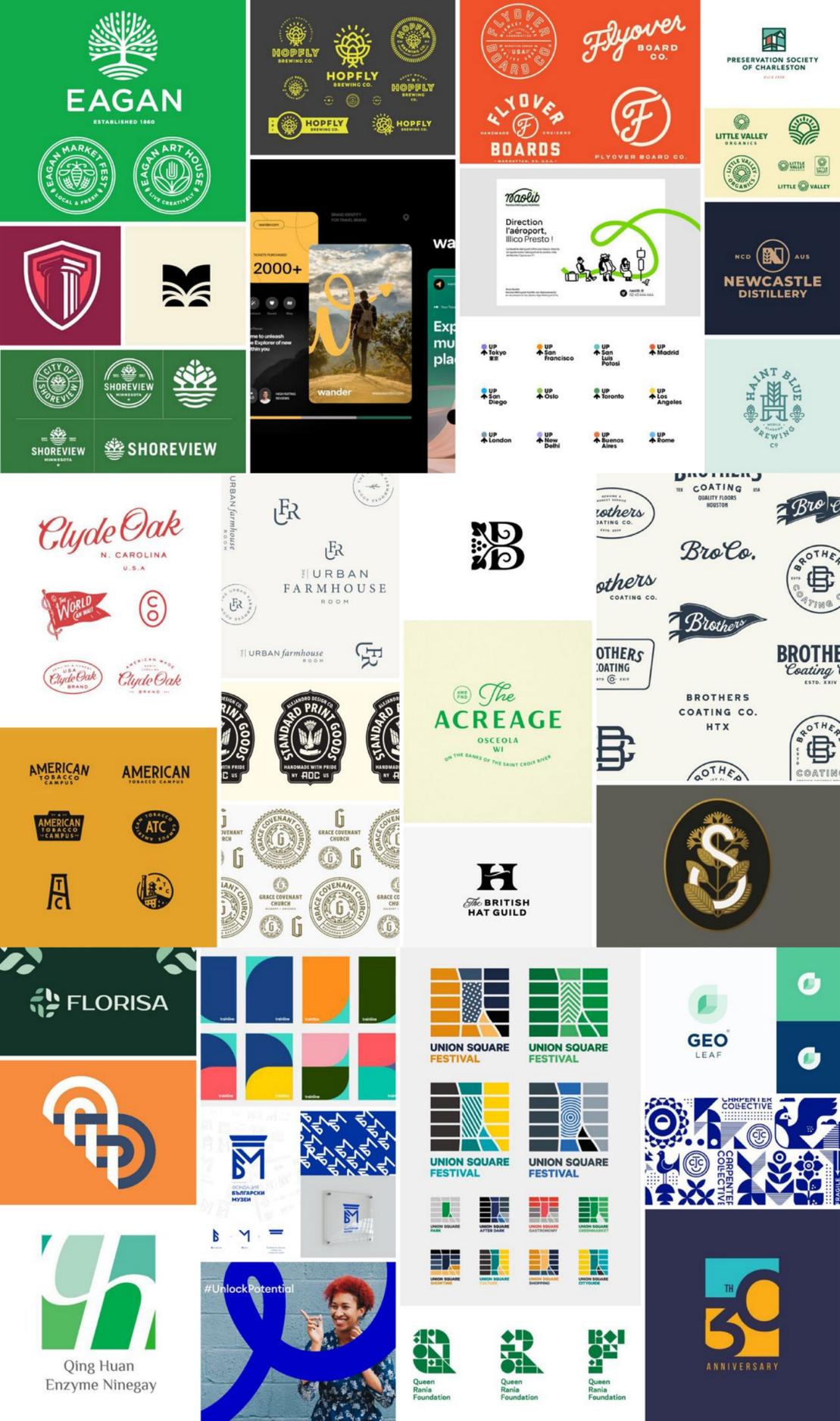
- Digital and print-ready logo files for all approved lock-ups and color ways
- Brand guidelines
- Editable and non-editable templates for stationery, email signatures, avatars, etc.
- Mock-ups and design direction for vehicle wraps, wayfinding, and exterior / environmental signage

The First of Many.

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.



STRENGTH

BALANCE

MOMENTUM

BRIGHT

CONNECTION

ACCESSIBLE

SURPRISING

PRIDE

STABILITY

DELIBERATE

LITERAL

MINDFUL

BLUE + GREEN

YELLOW + ORANGE

NEW ENGLAND

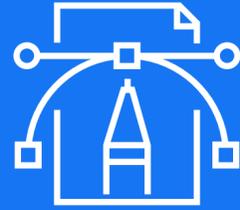
CLASSIC

UP / FORWARD

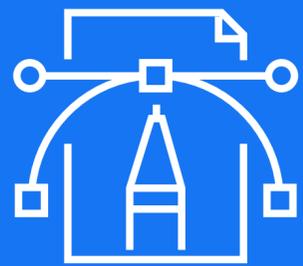
ATTACH

COMPLIMENTARY

PRESERVE



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

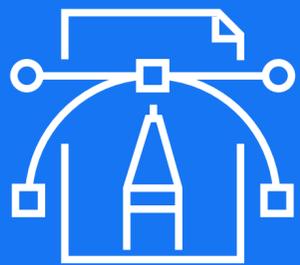
This visual identity has to thrive in a layman's world with layman's tools (*and still look great*).

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



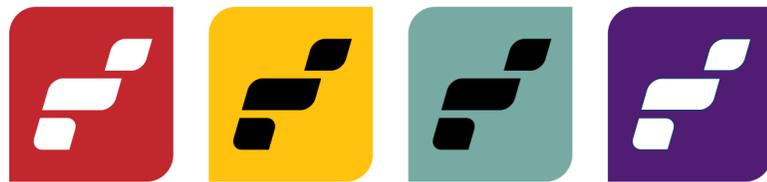
DEPARTMENT SUB-BRANDING



**TOWN OF
FRANKLIN**

Recreation

LETTERMARK AND LOGO RESPONSIVENESS



LOGO IN USE

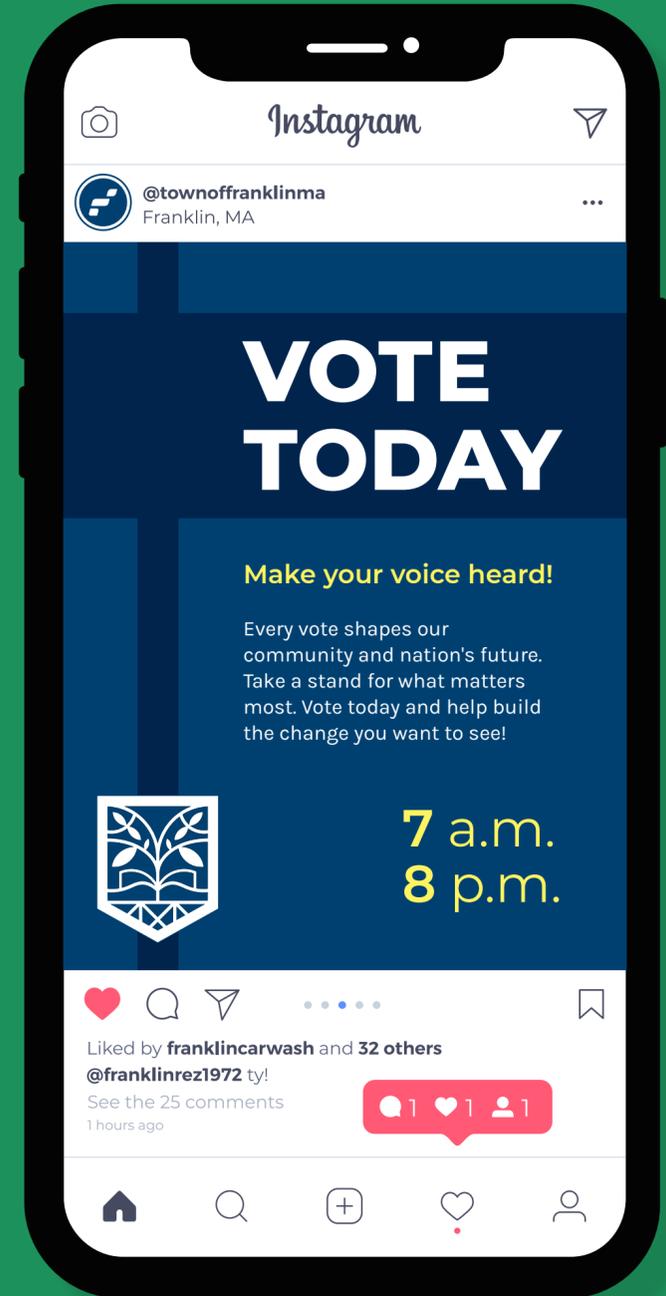


**TOWN OF
FRANKLIN**

Recreation

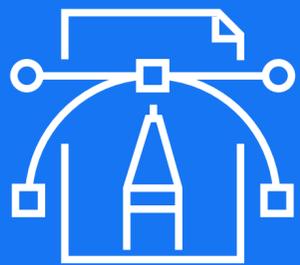
SUMMER CAMP

LOGO IN USE



LOGO IN USE





Phase 2.0
Visual Direction

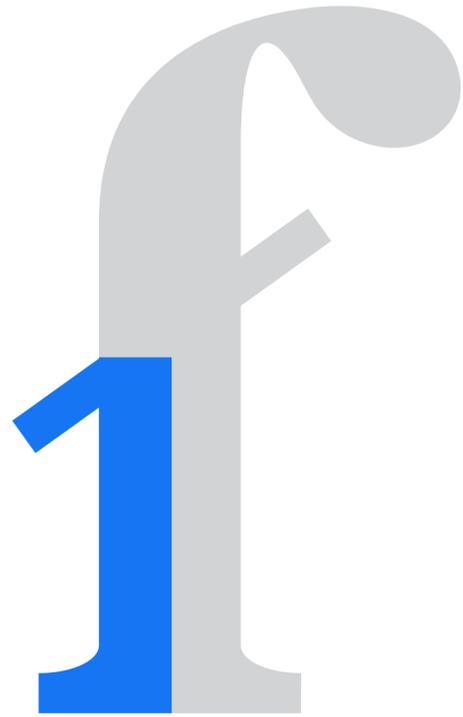
Concept B



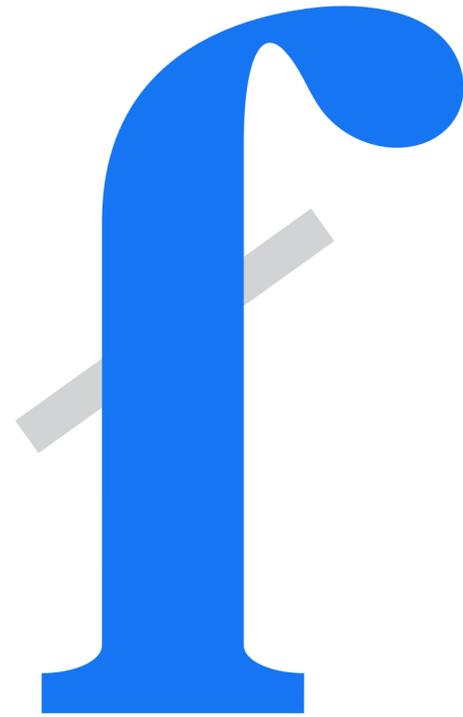
TOWN *of*
FRANKLIN

THE FIRST OF MANY

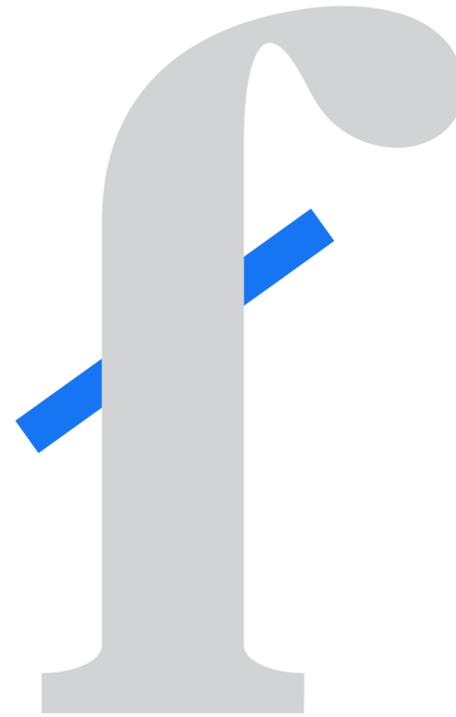
MONOGRAM BREAKDOWN



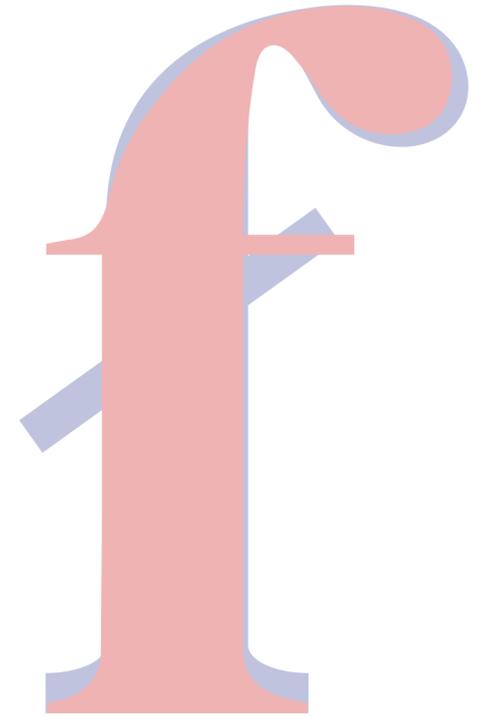
#1
Integrated With
Serif F



Custom Serif
F with Thicker
Stem



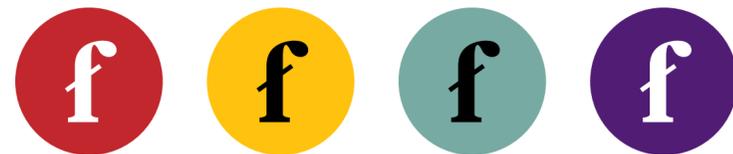
Angled Bar
to Indicate
Movement



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

LOGO SYSTEM

COLOR & SIZE VERSATILITY



DEPARTMENT SUB-BRANDING



**TOWN *of*
FRANKLIN**
355 E. CENTRAL ST.
FRANKLIN, MA 02038



**TOWN *of*
FRANKLIN**
HEALTH DEPARTMENT



**TOWN *of*
FRANKLIN**
WATER & SEWER



**TOWN *of*
FRANKLIN**
POLICE DEPARTMENT

DEPARTMENT SUB-BRANDING (L)

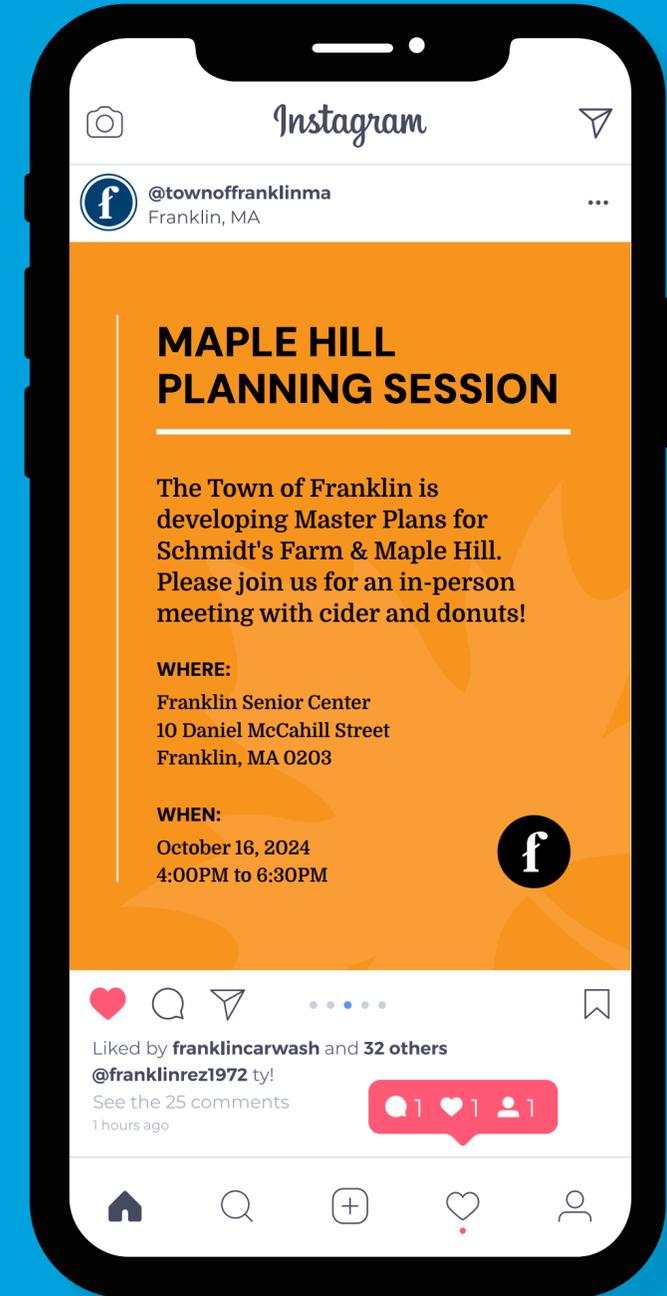


**TOWN *of*
FRANKLIN**
DEPARTMENT OF
PUBLIC WORKS

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.

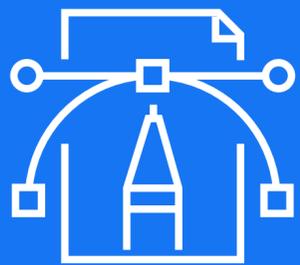
Metus ridiculus phasellus libero ante; nullam nec nisl dui. Quam class interdum mattis conubia himenaeos egestas lacus.

BRIDGET SWEET

355 E. Central St.
Franklin, MA 02038

P. 508.520.4926
F. 508.520.4906





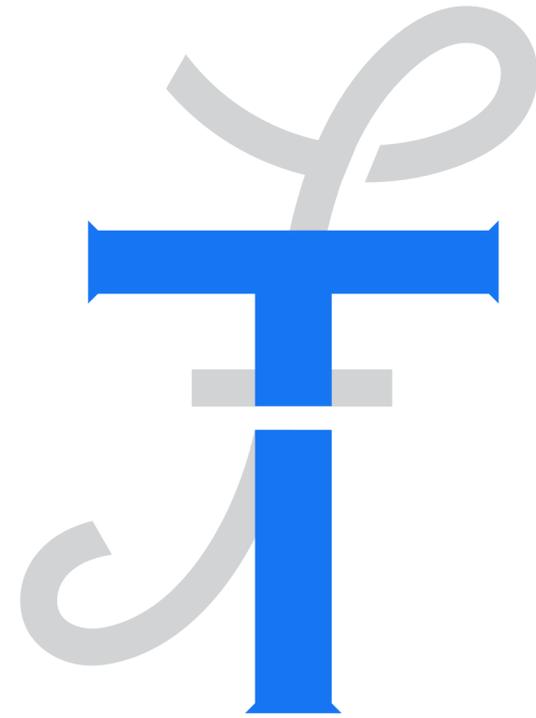
Phase 2.0
Visual Direction

Concept C

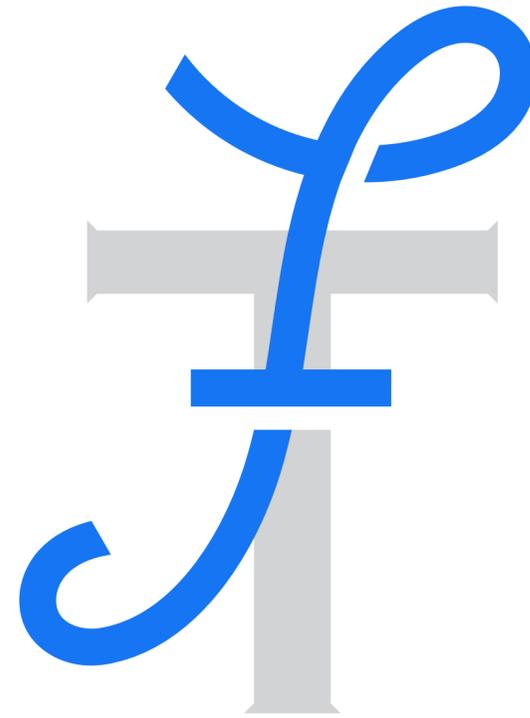


FRANKLIN
MASSACHUSETTS

MONOGRAM LOGO BREAKDOWN



Heritage Letter
"T"



Intertwined
Script "F"

LOGO SYSTEM

DEPARTMENT CO-BRANDING



FRANKLIN
PUBLIC WORKS



COLOR & SIZE VERSATILITY



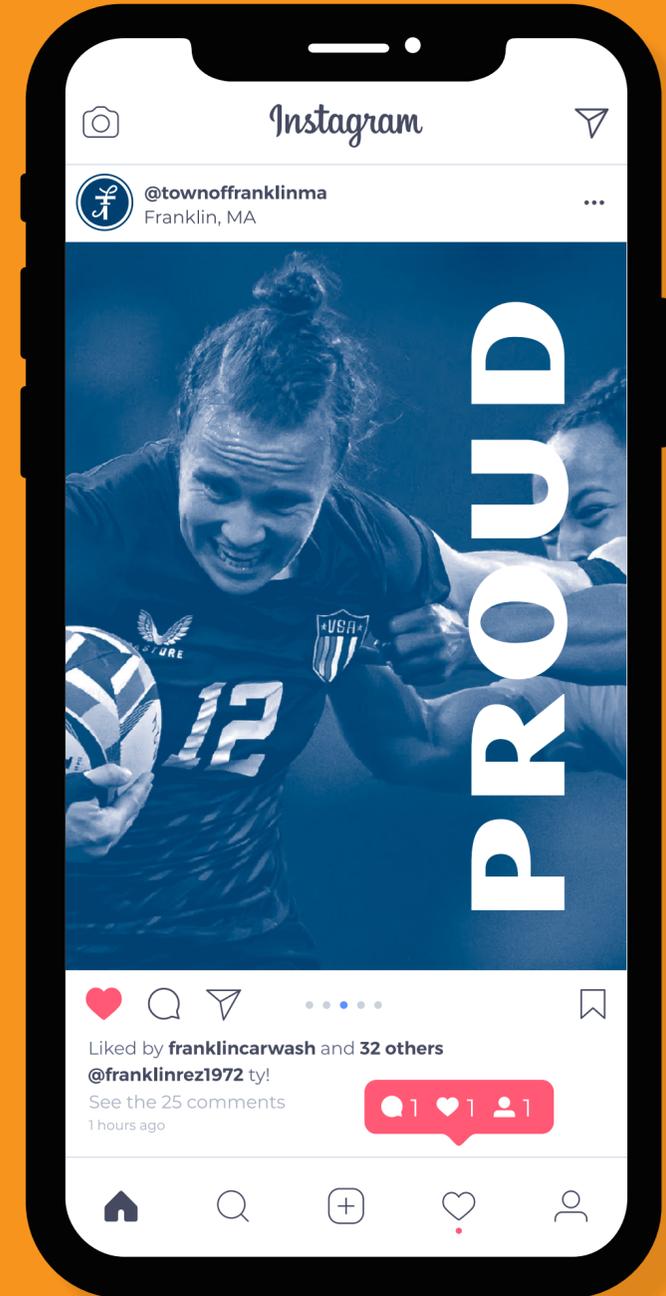
LOGO IN USE

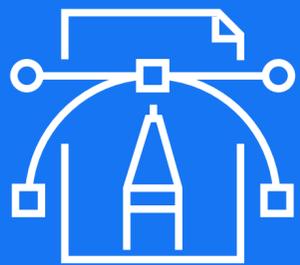


LOGO IN USE



LOGO IN USE





Phase 2.0
Visual Direction

Let's Recap



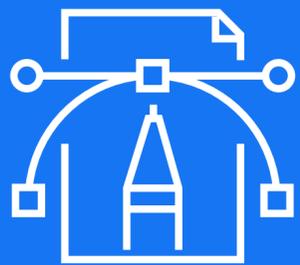
**TOWN OF
FRANKLIN**



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



FRANKLIN
MASSACHUSETTS



Phase 2.0
Visual Direction

Next Steps